

POWER, PERSUASION, AND CONSUMER IDENTITY: A CRITICAL DISCOURSE ANALYSIS OF MCDONALD'S ADVERTISEMENT CALLED 'SELF-CONTROL, WHO?'

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Abstract: The purpose of this research is to analyze power, persuasion, and consumer identity McDonald's advertisements in terms of critical discourse analysis techniques. Research focus on persuasiveness has been popular for a long time, studied as the art of speaking and features of rhetoric. Linguists have never stopped in their quest to find out what linguistic elements create persuasive effects and impact human brains to convince people about something. The research aimed by applying CDA to this advertisement, research seeks to uncover how McDonald's uses discourse as a tool for ideological persuasion and how it constructs a consumer identity aligned with contemporary values of individualism and freedom of choice. This study adopts a qualitative research design to analyze McDonald's "Self-Control, Who?" advertisement using Critical Discourse Analysis (CDA). Data for this analysis was collected directly from McDonald's "Self-Control, Who?" advertisement, which was selected based on its relevance and representativeness of the brand's broader advertising strategy. The results of the study show that McDonald's "Self-Control, Who?" advertisement is not just about selling a product—it is a tool for promoting a lifestyle and set of values that prioritize immediate pleasure, convenience, and individual choice. By analyzing this ad through Fairclough's CDA framework, we uncover how such advertisements play a significant role in constructing ideologies, reinforcing power relations, and shaping the cultural landscape of modern consumerism.

Keywords: *Critical discourse; McDonald; self-control*

INTRODUCTION

Fast food advertising, particularly commercials by global brands like McDonald's, plays a pivotal role in shaping consumer behavior and constructing societal norms surrounding food consumption. Advertising has long been a mechanism for creating and reinforcing consumer desires, influencing both individual choices and

broader cultural ideologies (Allikathus, 2022). Instead of presenting fast food consumption as something to be avoided or controlled, McDonald's encourages consumers to view indulgence as a liberating choice. This aligns with neoliberal ideologies that prioritize individual choice, freedom of consumption, and the right to indulge without guilt (Cintania & Setiari, 2022). These advertisements often position indulgence and instant gratification as

desirable, framing consumption as a means of self-expression and a sign of autonomy (Bashir & Khan, 2023).

Norman Fairclough's Critical Discourse Analysis (CDA) offers a powerful framework for examining the ways in which language reflects and constructs social power, ideologies, and social identities. Fairclough (2013), asserts that discourse is inherently connected to the social practice it represents, meaning that the language we use and encounter daily—whether in conversation, media, or advertisements—shapes our understanding of the world and our place in it. Advertising, as a pervasive form of discourse, is a prime site where these power relations are enacted. According to Fairclough (2001), advertising is not just a means of communication or persuasion; it plays a significant role in the construction of social realities and the reproduction of dominant ideologies. Through a careful examination of language, visual imagery, and the social context in which advertisements exist, CDA helps reveal how brands use discourse to normalize certain practices, ideals, and consumer behaviors.

Central to Fairclough's approach is the understanding that language is never neutral (Ariza & Fatwa, 2022). In advertising, the choices made in the use of words, visuals, and even the emotional tones employed are ideologically charged. Advertisers often craft narratives that present their products as essential for the fulfillment of personal desires, thus constructing a consumer identity that aligns with the interests of the brand. These constructed identities, as (Fairclough, 2013) argues, are not just representations of consumer desires but also a reflection of broader social structures that promote individualism, choice, and capitalist values. Advertising discourse shapes consumer behavior by presenting certain ideologies as natural or inevitable, thereby influencing how individuals perceive their own choices, desires, and ultimately, their roles in society.

A key aspect of Fairclough's CDA is the way advertisements not only reflect societal values but also reproduce power structures that serve the interests of dominant

social forces, particularly those associated with corporations and capitalism. McDonald's advertisement "Self-Control, Who?" is a prime example of how advertising can manipulate social norms and consumer behavior through persuasive discursive strategies. By analyzing this ad using CDA, we can better understand how McDonald's constructs a narrative that promotes an idealized consumer identity—one characterized by personal autonomy and freedom of choice—while simultaneously reinforcing the brand's underlying commercial interests. Through its use of humor, visual cues, and playful language, McDonald's offers a discourse in which self-control is dismissed as outdated or unnecessary, presenting indulgence as a morally neutral, even empowering, choice.

In the advertisement, McDonald's positions indulgence in fast food as an expression of empowerment, turning what is typically perceived as a lack of self-control into a symbol of personal freedom. The ad suggests that eating at McDonald's is a decision that reflects independence and choice, free from the constraints imposed by guilt or societal expectations of dietary self-discipline. This ideological shift is central to McDonald's broader marketing strategy, which works to reframe consumption as an act of personal liberation rather than a failure of self-control. By positioning indulgence as a personal right, McDonald's leverages the cultural narratives surrounding individualism and autonomy to create a persuasive message that consumers can relate to and adopt as part of their own identity.

Fairclough's theory helps reveal the power dynamics at play in this advertisement, particularly how McDonald's uses language and visual elements to construct a particular version of consumer identity—one that aligns with the ideals of self-determination and freedom of choice. By portraying the act of eating fast food as a free and empowering choice, McDonald's subtly encourages consumers to view their own decisions as autonomous, while in fact, those very decisions are being shaped and influenced by the ad itself. This consumer identity—the empowered individual who is free to indulge without judgment—is not only appealing but also works to reinforce capitalist ideologies of consumption, where desire and pleasure are

positioned as central to personal well-being.

Through Fairclough's CDA, we can see that McDonald's advertisement is not just about selling food, but about selling a particular kind of consumer identity—one that is characterized by empowerment, choice, and pleasure. It uses persuasive discourse to create a narrative in which consumers see themselves as independent agents, free to indulge in what they desire without concern for external constraints. The ad's strategic use of language and imagery serves to reproduce cultural ideologies that align with consumer capitalism, encouraging consumers to adopt an identity that is both autonomous and consumption-oriented (Astuti & Arumsari, 2020). While promoting individual freedom, the advertisement subtly reinforces the idea that consuming McDonald's products is an expression of that freedom, blending the personal and the corporate in a way that strengthens McDonald's position in the marketplace.

By using Fairclough's CDA to analyze this advertisement, we gain a deeper understanding of how McDonald's works to create and reinforce a consumer identity that fits neatly within the broader context of capitalist consumerism. The ad's manipulation of language and visual representation showcases the subtle yet powerful role of advertising in shaping not just consumer preferences, but the very identities and social practices that underpin contemporary consumer society. Through this analysis, we see how McDonald's uses humor and discourse to construct a reality where indulgence is both an act of empowerment and a marketing tool designed to perpetuate a cycle of consumption.

METHOD

This study adopts a qualitative research design to analyze McDonald's "Self-Control, Who?" advertisement using Critical Discourse Analysis (CDA). Qualitative research is designed to explore and interpret complex social phenomena, focusing on the meaning that individuals or groups attach to their experiences. In the context of this study, the advertisement serves as a key cultural text that

reflects and constructs consumer identities, social behaviors, and ideologies. As such, qualitative methods allow for an in-depth understanding of how McDonald's uses language and visual elements to shape perceptions of self-control, empowerment, and consumer autonomy.

Data for this analysis was collected directly from McDonald's "Self-Control, Who?" advertisement, which was selected based on its relevance and representativeness of the brand's broader advertising strategy. The advertisement was analyzed in its entirety, including both linguistic features (e.g., word choice, tone, rhetorical strategies) and visual elements (e.g., imagery, colors, symbols, and character representation). Using Fairclough's CDA framework (2013), the analysis follows a three-step process: description, interpretation, and explanation. In the description phase, the ad's textual and visual components were systematically cataloged. During the interpretation phase, these elements were analyzed within the context of prevailing social practices and the ideologies they represent, specifically around notions of self-control and empowerment. In the final explanation phase, the study examined how these elements serve to reinforce consumerist ideologies and capitalist values, positioning indulgence as a form of autonomous choice.

By applying CDA to this advertisement, this research seeks to uncover how McDonald's uses discourse as a tool for ideological persuasion and how it constructs a consumer identity aligned with contemporary values of individualism and freedom of choice. Through this qualitative analysis, the study contributes to the understanding of how advertising influences consumer behavior and shapes societal norms, particularly in the context of global capitalism.

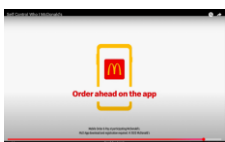
RESULTS AND DISCUSSION

In a McDonald's advertisement titled "Self-Control, Who?", someone says: To the people who reach into a carton of its warm, crispy, golden and salty world-famous fries and come out with just one: who are you?"

The McDonald's advertisement titled "Self-control, Who?" serves as a rich text for discourse analysis. By applying Norman

Fairclough's Three-Dimensional Framework of discourse, we can gain a deeper understanding of how language shapes, and is shaped by, social practices and power dynamics. Fairclough's framework posits that discourse analysis should consider three levels: the text (what is said or written), discursive practice (how the text is produced, distributed,

and consumed), and social practice (the wider social and cultural contexts in which discourse operates). In this analysis, we will apply Fairclough's model to deconstruct the advertisement, examining how it constructs identity, influences consumer behavior, and reflects broader socio-economic and cultural ideologies.

No	Level of Analysis	Key Aspects of McDonald's "Self-Control, Who?" Advertisement	Description	Fairclough's Insights
1	Textual Analysis	Rhetorical Title: "Self-Control, Who?"	The ad uses a rhetorical question to challenge traditional norms around self-discipline in food consumption.	<i>Discursive Strategy:</i> The question subverts cultural expectations about self-restraint, presenting indulgence as acceptable.
		 Language of Indulgence	Words like "crispy," "world-famous," "warm," and "golden," are used to evoke pleasure and ease in consumption.	<i>Textual Strategy:</i> The vocabulary emphasizes immediate gratification and positions McDonald's food as a source of joy.
		 Simplified and Direct Language	The ad uses simple, easy-to-understand language that appeals to a broad audience.	<i>Textual Strategy:</i> The simplicity of the language ensures accessibility, making it easy for all consumers to connect with the message.
		 Order ahead on the app		
2	Discursive Practice	Media Production and Distribution	The advertisement is produced for TV and social media, ensuring wide circulation.	<i>Circulation of Ideology:</i> McDonald's ensures constant reinforcement of its message across multiple platforms, normalizing indulgence.
		 Targeting Specific Audiences	The ad is tailored to appeal to children, youths, families, and busy professionals.	<i>Identity Construction:</i> The ad builds consumer identities centered on convenience, fun, and pleasure, targeting different demographic groups.
		Reinforcing Sales	The ad emphasizes pleasure, fun, and enjoyment through	<i>Discursive Strategy:</i> The ad links McDonald's with happiness and

3	Social Practice	Promotion of Neoliberal Ideology	both visual and emotional appeals. The ad reflects a neoliberal value system by equating personal freedom with consumption.	freedom, appealing to the desire for instant gratification. <i>Ideological Effect:</i> The ad promotes the idea that personal freedom is best expressed through consumption, framing McDonald's as a liberating experience.
		Consumerism and Instant Gratification	The advertisement encourages indulgence without hesitation, focusing on immediate satisfaction.	<i>Ideological Effect:</i> McDonald's fosters a culture of instant gratification, where restraint is unnecessary, and pleasure is a right.
		Normalization of Indulgence	The ad presents McDonald's consumption as a normal, socially acceptable practice.	<i>Social Practice:</i> Through constant media exposure, McDonald's normalizes the idea that indulgence is part of everyday life and does not require self-control.
		Power Relations and Control	McDonald's uses its advertising power to shape cultural values around consumption.	<i>Power Dynamics:</i> McDonald's leverages its marketing influence to create a cultural shift toward viewing food indulgence as a desirable, guilt-free practice.

Table 1: Key Aspects of McDonald's advertisement entitled 'Self-Control, Who?'.

1. Textual Analysis (The Surface Structure of the Advertisement)

The first level of analysis involves closely examining the actual content of the advertisement—the language, imagery, and style used. The McDonald's advertisement "Self-control, Who?" is a short, humorous commercial that uses playful language and visual storytelling to promote McDonald's food products, specifically its iconic burgers, and to suggest a carefree, indulgent lifestyle. At the textual level, we focus on the following elements:

- Language and Rhetorical Strategies

The key rhetorical strategy in the advertisement is humor (Hidayat, 2020). The

tagline, "Self-control, Who?", is provocative and playful, suggesting that resisting the temptation of McDonald's food is a futile endeavor. The tone of the ad is light-hearted, using colloquial language to create a friendly, informal atmosphere. The advertisement plays on the idea of self-discipline as something outdated or irrelevant, appealing to viewers' desires to enjoy indulgent, pleasurable experiences without guilt.

The language reinforces McDonald's brand identity as a provider of comfort and convenience. The phrase "Self-control, Who?" positions McDonald's as an entity that understands the everyday struggle of people trying to control their impulses, while also offering a solution in the form of delicious food

that promises immediate gratification. It subtly suggests that one need not resist such pleasures because they are readily available and socially acceptable.

- Visual Imagery

The visual components of the ad typically feature mouth-watering shots of McDonald's burgers, fries, and drinks. These images are carefully crafted to stimulate desire and evoke a sense of craving. The glossy, vibrant appearance of the food acts as a visual metaphor for indulgence and immediate pleasure. There is also a focus on people enjoying their meals in social settings, highlighting the communal and pleasurable aspects of dining at McDonald's. The relaxed, joyous expressions on customers' faces reinforce the idea that McDonald's provides an escape from the pressures of self-control and a gateway to instant happiness.

- Narrative Structure

The ad typically follows a straightforward narrative. It opens with a character faced with a decision, often involving a moment of internal conflict about whether to indulge or refrain (Wedayanti * Sulatri, 2023). This conflict is resolved through a humorous or exaggerated moment where the character gives in to the temptation of McDonald's food. The narrative arc encourages viewers to see indulgence as natural, almost inevitable, and certainly enjoyable.

2. Discursive Practice (Production and Consumption of the Advertisement)

The second level of analysis involves examining how the text is produced, distributed, and consumed. McDonald's advertisements, particularly in the case of "Self-control, Who?", are carefully crafted to align with the company's overall brand message. This level of analysis addresses the broader context in which the ad is created and how it engages with the audience.

- Production of the Advertisement

McDonald's, as a multinational corporation, has significant resources at its disposal for producing advertisements. These ads are developed by marketing teams who use sophisticated research to understand consumer

behavior and trends. The choice to center an advertisement around a theme of indulgence rather than restraint suggests a strategic decision to tap into contemporary cultural trends that emphasize instant gratification, convenience, and pleasure. The ad also makes use of humor, a technique often employed in McDonald's global campaigns, as it broadens the brand's appeal and makes the advertisement more relatable and engaging.

The use of humor can be seen as a way to reduce any guilt or anxiety the audience may feel about indulgence. In the context of increasing global concerns over health and diet, this strategy works to deflect criticism of McDonald's food offerings by positioning the brand as part of a fun, carefree lifestyle, rather than a source of unhealthy indulgence.

- Distribution of the Advertisement

McDonald's advertisements are distributed across a variety of media channels, including television, online platforms, and social media. The commercial "Self-control, Who?" is likely to have been designed with digital platforms in mind, where bite-sized, visually striking content is most effective. The ad's humorous tone and memorable tagline make it easily shareable on social media, extending its reach beyond traditional television audiences.

The distribution strategy is aimed at reaching a broad demographic, including young adults, families, and anyone seeking an easy, accessible, and enjoyable food experience (Nabeeha & Ali, 2024). The commercial's light-hearted and inclusive approach ensures that it resonates with a wide audience, fostering a sense of collective identity among viewers who share similar desires and lifestyle preferences.

- Consumption of the Advertisement

Consumers of McDonald's advertisements are not passive recipients of messages; they actively interpret and engage with the text. "Self-control, Who?" invites the audience to internalize the message that giving in to indulgence is not only acceptable but also fun and rewarding. The ad positions McDonald's food as a way to escape from the pressures of modern life, offering a temporary retreat from societal expectations of restraint.

Consumers may interpret the message in different ways depending on their own cultural, social, and personal contexts. For some, the ad reinforces the idea of McDonald's as a quick, easy comfort food. For others, particularly those with concerns about health and wellness, the ad may be seen as encouraging unhealthy behaviors. However, the overall tone of the ad encourages the viewer to momentarily suspend guilt and embrace the pleasure of consumption, aligning with contemporary cultural norms that favor convenience and instant gratification.

3. Social Practice (The Wider Social and Cultural Context)

The final level of analysis considers the broader socio-cultural and political context in which the advertisement operates. The advertisement is not just a commercial message; it is embedded in larger societal debates about consumerism, health, and the role of advertising in shaping public perceptions.

- Cultural Context of Consumption and Indulgence

The advertisement plays into a dominant cultural narrative that equates consumption with happiness and well-being. In a globalized, capitalist society, the act of consuming is often framed as an expression of personal freedom and pleasure (Tubagus, 2023). The tagline "Self-control, Who?" reflects a broader cultural context in which self-discipline is sometimes seen as a burden, and indulgence is framed as a right or reward. This reflects the rising importance of instant gratification in a fast-paced society, where people are constantly encouraged to maximize pleasure while minimizing effort or inconvenience.

At the same time, McDonald's capitalizes on a paradox in consumer culture: the desire for both indulgence and control. In many Western societies, there is an increasing emphasis on maintaining control over one's diet, with wellness trends focusing on healthy eating, dieting, and exercise. McDonald's advertisements, however, are positioned as a counterpoint to this culture of control, offering a space where self-restraint can be temporarily forgotten.

- Health Discourses and the Criticism of McDonald's

In recent years, McDonald's has faced criticism for contributing to the global obesity epidemic and promoting unhealthy eating habits. The "Self-control, Who?" ad can be seen as a response to these critiques, repositioning the company's food offerings within a broader discourse of enjoyment and carefree living. Rather than directly addressing concerns over the nutritional value of its products, McDonald's counters this negative discourse with humor, framing the issue of indulgence as trivial and even desirable.

This positioning aligns with a broader ideological framework that downplays the potential negative consequences of unhealthy eating. By emphasizing the joy and pleasure of eating McDonald's, the advertisement shifts attention away from the health implications of regular consumption. The ad also subtly critiques the idea of self-control by framing it as something outdated or unnecessary, encouraging viewers to enjoy life's pleasures without guilt or shame.

- Globalization and Standardization of Consumer Culture

McDonald's operates in numerous countries around the world, and its advertisements often reflect global trends in consumer behavior. The "Self-control, Who?" ad taps into the universal appeal of indulgence and the desire for convenience. It represents a globalized consumer culture where desires for instant pleasure are commodified and normalized. This cultural hegemony promotes a lifestyle in which consumer goods like McDonald's are integral to daily life and social identity, regardless of local customs or dietary habits.

The advertisement thus reflects the global power of McDonald's as a brand and its ability to adapt to local markets while maintaining a consistent brand message. The themes of indulgence and convenience are universal, making the ad effective across different cultural contexts while reinforcing McDonald's identity as a global purveyor of fast food.

American Culture Through McDonald's advertisement, "Self-Control, Who?"

McDonald's, as a global fast-food corporation, plays a central role in shaping consumer behaviors and identities, particularly in American culture. Its advertisements, including the famous slogan "Self-Control, Who?", provide a valuable opportunity to explore how advertising language not only promotes a product but also constructs cultural norms and ideologies.

- Textual Analysis: The Language of Indulgence and Persuasion

At the textual level, McDonald's uses a combination of linguistic features, including vocabulary, syntax, and rhetorical strategies, to construct a persuasive and compelling message that challenges conventional ideas about self-control and food consumption. The slogan "Self-Control, Who?" is a rhetorical question that directly challenges the cultural norm of self-restraint. In American culture, especially around food, self-control is often associated with healthy eating, moderation, and discipline. By asking "Self-Control, Who?" McDonald's implies that self-control is unnecessary, even undesirable, when faced with the temptation of McDonald's food.

The slogan works as a discursive strategy to promote indulgence over discipline (Rahmah & Nurfithri, 2024). It promotes the idea that eating McDonald's should be a guilt-free, spontaneous act. The use of a rhetorical question makes the notion of self-control seem almost absurd in the context of McDonald's products, which are marketed as delicious and irresistible. The language of indulgence is reinforced through terms like "crispy," "world-famous," "warm," and "golden," which are carefully selected to appeal to the consumer's desire for immediate pleasure. This contrasts with other cultural discourses around food, where moderation and responsibility are often emphasized, particularly in the context of growing concerns about health and obesity in the United States.

McDonald's advertisements are also characterized by their use of simplicity and directness, both in language and visual design. Short, easy-to-understand messages and vibrant, eye-catching visuals help to position McDonald's as accessible and convenient. The use of light-hearted, playful language and

humor further reinforces the message that McDonald's is about enjoyment, not about hard choices or sacrifice. This reflects the discursive practice of appealing to a broad audience, including children, families, and busy adults, all of whom are invited to indulge without feeling burdened by moral or social constraints.

- Discursive Practice: Media, Circulation, and Power

At the discursive practice level, McDonald's advertisements are strategically produced, distributed, and consumed across a range of media platforms. This includes television commercials, social media, billboards, and in-store promotions. The widespread circulation of McDonald's advertisements ensures that the message of indulgence and personal freedom is continually reinforced in everyday life. By using various media platforms, McDonald's reaches a diverse audience, reinforcing the notion that indulgence is a socially accepted and even encouraged behavior.

McDonald's also leverages targeted advertising to appeal to different demographics, such as children, young adults, and families. For example, children's commercials often feature animated characters and bright, fun visuals, which associate McDonald's with joy, excitement, and playfulness. These ads are designed to engage children and encourage them to request McDonald's from their parents, thereby shaping the next generation of consumers. Similarly, ads aimed at young adults and families focus on convenience, affordability, and the pleasure of eating together, reinforcing McDonald's as an easy, stress-free choice for busy families.

In terms of power dynamics, McDonald's, as a global corporation, uses its advertising power to shape consumer desires and behaviors. Fairclough, (2013) emphasizes that discourse is never neutral; it is shaped by and helps produce power relations. McDonald's advertising, through its pervasive presence in multiple media, contributes to the normalization of fast-food consumption. It operates within a capitalist framework that prioritizes consumption and individual choice, encouraging consumers to prioritize immediate pleasure over long-term health considerations. By using humor, pleasure, and instant

gratification as key selling points, McDonald's influences consumer decision-making in ways that serve the corporation's interests, while simultaneously reinforcing neoliberal ideals of freedom and personal choice.

- Social Practice: Ideology, Power, and Consumer Identity

At the social practice level, McDonald's advertisements play a role in perpetuating broader ideological narratives about consumerism, freedom, and identity. Fairclough's framework asserts that discourse is deeply embedded in social practices, reflecting and reproducing power relations and ideologies. McDonald's, through its marketing strategies, aligns itself with the neoliberal values of personal freedom and choice. The slogan "Self-Control, Who?" speaks directly to the neoliberal ideal that individuals are free to make their own choices, including the choice to indulge in products like McDonald's, without the burden of societal expectations or moral judgment.

The ideological function of the ad becomes clear when considering the cultural narrative of indulgence and personal freedom (Salarian & Afri, 2022). In American culture, freedom is often equated with the ability to consume without restraint. McDonald's ads work within this framework to position the act of eating fast food as a liberating experience—an escape from the pressures of daily life and the constraints of personal responsibility. By promoting the idea that self-control is optional, McDonald's reinforces the capitalist ethos that positions consumption as an expression of personal freedom and happiness, while downplaying the societal costs of overconsumption.

The ideological effect of McDonald's advertising also contributes to the construction of consumer identities. Consumers, especially in the context of neoliberal capitalism, are encouraged to define themselves through their consumption choices. McDonald's advertisements promote an identity of relaxation, fun, and enjoyment, with consumers encouraged to see themselves as part of a carefree, pleasure-seeking group. By aligning itself with these values, McDonald's reinforces a specific consumer identity—one

that prioritizes immediate gratification and personal freedom, rather than restraint or long-term consideration.

Moreover, McDonald's operates within the McDonaldization process, which refers to the application of fast-food principles (efficiency, predictability, and control) to other areas of life (Ariani, 2019). This idea is reflected in McDonald's marketing, where the simplification of food choices and the emphasis on convenience are presented as desirable attributes, minimizing the complexities and responsibilities associated with food consumption.

CONCLUSION

Analyzing McDonald's advertisement "Self-Control, Who?" through Norman Fairclough's 2013 Critical Discourse Analysis (CDA) framework reveals the powerful ways in which language and media shape consumer behavior and cultural values. The ad employs strategic rhetorical choices to challenge cultural norms around self-discipline and promote indulgence as both desirable and acceptable. Through its simplified language, the use of pleasure-oriented vocabulary, and the provocative rhetorical question, McDonald's constructs a discourse that normalizes immediate gratification over self-restraint.

At the discursive practice level, the advertisement's widespread media circulation reinforces its message across multiple platforms, targeting diverse audiences and shaping consumer identities. The ad positions McDonald's as a symbol of freedom and enjoyment, tapping into neoliberal ideals that equate personal freedom with consumption and choice. It fosters a consumer identity that prioritizes indulgence and convenience, suggesting that self-control is not necessary when faced with the pleasure McDonald's offers.

Finally, from a social practice perspective, McDonald's advertisement reinforces a broader cultural shift towards the normalization of indulgence and instant gratification. It reflects and perpetuates capitalist values where consumption is presented as a pathway to happiness, freedom, and social belonging. By positioning indulgence as socially acceptable

and even encouraged, McDonald's exercises ideological and social power, subtly shaping the values and behaviors of its consumers. In conclusion, McDonald's "Self-Control, Who?" advertisement is not just about selling a product—it is a tool for promoting a lifestyle and set of values that prioritize immediate pleasure, convenience, and individual choice. By analyzing this ad through Fairclough's CDA framework, we uncover how such advertisements play a significant role in constructing ideologies, reinforcing power relations, and shaping the cultural landscape of modern consumerism. The ad is a clear example of how discourse in media can both reflect and perpetuate dominant social practices, making it a powerful agent in the ongoing production of consumer culture.

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