

A Critical Genre Analysis in Food Promotion: Salad Advertising

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ABSTRACT

This study applies Bhatia's Critical Genre Analysis (CGA) framework to analyze promotional posters from four salad brands—SaladPoint, SaladStop!, Hijoo Salad Bar, and The Roots. It examines how textual, visual, and interactive resources are integrated to communicate brand messages and engage health-conscious audiences effectively. By focusing on genre features like audience targeting, multimodal resources, and interdiscursivity, the study reveals how these strategies align with consumer priorities such as health, convenience, and lifestyle. The analysis shows that the brands use bold typography, vibrant imagery, and strategic calls to action to craft persuasive advertisements. Features like bright colors, fresh ingredients, and friendly language appeal to the health-conscious demographic, promoting a sense of ease and community. Interactive elements such as QR codes and social media handles further enhance consumer engagement. These multimodal strategies work cohesively to convey the brands' ethos and strengthen their appeal. The findings emphasize the importance of Bhatia's CGA framework in understanding promotional communications, particularly in industries where consumer choices are shaped by perceptions of health, quality, and brand image. Effective advertisements must balance visual, verbal, and interactive elements to resonate with target audiences. This study offers actionable insights for optimizing advertising strategies in the competitive food industry, highlighting the need for cohesive multimodal approaches to boost consumer engagement and brand identity. It also contributes to broader discussions on multimodality and genre in advertising, providing a methodological framework for analyzing promotional materials.

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INTRODUCTION

Promotional posters serve as essential tools in the competitive food industry, capturing audience attention and delivering persuasive brand messages. Using Bhatia's Critical Genre Analysis (CGA) framework, this study investigates how promotional posters from SaladPoint, SaladStop!, Hijoo Salad Bar, and The Roots fulfill communicative purposes, appeal to health-conscious audiences, and incorporate multimodal elements—including text, imagery, and design—to achieve marketing goals. According to Bhatia (2004), understanding various genre features, including social context, communicative purpose, and audience expectations, is critical for deconstructing promotional texts. CGA underscores the strategic integration of linguistic and

non-linguistic elements in achieving communicative objectives.

This study analyzes the promotional posters of SaladPoint, SaladStop!, Hijoo Salad Bar, and The Roots, focusing on the interplay of textual and visual resources used to persuade, inform, and engage health-conscious consumers. Employing Bhatia's framework facilitates an in-depth understanding of the intersection between language, design, and marketing strategy, revealing how these brands construct messages that resonate with their target audiences while aligning with cultural and social food consumption practices.

Specifically, the analysis examines the communicative functions of the posters, such as introducing new products, emphasizing health benefits, and encouraging online ordering, while highlighting the role of interdiscursivity (Bhatia, 2004). This interdiscursive approach combines discourses on health, convenience, and lifestyle, forming a cornerstone of the promotional strategies employed by these food brands.

Further, the study explores how cultural and regional contexts, particularly in Indonesia, influence the design and messaging strategies of promotional posters. Indonesia's diverse cultural landscape and evolving consumer preferences provide a compelling context for understanding the interplay between global marketing trends and localized branding efforts. By analyzing these posters, the study uncovers how brands adapt their strategies to resonate with health-conscious audiences while navigating cultural nuances.

Additionally, the multimodal aspects of the posters are evaluated, focusing on how text and imagery cohesively create impactful messages. Bhatia's (2004) view of genre as a social practice enables a nuanced analysis of how these posters not only fulfill persuasive functions but also reflect broader marketing trends in the food industry. By examining visual rhetoric, typography, color schemes, and spatial organization, this study provides insights into how brands establish identity and promote products effectively within a competitive market.

REVIEW OF LITERATURE

Promotional posters play a pivotal role in the competitive food industry, serving as tools to capture audience attention and convey persuasive brand messages. This study employs Bhatia's CGA framework, which highlights the significance of linguistic and non-linguistic elements in shaping genres for specific communicative purposes within social and cultural contexts (Bhatia, 2004). Alamgeer et al. (2022) state a key feature of CGA, interdiscursivity, integrates diverse discourses—such as health, convenience, sustainability, and lifestyle—into promotional advertising, enabling brands to appeal to a broader range of consumer motivations. This interdiscursive blending addresses both rational and emotional drivers of consumer behavior.

The analysis reveals how multimodal elements, including bold typography, vibrant imagery, and well-structured layouts, are employed in promotional posters to communicate brand identity and engage health-conscious audiences. These elements, coupled with visually appealing designs and concise language, work synergistically to craft compelling narratives that persuade consumers to take action, such as visiting a restaurant or purchasing a product. Drawing from multimodal communication theories (Kress & Van Leeuwen, 2006), the study underscores how visual, textual, and spatial elements are strategically combined to create cohesive and impactful messages.

Interactive features, such as QR codes, demonstrate the evolution of promotional posters in the digital age, extending engagement beyond the physical medium to digital platforms. Cultural and regional contexts also shape advertising strategies, particularly in Indonesia, where localized approaches resonate with health-conscious and environmentally aware consumers. By incorporating local ingredients, cultural references, and region-specific concerns, brands establish stronger connections with their audiences (Budiastono & Noverino, 2024).

This study highlights how CGA, interdiscursivity, and multimodal communication converge to enhance promotional effectiveness. The findings provide valuable insights for food brands in crafting advertisements that align with both global trends and local cultural nuances, optimizing their relevance and impact.

METHOD

This study applies Vijay K. Bhatia's CGA framework to explore the multimodal strategies employed in promotional posters from SaladPoint, SaladStop!, Hijoo Salad Bar, and The Roots. The research investigates how textual, visual, and interactive elements are integrated to convey persuasive promotional messages tailored to specific social and cultural contexts. Following Bhatia's (2004) framework, the analysis focuses on how these elements support goals such as persuasion, brand positioning, and consumer engagement.

Textual components, including product descriptions, promotional language, and calls-to-action, are analyzed alongside visual features such as imagery, typography, color schemes, and spatial layout. The study leverages Bhatia's concept of interdiscursivity to examine how the posters blend multiple genres, including health, lifestyle, and convenience, to appeal to specific demographics, particularly health-conscious and digitally engaged consumers. By analyzing the interplay between linguistic and visual resources, the study provides valuable insights into how food brands construct effective advertisements.

This multimodal approach aligns with Bhatia's emphasis on the relationship between social practices and genre conventions in promotional communication. It reveals how these strategies resonate with consumer priorities, such as well-being and convenience, while simultaneously strengthening brand identity. The findings contribute to understanding how multimodal and interdiscursive strategies enhance the effectiveness of promotional materials within the competitive food marketing landscape.

FINDINGS AND DISCUSSION

1. SaladPoint Poster Analysis



Figure 1. SaladPoint Poster from saladpointid on Instagram (7 September 2024)

1.1 Communicative Purpose

The SaladPoint poster aims to promote the Tunacado Sourdough Sandwich as a new menu offering. Its primary communicative purpose is to engage health-conscious customers by emphasizing freshness and innovation, thereby positioning the brand as modern and aligned with contemporary tastes. The inclusion of halal certification subtly reflects cultural inclusivity, appealing to a broader audience, particularly Muslim consumers. Additionally, the hashtag #LetsEatSalad invites engagement on social media platforms, encouraging customers to participate in an online conversation. Through the "New Menu" announcement, the poster builds excitement and motivates viewers to visit the restaurant and experience a fresh and unique product.

1.2 Genre Features

In accordance with Bhatia's Critical Genre Analysis framework, the poster aligns with the genre of promotional advertisements by incorporating several key features typical of this genre. The headline, "New Menu," sparks curiosity and captures attention, while the product image prominently highlights the sandwich's vibrant layers, visually emphasizing its freshness. The SaladPoint logo reinforces brand trust and recognition, while the hashtag #LetsEatSalad serves as an interactive call-to-action, fostering social media engagement. Additionally, the halal certification enhances cultural inclusivity, making the product accessible to a wider audience.

1.3 Audience

The poster targets health-conscious younger individuals, particularly Millennials and Gen Z, who value fresh and wholesome ingredients. These demographics are often drawn to brands that resonate with their lifestyle preferences, and the vibrant colors and trendy language of the poster appeal to their digital and social engagement habits. Furthermore, the inclusion of halal certification ensures accessibility for Muslim consumers, broadening the reach of the advertisement.

1.4 Interdiscursivity

The poster demonstrates interdiscursivity by integrating multiple discourses to achieve its objectives. Advertising discourse is evident in its visual appeal and product announcement, designed to generate excitement and urgency. Health discourse is emphasized through the focus on fresh and nutritious ingredients, promoting the sandwich as a wholesome option. Cultural discourse is introduced through the inclusion of halal certification, signaling inclusivity and catering to the dietary requirements of Muslim consumers. Together, these discourses create a layered and multifaceted appeal.

1.5 Multimodality

The poster employs a multimodal design to enhance its persuasive impact. A clear and vibrant image of the sandwich visually communicates freshness and quality, while bold typography for the slogan "New Menu" draws attention. Smaller text highlights the sandwich's features, while a bright color palette, predominantly greens and yellows, reinforces themes of health and vitality. This strategic combination of visual and textual elements aligns with the product's message and appeals to the intended audience.

1.6 Critical Evaluation

The SaladPoint poster demonstrates notable strengths, particularly in its visual appeal and interactive call-to-action through the hashtag, which encourages social media engagement. However, the absence of pricing or availability details may leave potential customers uncertain about how to access the product. Including such information could enhance the poster's overall effectiveness and provide a more comprehensive promotional message.

2. SaladStop! Poster Analysis



Figure 2. SaladStop! Poster from saladstupid on Instagram (18 November 2024)

2.1 Communicative Purpose

The SaladStop! poster leverages its anniversary celebration to offer a 45% discount in collaboration with Grab. This promotional strategy aims to generate excitement and urgency among customers, encouraging immediate action while reinforcing the brand's commitment to health and accessibility. Labels such as "New Halal" and "Healthy" emphasize the brand's identity as inclusive and health-conscious, appealing to a diverse audience while maintaining core values of freshness and quality.

2.2 Genre Features

Aligned with the conventions of promotional advertisements, the SaladStop! poster effectively highlights its key messages. The headline prominently displays the anniversary and discount offer, immediately capturing attention. The 45% discount serves as a strong incentive for customer engagement. Terms and conditions for the promotion are included in fine print at the bottom, though their visibility could be improved for clarity. Key branding elements, such as the SaladStop! logo and halal certification, enhance credibility and demonstrate cultural inclusivity, strengthening trust among diverse audiences.

2.3 Audience

The target audience for this poster comprises health-conscious, tech-savvy individuals who value discounts and convenience. The collaboration with Grab makes the campaign particularly attractive to younger urban consumers who frequently use online platforms for food ordering. Additionally, the inclusion of halal certification broadens the appeal by ensuring accessibility for Muslim customers, thereby enhancing the brand's inclusivity.

2.4 Interdiscursivity

The poster integrates multiple discourses to create a cohesive and compelling message. Promotional discourse is evident in the emphasis on celebration and urgency, using the anniversary and discount to drive quick customer action. Health and cultural discourses are represented through the labels "Healthy" and "Halal," positioning the brand as both inclusive and health-oriented. The partnership with Grab introduces a convenience discourse, highlighting the ease of accessing the offer through digital platforms, appealing to busy, tech-savvy consumers.

2.5 Multimodality

The poster employs a multimodal design to enhance its effectiveness. Typography is used strategically, with bold fonts emphasizing the anniversary and discount offer to grab attention. Smaller text provides additional details about the promotion, though it could benefit from increased legibility. Vibrant imagery of fresh salads reinforces the brand's health-conscious ethos,

while the green color palette aligns with themes of freshness and vitality, maintaining consistency with the brand's identity.

2.6 Critical Evaluation

The SaladStop! poster successfully combines celebratory and promotional elements to engage its audience. The substantial discount and collaboration with Grab create a sense of urgency and convenience, effectively appealing to the target demographic. However, the fine print explaining the terms and conditions is relatively difficult to read, potentially causing confusion or deterring customers from understanding how to redeem the offer. Enhancing the accessibility of this information could further improve the poster's overall effectiveness.



Figure 3. Hijoo Salad Bar Poster from hijoo on Instagram (17 November 2024)

3.1 Communicative Purpose

The Hijoo Salad Bar poster announces the opening of a new outlet in Kelapa Gading with the slogan "Sudah Buka!" ("Now Open!"). Its primary objective is to generate excitement and attract potential customers to visit the new location. By incorporating hashtags such as #bikinseimbang ("create balance"), the poster reinforces the brand's focus on promoting a healthy and balanced lifestyle, aligning with the values of its target audience.

3.2 Genre Features

The poster effectively aligns with the conventions of promotional advertising. The headline, "Sudah Buka!" is direct and enthusiastic, capturing attention and creating a sense of urgency. The vibrant imagery of fresh ingredients visually communicates the brand's health-conscious ethos. Hashtags such as #bikinseimbang encourage social media engagement, fostering interaction and community building among customers. Furthermore, the inclusion of delivery options, such as GoFood and GrabFood, highlights accessibility and convenience for busy, digitally connected consumers.

3.3 Audience

The target audience for the poster includes health-conscious young professionals and tech-savvy individuals who value fresh, wholesome food. The delivery options appeal to those prioritizing convenience and preferring online food ordering services. The slogan #bikinseimbang resonates with individuals seeking a balanced and mindful lifestyle, making the message more

relatable and appealing to this demographic.

3.4 Interdiscursivity

The poster integrates multiple discourses to effectively convey its message. Health discourse is evident in the focus on fresh and vibrant ingredients, underscoring the brand's commitment to a balanced lifestyle. Convenience discourse is reflected in the mention of delivery services, catering to the needs of a digitally connected and time-conscious audience. Promotional discourse is present in the opening announcement, designed to build excitement and attract visitors to the new outlet.

3.5 Multimodality

The poster leverages multimodal elements to enhance its effectiveness. Bright and appealing images of fresh food immediately capture attention and reinforce the brand's health-oriented message. The typography is clean and easy to read, with emphasis placed on key details such as the opening announcement and delivery options, ensuring clarity and effective communication.

3.6 Critical Evaluation

The Hijoo Salad Bar poster successfully appeals to its target audience by highlighting health, freshness, and convenience. The use of hashtags promotes social media interaction and fosters a sense of community among customers. However, the lack of special promotions or introductory offers may diminish the sense of urgency to visit the new outlet. Incorporating such incentives could enhance the poster's impact and encourage immediate customer engagement.

4. The Roots Poster Analysis

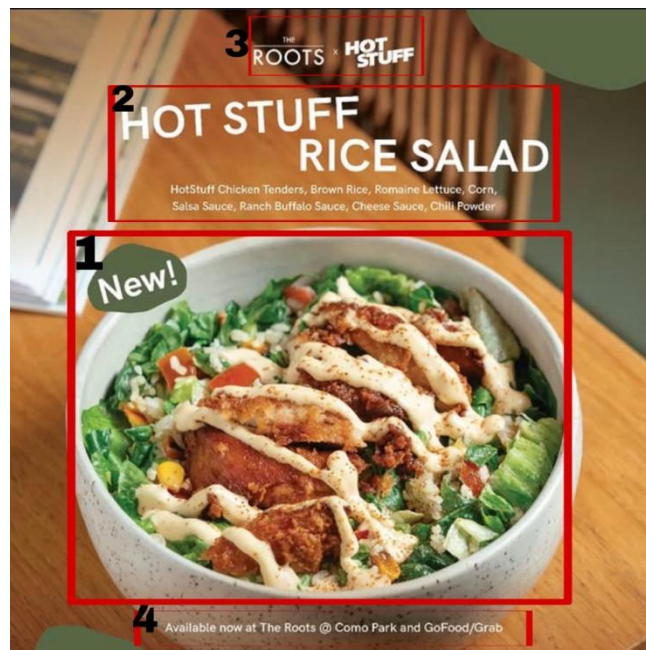


Figure 4. The Roots Poster from therootsid on Instagram (10 November 2024)

4.1 Communicative Purpose

The poster for The Roots introduces the Hot Stuff Rice Salad, aiming to inform customers about the new product and entice them to make a purchase. By emphasizing the use of health-conscious ingredients and the availability of delivery services through GoFood and GrabFood, the poster appeals to busy, health-minded consumers. Its primary objective is to drive customer engagement and boost sales through a combination of clear messaging and vibrant visual design, effectively addressing the needs of its target audience.

4.2 Genre Features

The poster aligns with standard conventions of promotional advertising. The headline introduces the Hot Stuff Rice Salad as an innovative offering, capturing attention with its novelty. It highlights key product features, such as fresh ingredients including rice and vegetables, which appeal to customers seeking nutritious and high-quality meals. Delivery options through GoFood and GrabFood underscore the convenience aspect, catering to urban, time-conscious customers. The vibrant imagery of the salad visually emphasizes the product's freshness and quality, further reinforcing its appeal.

4.3 Audience

The poster targets health-conscious individuals who prioritize fresh and nutritious meals, aligning with wellness and balanced diet trends. It also appeals to convenience-seeking customers, including busy professionals, students, and families, by emphasizing delivery options. Additionally, the inclusion of delivery services appeals to digitally engaged, urban consumers familiar with online ordering platforms, further broadening the poster's reach.

4.4 Interdiscursivity

The poster integrates multiple discourses to deliver a cohesive message. Promotional discourse is evident in the announcement of the new product, creating excitement and positioning the Hot Stuff Rice Salad as a standout choice. Health and wellness discourse is reflected in the focus on fresh ingredients and balanced nutrition, aligning with contemporary health trends. Convenience discourse highlights accessibility and efficiency through the inclusion of delivery services. Visual discourse, conveyed through high-quality imagery, reinforces the message of freshness and desirability.

4.5 Multimodal Resources

The poster employs various multimodal resources to enhance its effectiveness. The central image of the salad captures attention while conveying freshness and quality. Typography is clean and bold, emphasizing key details such as the product name, features, and delivery options. The bright and fresh color palette aligns with themes of health and vibrancy, creating an appealing and cohesive design. Mentions of delivery services act as a call to action, encouraging immediate consumer engagement.

4.6 Social Interaction and Consumer Engagement

While the poster effectively communicates its message, its engagement potential could be enhanced by incorporating elements such as a promotional code, hashtag, or limited-time offer. These additions would encourage customers to share their experiences on social media or take advantage of discounts, boosting brand visibility and consumer interaction.

5. The Role of Multimodal Resources in the Posters' Effectiveness

The effectiveness of these posters is significantly amplified through the strategic use of multimodal resources, which combine text, images, and layout to create an immersive and engaging experience. As outlined in Bhatia's CGA, genres do not function in isolation; rather, they are shaped by a variety of linguistic, visual, and social cues that work together to convey meaning and appeal to the target audience. The multimodal elements in each of the analyzed posters play a vital role in reinforcing their communicative goals (D'Angelo, 2010).

The SaladPoint poster employs bright and vibrant colors, particularly green, to symbolize health and freshness. This approach reinforces the perception of the sandwich as fresh and wholesome. Close-up images of the product emphasize textures and layers, making the food appear appetizing and showcasing the quality of its ingredients. This visual strategy ensures the

sandwich is perceived as an enticing, healthy choice. Similarly, the SaladStop! poster highlights the product's vibrant ingredients through high-quality imagery of fresh salads. The light-toned background enhances text visibility while supporting the brand's identity as a provider of wholesome and sustainable meals. Its minimalist design conveys a clean, modern aesthetic that appeals to environmentally conscious customers.

The Hijoo Salad Bar poster communicates the brand's commitment to health and nutrition through fresh, colorful imagery. A clean, uncluttered design with minimal text ensures readability while emphasizing the message of the new outlet opening (Dash et al., 2016). The inclusion of the hashtag #bikinseimbang invites social media interaction, and mentions of delivery options add a practical, convenience-focused element. Meanwhile, The Roots poster highlights the Hot Stuff Rice Salad with a vibrant, high-quality image. The colorful salad contrasts against a minimalist white background, drawing attention to the food. Additionally, the inclusion of GoFood and GrabFood logos emphasizes convenience, appealing to busy, digitally engaged consumers.

Typography plays a crucial role in guiding attention and emphasizing key messages across all posters. In the SaladPoint poster, bold typography for "New Menu" immediately captures the viewer's attention, signaling novelty and excitement. A clear font hierarchy—from larger text for the product announcement to smaller text for details such as halal certification—helps guide viewers through the poster and encourages engagement (Devira & Westin, 2021). Similarly, the SaladStop! poster employs large, bold text to emphasize the anniversary promotion, while smaller fonts provide clarity on the terms and conditions, ensuring the core message remains prominent.

The Hijoo Salad Bar poster utilizes modern, clean typography to differentiate between promotional headlines and supporting information. The bold "Sudah Buka!" (Now Open!) grabs attention and communicates urgency, while smaller fonts detail delivery options and hashtags, balancing clarity with focus. The Roots poster adopts minimal yet impactful typography, with larger fonts highlighting the product name and smaller ones detailing delivery options. This approach aligns with the brand's values of simplicity and accessibility.

Each poster integrates interactive elements to foster engagement and establish a connection between the brand and its consumers. The SaladPoint poster includes the hashtag #LetsEatSalad, encouraging customers to share their experiences online, fostering a sense of community and extending the brand's narrative through user-generated content. Similarly, the SaladStop! poster highlights delivery options via Grab and GoFood, appealing to convenience-seeking consumers. However, its interactivity could be enhanced with a more prominent call to action, such as "Order Now" or "Visit Us Today."

The Hijoo Salad Bar poster effectively uses the hashtag #bikinseimbang to encourage online interaction, fostering a shared identity among health-conscious consumers. This strategy amplifies engagement while leveraging social media's reach to build community involvement (Luo & Huang, 2015). Lastly, The Roots poster emphasizes delivery services through prominent GoFood and GrabFood logos, creating a clear call to action. Adding an explicit prompt such as "Order Now" could further drive immediate consumer action, enhancing the interactive element.

These multimodal strategies collectively demonstrate how the posters integrate visual, textual, and social resources to maximize their impact and effectiveness. By leveraging these elements, the analyzed brands successfully align their promotional strategies with their target audiences' values and preferences (Ng, 2021).

6. Evaluating Brand Identity and Market Positioning

Each of these posters reflects the unique identity and values of its respective brand, highlighting distinct strategies to position itself effectively in the competitive food and beverage market. Using Bhatia's CGA framework, it is evident how genre-specific features—including language, visuals, and interactivity—are shaped by cultural, social, and market dynamics to influence brand perception and consumer engagement.

The SaladPoint poster emphasizes its identity as a modern, innovative, and health-conscious

brand. The introduction of the Tunacado Sourdough Sandwich, accompanied by halal certification, highlights the brand’s inclusivity and alignment with contemporary food trends. Vibrant visuals and an interactive social media campaign, encapsulated by the hashtag #LetsEatSalad, target a young, socially engaged audience. By combining health-focused messaging with innovation and cultural sensitivity, SaladPoint positions itself as a trendy option for consumers seeking nutritious, exciting, and culturally attuned meal choices.

SaladStop! establishes itself as a trusted provider of fresh and nutritious meals, as reflected in its poster’s emphasis on its anniversary celebration and a promotional 45% discount. The discount serves as both an incentive for new customers and a reward for loyal patrons. The clean, minimalist design, paired with the convenience of delivery options via Grab and GoFood, merges the brand’s premium health-focused image with the accessibility expected by modern consumers. This dual emphasis on quality and convenience reinforces SaladStop!’s market position as an affordable yet sophisticated choice.

Hijoo Salad Bar differentiates itself through a localized, community-oriented approach. Its poster announces the opening of a new outlet and leverages the culturally resonant hashtag #bikinseimbang ("create balance") to appeal to younger, health-conscious individuals. By including delivery services, the brand caters to the convenience-driven preferences of its demographic. The sleek, minimalist design aligns with a modern aesthetic, reflecting the brand’s focus on health, simplicity, and sophistication while maintaining an approachable and relatable image (Qian, 2020).

The Roots focuses on freshness, quality, and simplicity in its branding. The poster for the Hot Stuff Rice Salad uses vibrant visuals and minimal text to appeal to urban consumers seeking nutritious and convenient meal options. The inclusion of delivery services such as GoFood and GrabFood reinforces the brand’s accessibility. While the clean design and understated branding effectively convey elegance, the poster would benefit from a stronger call to action to create urgency and encourage immediate consumer engagement (Abidin, 2021).

Each brand’s distinct identity and market positioning are effectively communicated through its respective poster. By tailoring visual and textual elements to meet the preferences of their target audiences, the brands demonstrate an acute awareness of contemporary market demands while reinforcing their individual values and appeal.

7. Statistical Data of Audience Engagement

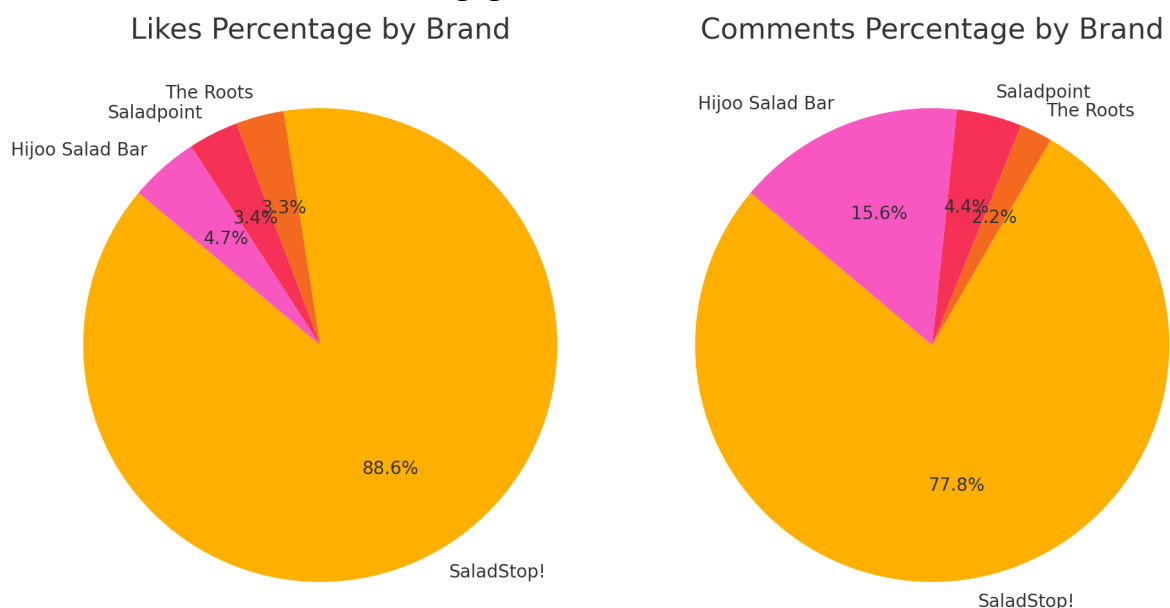


Figure 5. Statistical Data of Audience Engagement

The purpose of these diagrams in Figure 5 is to visually represent audience engagement—measured through likes and comments—on Instagram promotional posts shared by four salad brands: SaladStop!, Hijoo Salad Bar, SaladPoint, and The Roots. These metrics provide valuable insights into the effectiveness of their content in capturing audience interest and fostering interaction on social media platforms.

The diagrams enable a comparative analysis of the engagement performance of each brand, helping to identify which promotional strategies resonate most effectively with audiences. By examining the distribution of likes and comments, the diagrams facilitate an understanding of the success of different approaches in driving interaction and highlight areas where improvements may be necessary (Zhan & Huang, 2018).

A pie chart illustrates the distribution of likes across the Instagram posts of the four brands. SaladStop! overwhelmingly leads with 88.6% of the total likes, suggesting its promotional content strongly resonates with audiences. In comparison, Hijoo Salad Bar received 4.7%, while SaladPoint and The Roots garnered 3.4% and 3.3%, respectively, indicating relatively lower audience engagement.

The second pie chart presents the percentage of comments on Instagram posts. SaladStop! again dominates with 77.8%, yet Hijoo Salad Bar demonstrates a notable share of 15.6%, indicating its content sparks more discussion or interaction relative to its overall likes. SaladPoint and The Roots trail behind with 4.4% and 2.2%, respectively.

The data, sourced from the brands' Instagram posts, underscores SaladStop!'s clear dominance in both likes and comments, reflecting its success in engaging audiences through visually appealing and interactive content. These diagrams provide a comparative analysis of audience engagement, offering insights into effective strategies and opportunities for improvement in Instagram-based promotional campaigns.

CONCLUSIONS

This study explores how promotional posters from SaladPoint, SaladStop!, Hijoo Salad Bar, and The Roots effectively integrate textual, visual, and interactive strategies to engage health-conscious and convenience-driven audiences. By applying Bhatia's CGA, the study highlights how multimodal approaches—such as bold typography, vibrant imagery, and interactive tools—enhance consumer engagement in the competitive food and beverage market. The findings reveal that while each brand adheres to the general genre conventions of promotional advertisements, they also differentiate themselves by addressing specific consumer needs, including health consciousness, convenience, and community engagement. The multimodal design strategies employed—such as vibrant visuals, clear calls to action, and interactive elements—emerge as critical factors in attracting and engaging customers. Through this analysis, the study demonstrates how genre features, including interactivity, multimodal elements, and visual appeal, collaboratively create advertisements that are not only informative but also persuasive and engaging. This reinforces the value of Bhatia's CGA as a robust framework for understanding the nuances of advertising communication in a highly competitive market.

The findings provide valuable implications for marketers and designers in the food and beverage industry, emphasizing the importance of tailoring multimodal strategies to align with audience preferences and brand identity. However, the study is limited to Instagram promotional posters from four specific brands, which may not fully capture broader trends in digital advertising across different platforms or industries. Future research could expand this scope by analyzing promotional materials across diverse digital platforms and regions, as well as exploring longitudinal data to assess the impact of such strategies on consumer behavior over time. These efforts could provide more comprehensive insights into the evolving dynamics of multimodal advertising strategies.

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