Rhetorical Moves Analysis in Instagram Advertisements Written by Women Entrepreneurs

Amizan Azim Ramli [a]
amizanazimramli@gmail.com
Universiti Kebangsaan Malaysia, Malaysia

Norizan Abdul Razak [b]
norjef@ukm.edu.my
Universiti Kebangsaan Malaysia, Malaysia

ABSTRACT

In the rapidly evolving digital economy, social media has emerged as a crucial tool for small and medium-sized enterprises (SMEs) to promote their products and services. In Malaysia, where English serves as a lingua franca for intercultural communication and business activities, English language skills are essential for non-native English-speaking SMEs to conduct business at the international level. However, there is limited research on how Malaysian SMEs write effective online advertising strategies, especially in social media. The present challenges for SMEs who may struggle with language barriers further compound this situation. To address this, this study employs genre analysis to investigate the rhetorical moves employed by women entrepreneurs in Malaysia in their online advertisements on Instagram. 15 Instagram accounts of female bakery entrepreneurs were studied. They effectively employed hashtags and call-to-action approaches in their marketing, aligning with past research on engaging consumers through social media advertisements. This study contributes to the literature on social media advertising by providing insights into the rhetorical strategies used by women entrepreneurs in Malaysia. It highlights the significance of understanding the language and cultural context in which SMEs operate to develop effective marketing communication strategies. Moreover, this study also contributes to the literature on genre theory by showcasing how it can be applied to analyze digital advertising genres. Moving forward, our findings underscore the practical implications of comprehending and harnessing these rhetorical strategies, offering a compass for SMEs to navigate the dynamic landscape of contemporary business promotion in the digital era. This study also advances genre theory by applying it to analyze digital advertising genres. The findings offer practical insights for SMEs to adeptly navigate the evolving digital business landscape.

Keywords: women entrepreneurs; genre analysis; online advertisements; Instagram; rhetoric

INTRODUCTION

Examining the realm of social media advertisement within subjects such as copywriting, consumer behavior, and engagement has consistently captivated researchers, serving as a steadfast focal point in their pursuit of comprehending societal inclinations and evolving patterns. Despite the growing prominence of social media advertising, a distinguished lack exists in researchers understanding of how small and medium-sized enterprises (SMEs) in Malaysia formulate their rhetorical moves within these platforms. For example, most studies only focused on users'

---

responses and visual aspect towards such advertisements (Bihunov & Ivashkevych 2021; Blanco, Maria Perez 2022; Blasco & Jiménez-Morales 2020; Eldin 2020; Rizomyliotis et al. 2021; Shaouf 2018), leaving the rhetorical moves unattended. This lack of attention to the importance of rhetorical moves is a significant barrier to the success of the selected samples of the study on women entrepreneurs. Many of them try to create content that resonates with their target audience, hindering their visibility, sales, and engagement (de Vries et al. 2018; Dwivedi et al. 2021; Mustafa et al. 2021).

Social media platforms have become crucial for businesses as they enable companies to advertise, build brand images and expand internationally (Nguyen et al. 2022). Through social media, businesses can interact with customers on a personal level, showcase their products and services, and reach a global audience through targeted advertising (C. Li & Wu 2018). These benefits have made social media an integral part of business marketing strategies.

Agil et al. (2022) reported that approximately 86% of Malaysians actively using social media as of January 2021 and the amount of social media content and posts being share in Malaysia was approximately 3.2 billion. Harun & Tajudeen (2021), reported that more than 70% of SMEs utilize social media platforms as strategic advertising mediums. Instagram has become one of the highly influential social media platforms for business, especially in reaching potential customers. With minimal cost, Instagram has been allowing businesses to create and share visual content that can have potent persuasive impacts on the audience (Sundarasen et al. 2020). The interplay of visual content and writing strategies of Instagram posts allow businesses to conveys their brand message, showcase their products or services, and engage with their audience in a highly effective manner (Ariffin & Fadzlullah 2019; Gilch & Sieweke 2021; Suphaborwornrat & Punkasirikul 2022). The convergence of these significant trends with the dynamic potential of Instagram as a marketing platform underscores the imperative for SMEs to master the art of effective writing strategies. In an environment saturated with content, it is the synergy between visually compelling elements and strategically crafted copywriting that can set businesses apart, enabling them to effectively captivate their audience, cultivate brand identity, and ultimately drive desirable outcomes.

Social media advertising presents both opportunities and challenges for women-owned SMEs in Malaysia, especially when it comes to the international exchange (Xiong & Li 2020; Xu & Lockwood 2021). While social media can be used to reach new customers and expand business operations beyond local borders, it can also present challenges for SMEs who may struggle with language barriers. In Malaysia, where many different mother tongues are spoken, English language skills are crucial for SMEs seeking to conduct business at the international level (Ramli et al. 2022; Yener & Taşçıoğlu 2021). It is essential for the non-native English speaking entrepreneurs in Malaysia to be equipped with a good writing strategies of the English language because it serves as a lingua franca in intercultural communication and daily business activities, including in the online entrepreneurship landscape (Labrador et al. 2014). Hence, the importance of English for advertising cannot be overlooked. To address this issue, this study aims to investigate the rhetorical moves employed by the women entrepreneurs in their online advertisements hoping to shed light on how they use persuasive language to connect with their audience and promote their businesses. Utilizing qualitative research, The primary objective of this paper is to identify and analyze the rhetorical move structures according to the adapted and modified framework of Bhatia (2004). Content analysis is employed to dissect textual data, unveiling patterns and themes within Instagram posts.

LITERATURE REVIEW

Extensive research has been conducted on rhetorical move and structures in advertising language, with numerous studies examining how language is used to target and persuade audiences. In this section, a review of the literature on rhetorical move and structures in advertising language will be provided, focusing on the key findings and contributions of previous studies in this field. Specifically, the various aspects of advertising language that have been explored, including genre analysis, generic structures, and the use of persuasive techniques such as rhetorical devices, will be examined.

GENRE ANALYSIS

The study of genre of the online advertisements is based on the the English for Specific Purposes (ESP) framework proposed by Swales (1990). This framework has been influenced by the New Rhetoric Studies and Systemic Functional Linguistic (SFL). The initial tenets of genre analysis was to provided effective analytical framework in contributing to the second language learning pedagogy (Aziz et al. 2022). Swales (1990) believed that genre analysis is a method used to understand how discourse communities interpret and accomplish the intended communication through analyzing the conventions and practices of a particular genre of text. By examining the rhetorical structures used in specific genre, researchers can identify the commonalities and differences among texts within that genre, and how they are used to achieve communicative purposes (Nasirizadeh et al. 2022).

In CARS (Create a Research Space), a model developed by John Swales, its initial purpose has evolved from academic into promotional discourse studies. Genre studies can be both interdisciplinary and intercultural, as different fields and cultures have their own conventions and practices for communication. By analyzing these genres, researchers can gain insights into how communication works in different contexts and develop strategies for effective communication within those contexts. Genre studies can also vary diachronically, as genres evolve and change over time in response to changes in technology, culture, and society (Izquierdo & Pérez Blanco 2020). For example, the rise of digital media has led to the emergence of new genres, such as blogs and social media posts, that are different from traditional genres such as newspapers and books. Since its introduction, genre analysis is most often applied in core genre such as advertisement, books, research papers, reports, tv shows, websites and corporate videos (Aziz et al. 2022; Feng 2019; Nasirizadeh et al. 2022; Pramoolsook & Yaemwannang 2020; Shi & Wan 2022; Zhou et al. 2023). These studies have concentrated on the move analysis and further develop their own framework for move analysis. It is the researchers' aptitude that able to extend the notion of genre into appropriate rhetorical structure.

GENERIC STRUCTURES IN PROMOTIONAL DISCOURSE

Promotional discourse encompasses various forms of communication aiming to influence actions, from purchasing to charity (Pramoolsook & Yaemwannang 2020). Widely used in marketing, politics, education, and activism, it employs materials like brochures, social media posts, and commercials to captivate audiences and convey compelling messages. However, Bhatia (2004) emphasizes its core aim: driving sales and profit. To gauge effectiveness, assessing how well promotional discourse persuades and influences action is crucial. Suitability of rhetorical structures contributes to this, drawing attention to move analysis—an approach within genre study.

Move analysis entails identifying distinct actions within text. Scholars have effectively used this method to analyze promotional discourse's efficacy, evident in marketing materials. Swales (1990) defines "move" as a communicative act serving specific functions in text or discourse. Moves are recognizable language patterns aiding genre identification. For instance, scientific research articles follow a defined set of moves: introduction, literature review, methodology, results, and conclusion. Analyzing moves unveils text's communicative purposes, socio-cultural contexts, and objectives. By scrutinizing moves, researchers uncover communicative intentions, objectives, and socio-cultural contexts. In promotional discourse, typical moves encompass product introduction, benefit highlighting, testimonials, and compelling calls to action. This move analysis enriches comprehension of persuasive strategies embedded within promotional discourse.

In promotional discourse, several strategic moves are orchestrated to effectively engage and persuade the audience. These moves encompass a range of techniques, from establishing context and capturing attention through introductions, to presenting the positive attributes of the promoted product or service by highlighting benefits (B. Labrador et al. 2014; Xiong & Li 2020; Zainal Abidin 2021). Additionally, promotional discourse employs testimonials to share endorsements and real-life experiences, while also incorporating calls to action that encourage specific audience responses, such as making purchases or subscribing (Shi & Wan 2022; Stöckl & Pflaeging 2022). Visual appeals, achieved through the integration of images, visuals, or multimedia, further enhance the persuasive impact of the discourse (Dmytruk et al. 2022; Laestadius et al. 2019). By employing this array of moves, promotional discourse strategically combines elements to maximize its persuasive power and influence over the audience.

Bhatia (2004) is another prominent scholar in the field of genre analysis, and his work has focused on the study of professional communication in different contexts. Like John Swales, Bhatia has developed a move-based approach to genre analysis, although his definition and use of the term "move" differs somewhat from Swales'. According to Bhatia (2004), a "move" can be thought of as a communicative act that serves a particular purpose within a given discourse community or genre. However, Bhatia's definition of a move is more flexible than Swales', as he argues that moves can vary depending on the specific genre or discourse community being studied. In other words, while some genres may have a set sequence of moves that are characteristic of that genre, other genres may have more flexible or even indeterminate move sequences. Bhatia's move-based approach emphasizes the importance of studying the social and cultural contexts in which different genres are used, as well as the goals and expectations of the intended audience. By analyzing the moves used in professional communication across different contexts, researchers can gain insights into the complex ways in which language is used to achieve specific goals and negotiate power relations within and between different discourse communities. Hence, this paper will employ Bhatia's move-step genre analysis model to highlight the move structure of online advertisements in the Instagram posts.

Genre analysis is an effective analytical scheme for analyzing language use in various contexts, such as report writing (Aziz et al. 2022), tourism webpages (Luo & Huang 2015; Pramoolsook & Yaemwannang 2020), research articles (Nasirizadeh et al. 2022), recruitment posts (Feng 2019), and social media advertisement (Shi & Wan 2022). In a qualitative study examining the firm generated advertisement through Twitter, Shi & Wan (2022) the firms had a flexible move structure, persuasive language, visual illustration and hyperlinks. Using genre analysis, Shi & Wan (2022) determined the obligatory move such as providing information, naming and the product and illustrating the product are all important and present in all of their samples. In a similar promotional genre study with promotional texts in an Indonesian Batik industry, Kristina &

Hashima (2017), identified three key moves that impacted the promotional values which are establishing credentials, introducing offer and offering incentives. Kristina & Hashima (2017) interviewed the text writers and buyers, which may explain differences in the move used. Nevertheless, the common moves structure that were utilized by Shi & Wan (2022) and Kristina & Hashima (2017) is Move 1: Providing information/ Establishing credentials.

However, it's important to acknowledge potential limitations inherent in employing genre analysis to scrutinize promotional discourse. While genre analysis offers valuable insights into communicative strategies, it may not comprehensively capture all facets of persuasion. The effectiveness of promotional materials can be influenced by multifaceted factors beyond the scope of genre alone. Consideration must be given to the interplay of psychological, socio-cultural, and individual elements that contribute to persuasive impact, potentially extending beyond the confines of the genre structure. As such, while genre analysis provides a valuable lens, its findings should be complemented by a holistic assessment that considers a broader spectrum of influences on the efficacy of promotional discourse.

This research resonates with the present studies from these researchers; Blanco, Maria Perez (2022); Izquierdo & Pérez Blanco (2020); Khedri et al. (2022); B. Labrador et al. (2014); Belén Labrador & Ramón (2020) that have analyzed advertisements on social media and webpages, which shows that they serve the functions as to identify and describe the rhetorical structures of specific genres and to understand the communicative purposes that are served by those features.

METHOD

CORPUS

The corpus used in this study include 15 Instagram accounts where the selections made based the criteria below:

- Postings on bakeries
- Active accounts accounts with more than 500 followers
- Public access
- Written in English

The selection of 15 Instagram accounts for this study's corpus serves a dual purpose: to encompass a diverse range of promotional discourse on the platform while maintaining methodological comprehensiveness and practical feasibility. This sample size ensures the inclusion of varied promotional strategies, genres, and industries, enhancing findings' robustness. Simultaneously, it enables in-depth analysis of each account's discourse while optimizing resource allocation. Thus, the choice of 15 accounts reflects a purposeful approach that maximizes the study's capacity to yield comprehensive and practically applicable insights.

The criteria for selecting Instagram accounts were meticulously chosen to align with research objectives, creating a focused and contextually relevant sample. The inclusion of bakery-related posts allows scrutiny of promotional discourse within a specific industry, facilitating an in-depth exploration of bakery marketing strategies. Active accounts with over 500 followers were selected strategically to target profiles with substantial reach and engagement, indicative of high influence and promotional efficacy. Public access was upheld to ensure analysis transparency and replicability by granting unrestricted content availability. Emphasizing English content

accommodates pragmatic considerations and the research team's linguistic proficiency, enabling a thorough analysis of language nuances intrinsic to promotional discourse. By adhering meticulously to these criteria, the aim is to construct a coherent and purpose-driven corpus serving the research agenda of dissecting bakery industry promotional strategies on a substantiated and analyzable platform.

Data collection utilized Python for web extraction, spanning December 1st to December 31st, 2022. This period captures year-end heightened sales, celebrations, and festivals when promotional activities, including bakery-related, are prevalent. Extracted data underwent parsing and filtering using tools like Instaloader, Pandas, and Requests. Instaloader extracted Instagram posts, captions, and engagement metrics from selected accounts, revealing bakery promotional insights. Pandas structured and managed data for coherence and accessibility, while Requests facilitated systematic retrieval of targeted content through HTTP requests. This method compiled a relevant dataset shedding light on bakery industry promotional discourse during the specified timeframe. This approach aligns with previous studies utilizing Python libraries for web and Instagram data extraction (J. Li & McCrary 2022; Niu et al. 2023; Tsai et al. 2022) . The data extraction process spanned one month, starting from December 1st, 2022, until December 31st, 2022.

SETTING THE MOVE STRUCTURES

The move structures was used to identify and allocated in each of the Instagram postings after the data extraction process. In this study, the researcher has adapted and adjusted the rhetorical moves framework from Bhatia (2004), Labrador et al. (2014), and Kathpalia (1992) to fit the specific research context. This resulted in the identification of 11 different rhetorical move structures for use in the study. This method helps the researcher have a clear and structured framework to analyze the promotional styles used by women-owned small businesses in the bakery industry. The modified framework combines elements from these sources to match bakery communication strategies. It includes steps like recognizing products and detailing features, processes, taste, and ingredients, all of which play an important role in engaging consumers.

This change ensures a clear setup while retaining key parts like aiming at the market, building credibility, offering rewards, and seeking responses, making the study better at uncovering subtle insights into how bakery entrepreneurs promote their businesses. By utilizing this framework, the researcher can identify the specific moves being used in these promotional genres and how they contribute to the overall effectiveness of the advertisements. There were various previous studies that utilized Bhatia's framework in analyzing advertisements in social media (Kudus et al. 2022; D. Li et al. 2022; Luo & Huang 2015; Sagun & Luy 2017; Shi & Wan 2022). The move structures stated in Table 1:

TABLE 1. The adapted and modified move structures

Move 1: Headlines/Attracting reader's attention	Using catchy headlines or captions to grab the attention of the reader and entice them to read further.
Move 2: Thanking the customers	Expressing gratitude towards customers for their support, loyalty, or patronage. It can help to build stronger relationships with customers and encourage repeat business.
Move 3: Identifying product	Identifying the product or service being promoted, and is essential for conveying the message to the target audience.
Step 1: Naming the product	

	Giving the product or service a name that is catchy, memorable, and easy to remember.
Move 4: Targeting the market	Identifying the target audience for the product or service and tailoring the promotional message to appeal to their needs, interests, or preferences.
Move 5: Describing the product	Providing detailed information about the product or service being promoted, including its features, process, taste, and ingredients.
Step 1: Detailing the features	Highlighting the key features or benefits of the product or service, such as its quality, uniqueness, or convenience.
Step 2: Detailing the process	Describing the process involved in creating or delivering the product or service, such as the use of high-quality ingredients or a unique production process.
Step 3: Detailing the taste	Describing the taste or flavor of the product or service, especially for food or beverage items.
Step 4: Detailing the ingredients	Listing the key ingredients or components of the product or service, especially for food or beverage items.
Move 6: Justifying the products	Providing reasons or justifications for why the product or service is worth buying or using, such as its quality, value, or effectiveness.
Move 7: Establishing credentials	Establishing the credibility of the business or product, such as by mentioning awards, certifications, or positive reviews.
Move 8: Offering incentives	Offering special promotions, discounts, or bonuses to encourage customers to purchase or use the product or service.
Move 9: Using pressure tactics	Using persuasive language or tactics to create a sense of urgency or scarcity, such as by mentioning limited availability or a deadline for a promotion.
Move 10: Soliciting response	Encouraging customers to take action, such as by asking them to visit a website, make a purchase, or leave a comment.
Move 11: Hashtags	Using relevant hashtags to increase the visibility and reach of the promotional message on social media platforms, such as Instagram or Twitter.

In line with Instagram's terms of service pertaining to public data usage, the approach adopted in this paper adheres to the platform's guidelines and principles. The utilization of publicly accessible Instagram accounts, all anonymized under the designation "Accounts," aligns with the platform's acknowledgment of data openness in public settings. This ensures that the research remains within the bounds of ethical and permissible data collection, as stipulated by Instagram's terms of service. The assignment of codes to these accounts further underscores the commitment to impartial analysis, reinforcing the platform's emphasis on equitable treatment of publicly available content. By conscientiously aligning the research process with Instagram's terms of service, this study upholds the platform's established standards and maintains a respectful and responsible approach to public data usage.

TABLE 2. Codes of the Instagram accounts

Rank	Accounts	Codes
1	keksyisyi	Account A
2	vanielle.bakery	Account B
3	redcardcafe	Account C
4	theflourwhisperer	Account D
5	kotorihomebakery	Account E
6	lemonsugar.my	Account F
7	big_r_oven	Account G
8	cookiesbyelle	Account H
9	ibakedesserts	Account I
10	ultraschoc_cakes	Account J
11	with_million_love	Account K
12	bakeandvanilla	Account L
13	elevete	Account M
14	kek.ni	Account N
15	keklab.my	Account O

DATA ANALYSIS

The analysis employed Microsoft Excel and ATLAS.ti 9 software for encoding data and gaining insights. Microsoft Excel efficiently organized and structured the data, aiding in systematic arrangement, categorization, and sorting. Its grid-like interface facilitated managing the extensive dataset from Instagram captions, identifying emerging patterns and trends crucial for preliminary analysis. ATLAS.ti 9, a dedicated content analysis software, delved into the textual content, enabling exploration of themes, and rhetorical moves within the captions. This dual-tool approach ensured a comprehensive examination aligned with research objectives. The process began with data refinement in Excel, eliminating redundancies, standardizing layout, and addressing errors. The software also facilitated categorical sorting by accounts, providing a structured framework. The core analysis involved assigning data to 11 predefined rhetorical move structures using ATLAS.ti. Adherence to consistency rules and iterative discussions resolved potential ambiguities, bolstering methodological rigor and study credibility.

Multiple researchers participated in coding, with intercoder reliability checks and collaborative discrepancy resolution. This collaborative approach enhanced the reliability of findings. Once data underwent preprocessing, organization, and assignment, statistical analysis and visual presentation, such as tables, unveiled patterns and trends. These tables highlighted the rhetorical move structures employed by women entrepreneurs in Instagram captions, offering insights into their promotional strategies. In summary, the combined use of Microsoft Excel and ATLAS.ti 9 facilitated a comprehensive and systematic analysis. The methodological approach, involving data preprocessing, categorization, and coding, followed by statistical analysis and visualization, enhanced the study's credibility and yielded valuable insights into the promotional practices of women-owned SMEs in the bakery industry.

RESULTS AND DISCUSSIONS

This section will focus on the findings along with a discussion. First, the demographic information of the selected Instagram accounts is described. Then, the results of analyzing Instagram captions from the perspective of genre will be presented along with a discussion of the results.

TABLE 3. Demographic information of the instagram profiles

Rank	Account name	Date Created	Total followers	Amount of likes	Post considered (criteria period)
1	Account A	2016	5801	441	35
2	Account B	2021	854	1541	28
3	Account C	2018	5158	504	27
4	Account D	2016	16726	675	25
5	Account E	2014	1785	216	23
6	Account F	2018	5400	154	21
7	Account G	2014	1920	190	20
8	Account H	2017	15299	563	19
9	Account I	2015	8130	6238	19
10	Account J	2013	6037	107	18
11	Account K	2012	14782	1486	16
12	Account L	2020	1935	146	15
13	Account M	2014	16210	385	12
14	Account N	2020	1085	378	11
15	Account O	2021	637	19	6
	Total				**295**

Based on the table 3, a total of 15 Instagram accounts were identified. Overall, a total of 295 posts were collected. At the time of the study, *Account D* was the most popular account with 16, 726 followers, and *Account O* was the least popular in our sample with 637 followers. Based on the perspective of the total number of posts considered, some accounts were more active than others. 6 of the 15 accounts received 159 (53.9%) of the total posts. These accounts were *Account A, Account B, Account C, Account D Account E* and *Account F*. The least active account was *Account O* only contained 6 postings during the study period.

THE MOVES-STEP STRUCTURE OF THE INSTAGRAM CAPTION

In this section, researchers present a detailed statistical analysis of each of the 11 moves as well as their steps that were present in the respective Instagram captions. A summary of a rhetorical move-step structure of the Instagram captions is shown in Table 4:

TABLE 4. Summary of move-step structures by the caption

Moves and Steps	Frequency (n=295)	Percentage (%)
Move 1: Headlines/Attracting reader's attention	57	19.32
Move 2: Thanking the customers	66	22.37
Move 3: Identifying product		
Step 1: Naming the product	119	40.34
Move 4: Targeting the market	58	19.66
Move 5: Describing the product		
Step 1: Detailing the features	127	43.05
Step 2: Detailing the process	9	3.05
Step 3: Detailing the taste	21	7.12
Step 4: Detailing the ingredients	17	5.76
Move 6: Justifying the products	15	5.08
Move 7: Establishing credentials	0	0
Move 8: Offering incentives	2	0.68
Move 9: Using pressure tactics	10	3.39
Move 10: Soliciting response	130	44.07
Move 11: Hashtags	186	63.05

Table 4 shows the frequency and percentage of moves and steps used by women entrepreneurs in Instagram captions. The findings indicate that entrepreneurs tend to use Move 1, which involves creating headlines/attracting readers attention, was used 57 (19.32%) out of 295 Instagram captions. Moreover, Move 3, which is about identifying the product, was used in 119 posts, representing 40.34% of the sample. This highlights the significance of product identification in marketing strategies.

Furthermore, Move 5, which is about describing the product, had four steps, with Step 1 (Detailing the features) in 127 posts (43.05%), Step 2 (Detailing the process) in only 9 posts (3.05%), Step 3 (Detailing the taste) in 21 posts (7.12%), and Step 4 (Detailing the ingredients) in 17 posts (5.76%). Move 6, which involves justifying the products, was used in 15 posts, representing 5.08% of the sample. Additionally, the use of Move 11: Hashtags was prevalent, with 63.05% of the posts including them. Hashtags play a crucial role in increasing visibility and attracting target audiences. In contrast, moves such as Move 7: Establishing credentials and Move 8: Offering incentives were used less frequently, indicating that entrepreneurs may not prioritize these moves in their marketing strategies. Finally, Move 10: Solicing response was present in 44.07% of the posts, suggesting that entrepreneurs recognize the importance of engaging their customers and creating a dialogue with them.

Move 1: Headlines/Attracting reader's attention
In Instagram captions, Move 1 is the first line that aims to grab the reader's attention. It was used in 19.32% of 295 captions by women entrepreneurs, indicating its importance in caption writing. Catchy phrases, puns, questions, relevant hashtags, and emojis are used in headlines to make them concise and attention-grabbing while reflecting the brand's tone of voice (Firdausi et al. 2022; Jesslyn & Agustiningsih 2021; Shi & Wan 2022). Effective headlines engage readers and make an impact on social media where competition is high.

1) *"~ Christmas Special~ [Account M]*
2) *"Signature Macs here saying hi". [Account N]*
3) *"Keep calm and cook up some magic ". [Account C]*

Move 2: Thanking the customers

Move 2, thanking customers, appeared in 22.37% of the 295 Instagram captions analyzed. It is an effective strategy for women entrepreneurs and SMEs to establish trust and loyalty with their audience. Expressing gratitude not only shows appreciation but also differentiates brands from competitors, creating a stronger brand identity and recognition (Dewani et al. 2016). By fostering positive relationships with their audience, brands can encourage repeat business and contribute to long-term success. Overall, incorporating thanking customers in Instagram captions can help achieve communicative and promotional goals, fostering loyalty and positive customer relationships.

4) *"Thank you for ordering ". [Account L]*
5) *"Thank you @noraintukijo_yleoaintukijo for your order..". [Account G]*
6) *"Thank you for the overwhelming response !". [Account M]*

Move 3: Identifying product
Step 1: Naming the product

Move 3, identifying the product in Instagram captions, is crucial for brand awareness and recognition. Naming the product in captions is present in 40.34% of the sample and informs the audience about the brand's offerings. It was in harmony with results from a previous study by Amirah & Abidin (2021) a study of genre analysis food and beverage menu. This finding could be attributed with creative naming of bakery products is especially important for women entrepreneurs and SMEs facing competition from established brands. Effective product naming should be memorable, catchy, unique, and include semiotic resources such as emoji (Shi & Wan 2022). It contributes to the evolution of the promotional genre over time.

7) *""Leo Baby" ❤️". [Account A]*
8) *"Peanut Butter Choco Madness". [Account D]*
9) *"Heaven Nutella Brownies". [Account K]*

Move 4: Targeting the market

Move 4, targeting the market, is crucial for women-owned SMEs in the competitive bakery industry. To establish a distinct brand identity, women SMEs often use targeted marketing strategies (Basri & Siam 2019), such as incorporating festivals and semiotic resources into product naming and descriptions and highlighting unique product features (Silva et al. 2021; Suphaborwornrat & Punkasirikul 2022). These strategies attract a wider range of customers and can lead to long-term success. In total, 19.66% of the 295 analyzed Instagram captions included Move 4.

10) *"A PERFECT COMBO COOKIES IN A BOX FOR CHRISTMAS GIFT BOX". [Account I]*
11) *"Pizza coated cashew nut is suitable for kids and adults.". [Account E]*
12) *"Look no further. Our café is the ideal place for you to chill, relax and enjoy great food ❤️". [Account C]*

Move 5: Describing the product
Move 5 in promotional genre analysis involves describing the product being promoted. This move is broken down into four different steps:

Step 1: Detailing the features
One common step in promotional genre analysis is detailing product features, which accounts for 43.05% of the sample. This step involves describing a product's unique attributes, such as size, color, shape, and customization (Kusumasondjaja & Tjiptono 2019; Rizomyliotis et al. 2021), to differentiate it from competitors. Women-owned SMEs in the bakery industry can use this strategy to attract specific customers interested in these features and increase brand recognition and loyalty. Implementing this step can be a valuable tool for achieving success in the competitive bakery industry.

> 13) *"Item(s);*
>   *16 pcs cupcakes with topper*
>   *Price: Starting Price RM100". [Account F]*
> 14) *"Lotus biscoff cake in bite size square.". [Account D]*
> 15) *"Raspberry Malt Cake Flavour*
>   *Unicorn Theme". [Account J]*

Step 2: Detailing the process
In the context of bakery products, Step 2: Detailing the process may also be relevant, although it is less common in promotional genre analysis, accounting for only 3.05% of the sample. This step involves describing the process by which the product is made or delivered, such as baking process, the use of specific techniques and methods of decoration and flavouring. Detailing the process of making bakery products can build customer trust and demonstrate the bakery's commitment to producing high-quality and healthy products (Kim et al. 2019). This transparency can be an important selling point in a market where customers are increasingly concerned about the origin and quality of their food. Additionally, educating customers about the product through the process can create a connection between the seller and its customers, enhancing the overall customer experience.

> 16) *"Start to finish actually takes 3 days from mixing dough, roll, chill, hand cut, bake & packing". [Account I]*
> 17) *"It's different from the traditional pineapple pastry that you would tasted before. We used the French style method to make the crust with the almond fragant and fill it with sour sweet pineapple paste.". [Account E]*
> 18) *"1) In a saucepan, boil dates, water and baking soda until soft. Strain the liquid and blend*
>   *2) Beat butter and brown sugar in a mixer*
>   *3) Add the flour, baking powder and salt until well combined*
>   *4) Lastly, add eggs, milk and blended kurma". [Account M]*

Step 3: Detailing the taste
Step 3: Detailing the taste, accounts for 21 instances in the sample, which is 7.12% of the total frequency. This step typically involves providing a detailed description of the taste of the bakery product, such as its flavour, texture, and sweetness. Detailing the taste can help to attract customers who are looking for specific flavors or taste profiles, as well as create a sensory experience for customers who are interested in trying new and unique food items (Silva et al. 2021; Wang et al. 2020). Additionally, describing the taste can help to build customer trust and confidence in the product, as it demonstrates the bakery's attention to detail and commitment to quality. For example, a women-owned SME may highlight the use of unique flavor combinations, such as incorporating

spices or herbs in their baked goods. They may also describe the texture of their products, such as flaky croissants or chewy cookies.

19) *"Peanut butter choco madness. Level satisfaction with that extra crunch from roasted peanuts. Extra crunch means extra yummy!". [Account D]*
20) *"The pastry is crisp, the cream is luscious, and the chocolate… well, it's just perfect". [Account B]*
21) *"It's soft and moist as compared to traditional fruit cake that you tasted. It's less sweet fruit cake still.". [Account E]*

Step 4: Detailing the ingredients

Step 4 of the promotional genre analysis involves detailing the ingredients used in the bakery product, which accounted for 5.76% of the total frequency in the sample. This step aims to provide customers with information about the components that make up the product, such as the type and quality of ingredients used in the recipe. Detailing the ingredients of food products is essential in promotional genres as it can create transparency and assure potential customers of the quality of the product (Barry et al. 2018). Providing information about the ingredients used can also attract customers with specific dietary requirements and potentially be a unique selling point. This approach can be particularly effective for women SMEs that use unique ingredients or combinations of ingredients that make their products stand out.

22) *"We take our focaccia and top it off with either our spicy jalapeno and onion or the flavorful basil and tomato topping". [Account B]*
23) *"Combine with creamy cheese and cheddar cheese". [Account E]*
24) *"100gm Dates*
    120ml Water
    2gm Baking Soda
    50gm Unsalted Butter
    60gm Brown Sugar
    70gm Cake Flour
    4gm Baking Powder
    1gm Salt
    1nos Egg". [Account M]

Move 6: Justifying the products

Move 6: Justifying the products was found in 15 out 295 analyzed captions, making up 5.08% of the sample. This move is used to convince potential customers that the product is worth buying and can meet their needs and expections. In this move, the women entrepreneurs present the features of the products and explains how they can be beneficial to the customer. This move also involve highlighting the unique selling points of the product, such as its quality, affordability, or exclusivity. One of the common justifications used by women SMEs in the bakery industry is the use of high-quality and locally sourced ingredients.

25) *"It was a perfect gift and cake in one.". [Account E]*
26) *"If you haven't, then you're missing out! This pan-fried chicken is bursting with flavor, and the creamy brown sauce is so good". [Account C]*
27) *"Paprika coated cashew nut just the perfect snack as your cny gift.". [Account E]*

Move 7: Establishing credentials

The absence of Move 7 in analyzed Instagram captions may result from various factors. These women-owned SMEs could be in early brand development, focusing on differentiation over credentials. Prioritizing engaging moves like highlighting benefits may foster interaction, assuming the audience recognizes them. This reflects intricate decision-making, considering branding, engagement, and niche dynamics. However, some women SMEs might struggle due to limited resources, hindering credential building (Basit et al. 2020; Castillo-abdul et al. 2022; Pham et al. 2020). This hampers expertise establishment, impacting bakery product promotion. Addressing systemic barriers is vital to empower women entrepreneurs, ensuring credential establishment and industry success.

Move 8: Offering incentives

Offering incentives was only present in 2 out of 295 captions analyzed (0.69%), indicating that women-owned SMEs in the bakery industry may not prioritize this strategy. The limited financial resources and the perception that their products stand out on their own merit could be reasons for this. However, offering incentives like discounts, free samples, or loyalty programs can be effective in attracting and retaining customers, especially in a competitive market.

28) *"Mix n match your cny gift set!*
    Choose ANY 2 from the list: ". [Account E]
29) *"All you gotta do is:*
    1) Like both @elevete and @tonggardenmy_official Instagram Account
    2) Let us know how you're planning to celebrate this Christmas with your loved one in
    @tonggardenmy_official comment section
    3) Share this post with hashtag #CelebrateChristmaswithLimitedEditionTGCanisters
    #TGxElevetePatisserie". [Account M]

Move 9: Using pressure tactics

Move 9: Using pressure tactics was found to be used in 10 instances out of 295 captions analyzed, accounting for 3.39% of the total frequency. This step involves using persuasive language that creates a sense of urgency or scarcity to encourage customers to make a purchase quickly. Examples of pressure tactics include limited time offers, countdowns, and phrases such as "while supplies last" or "don't miss out."

30) *"Giveaway winner must contact Tong Garden via messenger or direct message on Instagram latest by 20 Dec 2022.". [Account M]*
31) *"Pre order only! No ready stock! Available date: 1-25 December 2022". [Account E]*
32) *"Last chance to get your Christmas gift box..". [Account I]*

Move 10: Soliciting response

Move 10 involves encouraging the reader or customer to take action and is one of the most frequently used moves in promotional genres. To be effective, businesses can use persuasive language, offer limited-time promotions or discounts, or provide a clear call-to-action (CTA). Effective CTAs can be placed throughout the text and should be clear, specific, and provide a sufficient contact information to act (Nguyen et al. 2022). By utilizing effective CTAs, women SMEs can convert readers into customers, build brand awareness and engagement, and increase their business's success.

33) *"But you can whatsapp us for any inquiries/order on 4th onwards.". [Account L]*
34) *"For inquiry please WhatsApp 0129234003 or just click the link on the bio for fast response". [Account G]*
35) *"For more inquiries or reservations, kindly contact:*
    ☎ *03 82111310 or WhatsApp us: 01137652664". [Account C]*

Move 11: Hashtags

Move 11: Hashtags were the most frequently used move, appearing in 186 instances out of 295 captions analyzed, which accounts for 63.05% of the total frequency. Hashtags are a crucial aspect of social media marketing as they allow businesses to increase the visibility and discoverability of their posts to a wider audience beyond their existing followers. By using relevant hashtags, such as #bakery, #desserts, or #foodie, women SMEs can reach potential customers who are interested in their products and expand their customer base. Hashtags are a crucial element in modern promotional genres, as they provide a means of organizing and categorizing social media content, enabling users to search and discover relevant content. In genre theory, hashtags can be seen as a form of intertextuality, where users draw on pre-existing cultural or social meanings and associations associated with hashtags to communicate and express their own message. the high frequency of hashtags suggests that these businesses are aware of the importance of using intertextuality and hyperlinks to promote their products and services and engage with potential customers (Ariffin & Fadzlullah 2019; Shi & Wan 2022).

36) *"#christmasgiftboxmalaysia #christmascookies #klfoodiedessert". [Account I]*
37) *"#foodie #instagood #catering #photooftheday #instadaily #food #foodporn #instafood #halalfoodie #bandarbarubangi #kajang #bangi #cafe #muslimcafe #cafehopping #matcha". [Account C]*
38) *"#ultraschoccakes #ultraschoc #cakebandarbarubangi #cakebangi #kekcyberjaya #keknilai #kekputrajaya #kekbangi #kekbandarbarubangi #kekkajang". [Account J]*

CONCLUSION

Promotional genre analysis stands as a vital tool for women-owned SMEs in the bakery industry, enabling them to effectively market their products and services. By strategically employing the diverse moves within this analysis, these SMEs can differentiate themselves from larger competitors, foster brand loyalty, and establish their expertise. However, limited resources and access to training may hinder its adoption.

Despite these challenges, women-owned SMEs can still utilize specific moves from the analysis even with constrained resources. For instance, detailing product features or justifying value allows them to highlight their unique strengths. Hashtags, a particularly effective move, create a sense of community around their brand, enhancing customer engagement and loyalty. Continued support through funding, training, and mentorship is essential for their long-term success. The study's insights offer actionable strategies for bakery SMEs to elevate their promotional efforts. By leveraging the findings, these SMEs can effectively incorporate pressure tactics into their marketing strategies. This approach enables them to highlight their product attributes, capturing their target audience's attention and fostering a lasting connection. The integration of pressure tactics empowers these entrepreneurs to navigate the competitive landscape, strengthening their market presence and carving a distinct niche within the industry. This comprehensive approach not only boosts brand visibility but also fosters a unique brand identity, facilitating sustained growth and success in the dynamic bakery entrepreneurship realm.

The research highlights entrepreneurs' strategies in social media advertising campaigns. Among the commonly used moves, hashtags and soliciting responses play prominent roles.

Hashtags help target specific audiences and enhance content visibility, while soliciting responses, often through clickable hyperlinks, drive engagement and encourage action. Conversely, the least utilized moves suggest potential gaps in digital proficiency, limiting effective advertising for some entrepreneurs. Digital literacy is crucial for successful social media promotion. Entrepreneurs equipped with digital skills are better poised for impactful advertising, connecting with their intended audience and achieving brand visibility. However, the study has limitations. The use of the Instagram API for data extraction introduces constraints, potentially impacting data comprehensiveness. The relatively small sample size could affect the findings' generalizability. Moreover, biases in the data collection process may influence strategy interpretations. These limitations emphasize the need for cautious application of the study's insights.

In conclusion, a deep understanding and skillful utilization of the diverse moves encompassed in promotional genre analysis offer substantial potential for women-owned SMEs in the bakery industry. By thoughtfully integrating these moves into their marketing approaches, these SMEs can amplify the impact of their promotional strategies, positioning themselves for sustained success. The research also underscores the vital role of digital literacy in contemporary business, underscoring the importance of continuous learning and adaptation in the ever-evolving landscape of social media marketing. Through ongoing support, tailored training, and a commitment to research, women-owned SMEs can adeptly navigate the challenges and opportunities of the modern marketplace, propelling their businesses to thrive and excel.

REFERENCES

Hamimda Agil, Abdul Latiff Ahmad, and Arina Anis Azlan. (2022). The Impact of Social Media Advertising Features on the Purchase Intention of the Malay Consumer. *2SEARCH Journal of Media and Communication Research, 14*(3), 59–73. doi:10.1016/j.ijinfomgt.2018.06.001

Adlina Ariffin and Muhammad Fakhrullah Zulkipli. (2019). The Promotional Language of the Halal Food Industry: Some Preliminary Findings. *Global Journal Al-Thaqafah,* (November 2019), 103–113. doi:10.7187/gjatsi112019-10

Roslina Abdul Aziz, Nadhratunnaim Abas, Khairul Firhan Yusof, and Norhidayah Md Yusof. (2022). Genre Analysis of Risk Management Reports by an Islamic Financial Institution in Malaysia. *GEMA Online® Journal of Language Studies, 22*(2), 63–87. doi:10.17576/gema-2022-2202-04

Barry, A. E., Padon, A. A., Whiteman, S. D., Hicks, K. K., Carreon, A. K., Crowell, J. R., Willingham, K. L., et al. (2018). Alcohol Advertising on Social Media: Examining the Content of Popular Alcohol Brands on Instagram. *Substance Use and Misuse, 53*(14), 2413–2420. doi:10.1080/10826084.2018.1482345

Basit, A., Hassan, Z. & Sethumadhavan, S. 2020. Entrepreneurial Success: Key Challenges Faced by Malaysian Women Entrepreneurs in 21st Century. *International Journal of Business and Management, 15*(9), 122. doi:10.5539/ijbm.v15n9p122

Basri, W. S. M. & Mohamed R.A. Siam. 2019. Social media and corporate communication antecedents of SME sustainability performance. *Journal of Economic and Administrative Sciences, 35*(3), 172–182. doi:10.1108/jeas-01-2018-0011

Bhatia, V. (2004). Worlds of Written Discourse. London: A&C Black.

Bihunov, D. & Ivashkevych, E. 2021. English-language advertising slogans and their ukrainian translations: Comprehension among ukrainians. *Cognitive Studies* 2021(21).

doi:10.11649/CS.2336

Blanco, Maria Perez, M. I. 2022. Engaging with customer's emotions A case study in English-Spanish online food advertising. *Language in Contrast* 22(1).

Blasco, M. M. & Jiménez-Morales, M. 2020. Soft drinks and sugar-sweetened beverages advertising in Spain: Correlation between nutritional values and advertising discursive strategies. *International Journal of Environmental Research and Public Health* 17(7): 1–12. doi:10.3390/ijerph17072335

Castillo-abdul, B., Pérez-escoda, A. & Núñez-barriopedro, E. 2022. Promoting Social Media Engagement Via Branded Content Communication: A Fashion Brands Study on Instagram. *Media and Communication* 10(1): 185–197. doi:10.17645/mac.v10i1.4728

de Vries, H. P., Veer, E. & de Vries, K. V. 2018. An examination of SME social media use in the food industry. *Small Enterprise Research* 25(3): 227–238. doi:10.1080/13215906.2018.1521741

Dewani, P. P., Sinha, P. K. & Mathur, S. 2016. Role of gratitude and obligation in long term customer relationships. *Journal of Retailing and Consumer Services* 31: 143–156. doi:10.1016/j.jretconser.2016.01.005

Dmytruk, O., Tyschenko, O., Biletska, T. & Nikiforova, Y. 2022. The Language of Job Advertisements as Part of Employer Branding. *Studies in Media and Communication* 10(3): 63–76. doi:10.11114/smc.v10i3.5835

Dwivedi, Y. K., Ismagilova, E., Hughes, D. L., Carlson, J., Filieri, R., Jacobson, J., Jain, V., et al. 2021. Setting the future of digital and social media marketing research: Perspectives and research propositions. *International Journal of Information Management* 59(July 2020): 102168. doi:10.1016/j.ijinfomgt.2020.102168

Eldin, A. A. T. S. 2020. A linguistic study of manipulative advertising strategies of the mobile network operators in Egypt and the united states comparative approach. *Dialectologia* 24(24): 221–251. doi:10.1344/DIALECTOLOGIA2019.24.10

Feng, D. (William). 2019. Interdiscursivity, social media and marketized university discourse: A genre analysis of universities' recruitment posts on WeChat. *Journal of Pragmatics* 143: 121–134. doi:10.1016/j.pragma.2019.02.007

Firdausi, M. M., Yannuar, N. & Basthomi, Y. 2022. Effectiveness of linguistic features for attracting audience: A study of coworking space websites' headlines. *JEES (Journal of English Educators Society)* 7(1). doi:10.21070/jees.v7i1.1647

Gilch, P. M. & Sieweke, J. 2021. Recruiting digital talent: The strategic role of recruitment in organisations' digital transformation. *German Journal of Human Resource Management* 35(1): 53–82. doi:10.1177/2397002220952734

Instagram marketing: understanding the adoption factors for small and medium enterprises. *International Journal of Internet Marketing and Advertising* 15(5/6): 527. doi:10.1504/ijima.2021.118266

Izquierdo, M. & Pérez Blanco, M. 2020. A multi-level contrastive analysis of promotional strategies in specialised discourse. *English for Specific Purposes* 58: 43–57. doi:10.1016/j.esp.2019.12.002

Jesslyn & Agustiningsih, G. 2021. Application of Copywriting Elements in Social Media Advertising Drinking Products Now in Creating Consumer Interest. *Jurnal Komunikasi dan Bisnis* 9(1): 55–67. doi:10.46806/jkb.v9i1.678

Khedri, M., Hasan, E. & Kritsis, K. 2022. Rhetorical structure and persuasive features of advertising: An intercultural analysis of English and Arabic online advertisements. *Russian*

Journal of Linguistics 26(3): 596–624. doi:10.22363/2687-0088-24591

Kim, T., Barasz, K. & John, L. K. 2019. Why am i seeing this ad? The effect of ad transparency on ad effectiveness. *Journal of Consumer Research* 45(5): 906–932. doi:10.1093/jcr/ucy039

Kudus, N. V., Zulkifli, C. N. & Amin, N. M. 2022. Semiotic Analysis of Three QSR Instagram Posts During COVID-19 Outbreak. *Pertanika Journal of Social Sciences and Humanities* 30(3): 1383–1404. doi:10.47836/pjssh.30.3.24

Kusumasondjaja, S. & Tjiptono, F. 2019. Endorsement and visual complexity in food advertising on Instagram. *Internet Research* 29(4): 659–687. doi:10.1108/IntR-11-2017-0459

Labrador, B., Ramón, N., Alaiz-Moretón, H. & Sanjurjo-González, H. 2014. Rhetorical structure and persuasive language in the subgenre of online advertisements. *English for Specific Purposes* 34(1): 38–47. doi:10.1016/j.esp.2013.10.002

Labrador, Belén & Ramón, N. 2020. Building a second-language writing aid for specific purposes: Promotional cheese descriptions. *English for Specific Purposes* 60: 40–52. doi:10.1016/j.esp.2020.03.003

Laestadius, L. I., Wahl, M. M., Pokhrel, P. & Cho, Y. I. 2019. From Apple to Werewolf: A content analysis of marketing for e-liquids on Instagram. *Addictive Behaviors* 91: 119–127. doi:10.1016/j.addbeh.2018.09.008

Li, C. & Wu, D. D. 2018. Facework by global brands across Twitter and Weibo. *Discourse, Context and Media* 26: 32–42. doi:10.1016/j.dcm.2018.03.006

Li, D., Chow, U. T. & Cheong, C. Y. M. 2022. A Critical Genre Analysis of Covert Advertising Through Short-Videos in Douyin: The Chinese Version of Tik-Tok. *SAGE Open* 12(4): 1–25. doi:10.1177/21582440221134608

Li, J. & McCrary, R. 2022. Consumer communications and current events: a cross-cultural study of the change in consumer response to company social media posts due to the COVID-19 pandemic. *Journal of Marketing Analytics* 10(2): 173–183. doi:10.1057/s41270-021-00138-3

Luo, J. & Huang, T. 2015. Genre-Based Analysis of American Tourism Brochure. *Open Journal of Social Sciences* 03(09): 200–208. doi:10.4236/jss.2015.39028

Mustafa, F., Khursheed, A., Fatima, M. & Rao, M. 2021. Exploring the impact of COVID-19 pandemic on women entrepreneurs in Pakistan. *International Journal of Gender and Entrepreneurship* 13(2): 187–203. doi:10.1108/IJGE-09-2020-0149

Nasirizadeh, Z., Paramasivam, S., Nimehchisalem, V. & Omar, N. 2022. Rhetorical Structures and Cyclical Patterns in Forestry Research Articles. *GEMA Online Journal of Language Studies* 22(2): 288–311. doi:10.17576/gema-2022-2202-15

Nguyen, V. H., Sukunesan, S. & Huynh, M. 2022. Web scraping Instagram Pre and During Covid-19: Examining customer engagement on Australian SMEs accounts. *Australasian Journal of Information Systems* 26: 1–34. doi:10.3127/ajis.v26i0.3447

Niu, Q., Kandhro, I. A., Kumar, A., Shah, S., Hasan, M., Ahmed, H. M. & Liang, F. 2023. Web Scraping Tool For Newspapers And Images Data Using Jsonify. *Journal of Applied Science and Engineering (Taiwan)* 26(4): 465–474. doi:10.6180/jase.202304_26(4).0002

Pham, T.-H., Ho, M.-T., Vuong, T.-T., Nguyen, M.-C. & Vuong, Q.-H. 2020. Entrepreneurial Finance: Insights from English Language Training Market in Vietnam. *Journal of Risk and Financial Management* 13(5): 96. doi:10.3390/jrfm13050096

Pramoolsook, I. & Yaemwannang, C. 2020. A comparison of rhetorical move structures of hotel, restaurant, and tourist destination homepages. *ABAC Journal* 40(3): 27–53.

Amizan Azim Ramli, Mohd Haniff Mahat, & Norizan Abdul Razak. (2022). Developing Effective Online Marketing Strategies for Women Entrepreneurs in Selangor. International Journal of Social Science Research (IJSSR), 4(1), 229–241. Retrieved from http://myjms.mohe.gov.my/index.php/ijssr

Rizomyliotis, I., Zafeiriadis, D., Konstantoulaki, K. & Giovanis, A. 2021. Optimal Instagram advertising design features. A study on brand image and millennials' purchase intention. *International Journal of Internet Marketing and Advertising* 15(4): 394–411. doi:10.1504/IJIMA.2021.117539

Sagun, K. K. & Luy, B. 2017. Cultured and popular literary circuits on facebook: A case study of Singaporean print culture in social media. *Information Research* 22(2).

Shaouf, A. A. A. 2018. Revising the Effects of Online Advertising Attributes on Consumer Processing and Response. *International Journal of Marketing Studies* 10(1): 39. doi:10.5539/ijms.v10n1p39

Shi, X. & Wan, W. 2022. A Cross-Cultural Genre Analysis of Firm-Generated Advertisements on Twitter and Sina Weibo. *Journal of Business and Technical Communication* 36(1): 71–104. doi:10.1177/10506519211044186

Silva, J. M. da, Rodrigues, M. B., Matos, J. de P., Mais, L. A., Martins, A. P. B., Claro, R. M. & Horta, P. M. 2021. Use of persuasive strategies in food advertising on television and on social media in Brazil. *Preventive Medicine Reports* 24(1). doi:10.1016/j.pmedr.2021.101520

Stöckl, H. & Pflaeging, J. 2022. Multimodal Coherence Revisited: Notes on the Move From Theory to Data in Annotating Print Advertisements. *Frontiers in Communication* 7(July): 1–17. doi:10.3389/fcomm.2022.900994

Sundarasen, S., Chinna, K., Kamaludin, K., Nurunnabi, M., Baloch, G. M., Khoshaim, H. B., Hossain, S. F. A., et al. 2020. Psychological impact of covid-19 and lockdown among university students in malaysia: Implications and policy recommendations. *International Journal of Environmental Research and Public Health* 17(17): 1–13. doi:10.3390/ijerph17176206

Suphaborwornrat, W. & Punkasirikul, P. 2022. A Multimodal Critical Discourse Analysis of Online Soft Drink Advertisements. *LEARN Journal: Language Education and Acquisition Research Network* 15(1): 627–653.

Swales, J. 1990. Genre Analysis: English in academic and research settings. (C. U. Press, Ed.).

Tsai, Y. H., Lin, C. C. & Lee, M. H. 2022. Analysis of Application Data Mining to Capture Consumer Review Data on Booking Websites. *Mobile Information Systems* 2022. doi:10.1155/2022/3062953

Wang, L., Yu, Y. & Li, O. 2020. The typeface curvature effect: The role of typeface curvature in increasing preference toward hedonic products. *Psychology and Marketing* 37(8): 1118–1137. doi:10.1002/mar.21287

Xiong, T. & Li, Q. 2020. Interdiscursivity and Promotional Discourse: A Corpus-Assisted Genre Analysis of about Us Texts on Chinese University Websites. *Chinese Journal of Applied Linguistics* 43(4): 397–416. doi:10.1515/CJAL-2020-0027

Xu, X. & Lockwood, J. 2021. What's going on in the chat flow? A move analysis of e-commerce customer service webchat exchange. *English for Specific Purposes* 61: 84–96. doi:10.1016/j.esp.2020.09.002

Yener, D. & Taşçıoğlu, M. 2021. Does the Use of Foreign Languages in Different Types of Products Lead to Different Consumer Perception? *Journal of International Consumer*

Marketing 33(4): 386–398. doi:10.1080/08961530.2020.1863168
Aishah Amirah Zainal Abidin. 2021. A Genre Analysis of Food and Beverages Industry Menu. *e-Jurnal Bahasa dan Linguistik* 3(2): 104–114.
Zhou, W., Li, Z. & Lu, X. 2023. Syntactic complexity features of science research article introductions: Rhetorical-functional and disciplinary variation perspectives. *Journal of English for Academic Purposes* 61(December 2022): 101212. doi:10.1016/j.jeap.2022.101212

ABOUT THE AUTHORS

Amizan Azim Ramli is a MPhil English language studies from National University of Malaysia UKM. He has published papers and participated in multiple research projects and conference. His area of interest include applied linguistics, english for specific purpose and corpus linguistics.

Norizan Abdul Razak is a Professor of Digital Literacy and E- learning, currently works at the school of Language and Linguistic Studies (SOLL), National University of Malaysia UKM. She has published about 100 papers and chapters and books in different areas. Her areas of interest include Digital literacy, E-learning, and Technology Applications in Education