Identity Construction
in Company Persuasive Discourse

Rusdhianti Wuryaningrum and Arju Muti'ah

ABSTRACT

Constructing an identity is an important part of a company or business. This study aims to analyze information hierarchy text and reveal discourse cognition in constructing corporate identity. Both of these concepts are used to see and reveal the agent's wishes and communications made in showing identity. The research data was obtained by documenting persuasive discourse on the nestlé and aqua-Danone websites in Indonesia. Research results direct our minds that there are two types of hierarchies built by the company: hierarchy text based on general truth and hierarchy text based on product identity. Cognition built-in discourse is generally the same. It is built through concrete language to show efforts to save the environment. The language tools used are mental imagery words, action words, and concrete language. From these two studies, it can be seen that corporate identity can be shown directly and indirectly and the target to be built is to save the environment.

Keywords: discourse, identity construction, persuasive.

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I. INTRODUCTION

A language is a tool for expressing opinions, a tool for adapting. Wynn (1993) identifies human language as intelligent as the use of a tool-set that can be analogous to the existence of grammar with the syntax of performance. It is basic evidence for the existence of human language. Pragmatically, because humans have been obsessed that language as a tool, there is an urge to use language as a tool. It can happen together. From the beginning of human existence, a language is a tool for thinking and also a product of thinking. More than that, thinking is manifested by language.

The form of language as a tool and result of thinking is a discourse, both as a social phenomenon and as a language phenomenon. Linguists view language as a cognitive or social phenomenon, both of which are obvious: language can only live in the minds of individuals but is learned from examples of utterances produced by speakers engaged in communicative interactions. It is called a "phenomenon of the third kind," which arises from the interaction of micro and macro levels. Such dual perspectives help us understand some puzzling phenomena, including "non-psychological" generalizations, or situations where patterns that are arguably present in a language are not represented explicitly in the minds of most speakers (Dąbrowska, 2020). As a social phenomenon, language is a representation of social events that connect humans to humans and humans and society to the world.

Agents have the opportunity to use language as a way of fulfilling their interests. However, as a wise being, profit or desire is not an institution or company goal. The more mature the human mind is, the more it develops in a better direction. With the language, they use they will get both good things, profit and good for others. A discourse from agents or producers of goods or services explaining scientific elements and positive health values will be relatively developed by providing knowledge and increasing the agitation impact of the products offered.

Companies or agents are the most conscious users of the language of desire. They use elements of semantics, pragmatics, syntax, and various aspects of linguistics to make their language productions impactful. The discourse that they build, as a whole is a persuasion. In this case, Lillian (2008) says that linguistics can be used illegally, for manipulation, but it can also be used legally, as a means of persuasion and information. What manipulates here is not the discourse structure (van Dijk, 2006). What matters is the desire or the use of power in it.

There are various ways to carry out persuasive communication or what is referred to as a persuasive communication strategy. The definition of this phrase is a process to influence people's opinions, attitudes and actions by using psychological manipulation so that the person acts as if he wanted to. What's interesting is research showing that persuasive strategies must look at how a person's personality. Research by Oyibo & Vassileva (2017) shows the big five personality traits of Cialdini's persuasive principles. Their results reveal that individual: 1) High in conscientiousness are more susceptible to commitment and

reciprocity, but less susceptible to liking; 2) High in agreeableness are more susceptible to authority, commitment and liking; 3) Low in openness are more susceptible to authority, consensus and liking; and 4) High in neuroticism are more susceptible to consensus. This research shows that a company or agency needs to look at these personalities to construct persuasion.

Persuasion is a matter of constructing knowledge and images in the human mind. One of the efforts to perform acts of persuasion is to construct identity. Schöpflin (2001) concludes that identity cannot be separated from universal utopia or claims of rationality. Second, the impact of broad societal views or universal propositions tends to be added to the things that need to be thought of as maintaining or improving measures. Third, the complexity of the world and the high prestige of developed countries which helped build the order of meaning made identity construction focus on the national dimension, and efforts were made to secure the position of this identity.

Schöpflin (2001) describes that "identities are anchored around a set of moral propositions that regulate values and behavior so that identity construction necessarily involves ideas of "right" and "wrong," desirable/undesirable, unpolluted/polluted, etc." These norms are not absolute and are not set definitively even though they are made to be eternal. For this reason, agents or companies will use norms by displaying naturally through language as a tool. The tool is a metaphor. The metaphors used are natural metaphors, for example, "blood," body, kinship, seasonal cycles, growing crops, etc. This metaphor has a significant carrying capacity. Metaphors are more aimed at legitimizing ideas than constructing identities. This all happened because something can be declared scientifically proven, and it will be hard to refute. Language plays a role in constructing these constructs along with scientific representations such as tables and statistics.

It is also rooted in a company. Waves of the legitimacy of ideas and the construction of identities spread widely in their efforts to raise their image. Consciously or unconsciously, they have made an impact in various fields. To put it mildly, they build. Perhaps the old opinion of Burgoon *et al*. (1982) about the importance of understanding the social context and cultural variables has a major impact on persuasive strategies in America and Asia is slightly eroded by the bias of today's world.

Deal with life which is increasingly trying to show critical thinking, there are efforts made from the aspect of attitude management. The language used must have the value of responsibility and the flow of persuasion must be able to provide evidence that there is something good they have done by supporting an agency or company. Therefore, the knowledge and moral propositions in speech acts that are built and strengthened by metaphors, mental verbs, and action verbs must be able to show a big role in responsible "rescue." Orji (2017) reports from his research: socially-oriented persuasive strategies (competition, social comparison, and cooperation) that leverage the power of social influence has been widely employed in Persuasive Technologies (PTs) designs. But, there is still a dearth of knowledge on the mechanism that can motivate or vice versa, interfere with motivation. When everything is made easy and all conditions are good it will be easy to criticize. The most important thing is to raise the problem of weaknesses that must be addressed and strengths that must be improved based on facts.

In Indonesia, companies began to work on their orientation toward understanding the social and cultural context from the 1990s to the present. In the end, environmental problems with their metaphors become a mainstay for building images. The rational claim that is built shows its role in building a corporate identity towards the environment.

To uncover the flow of identity construction, discourse analysis is required. This study describes the language used potentially to present persuasion. Discourse analysis emphasizes discourse structure and discourse cognition. These two things build a discourse of persuasion from the aspect of form and content. Through the discourse structure, it is known that there is a textual information hierarchy (Le, 2009). This information will make us understand the proportion of implicit vs. explicit elements used in reconstruction coherence. In this study, the section will help us find coherence patterns. That is very important because it will make us understand the paradigm of thinking and the meaning of the discourse.

For discourse cognition, Sadoski (2009) provides an overview of the perspective to determine which verbal elements work interactively with the effects of language concreteness. Your verbal code nonverbal (image) code is the source of what cognitive information is displayed in the text. This description will bind the understanding of the image formed by the company through persuasion discourse. This study focuses on how identity construction is built through two things: textual information hierarchy and discourse cognition.

II. METHODS

A. Research Characteristics

This descriptive or qualitative research examines persuasion discourse on company websites in Indonesia (nestlé and aqua). The websites of these two large companies were able to penetrate public trust. The data

of this research are discourse to understand the hierarchy and key statements that show perspective with mental verbal and action verbs to show the existence of knowledge and images that will change or define views of identity.

B. Data Collecting and Analysis

The data for this research is the persuasive text found on company pages that are quite influential in Indonesia, namely nescafé and aqua. These two companies are companies with great influence in shaping the image, especially the environmental image. On the one hand, the sizeable sales turnover proves the company's success in penetrating the Indonesian market.

The data were analyzed using Le's (2009) discourse analysis study on textual information hierarchy in persuasive discourse; the second focus is studied from the aspect of cognition in the discourse that has been compiled by Sadoski (2009). Both will be studied to determine how they construct identity. Data was obtained from investigating the company's website and reading, identifying, classifying, and interpreting the data that had been set. The data analysis is determined by assuming the need for identity construction by the company. Data is identified based on a typical hierarchy, how it flows, and forms exposure patterns, the hierarchies indicate what statements are placed on, and how they construct a coherence graph. How identity construction is built is analyzed with Sadoski's 2009 theory which focuses on the use of concrete words and abstract words and how to use mental imagery strategies in the persuasive text (Sadoski, 2009).

C. Results and Discussion

Textual information Hierarchy in the text forms a persuasive strategy carried out by the company. These cannot be viewed separately but must be in one complete text. In this study, the hierarchy is described, and full-text observations can be accessed through the company's website.

D. Textual Information Hierarchy

The text information hierarchy shows that the power of control is raised in persuasive discourse. In some of the company's pages, we can observe an arrangement of text which shows how the paradigm of identity construction was chosen as a way of showing agitation. Nestlé and aqua as two big companies in Indonesia have an attraction to be studied from the textual information hierarchy in their company's persuasive text.

E. General Truth Based

From a study of data sources through the website https://www.nestle.co.id, the text hierarchy can be mapped with the following figure. Textual information Hierarchy in the text forms a persuasive strategy carried out by the company. These cannot be viewed separately, but must be in one complete text. In this study, the hierarchy is described, and full text observations can be accessed through the company's website.

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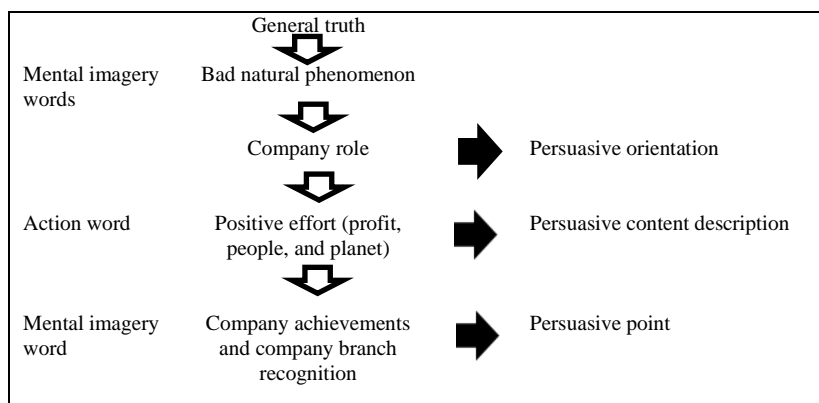

Fig. 1. Nestle Textual Information Hierarchy.

From this data, it can be learned how the Textual Information Hierarchy is built with a composition that shows a very polite persuasive strategy. In general truth, we cannot deny a fact that is believed by the world. The sentence used is a statement.

The availability of natural resources is increasingly limited. Not only that, but the growing world population is also the cause of global climate change every year. This makes many parties have to work hand in hand to take steps that are more environmentally friendly. The statement shows that the common truth is a way to perpetuate the company's image by showing that what they do is as it should be as the action must be right. In a textual hierarchy, these general truths open the text. The facts used are (1) Limited natural resources, and (2) The growing world population.

It has the potential to construct identity. General truths can play a part in context-sensitive thinking about ethics (Richter, 2022). In this case, the environment and people are an important part of ethics. In the concept of generating topic hierarchies for diverse texts, short texts do not contain enough information to extract reliable features (Chuang & Chien, 2004). Therefore, the existence of a website provides an opportunity to increase its carrying capacity through text that can play on common truths as a way to arouse consumers about the importance of their existence. In Le's category (2009), the general truth is an implicit element even though it is a fact.

To study the company's role, the statements used are negative things that happen to nature because of the existence of the company. It is categorized as an implicit element because the important point will deliver a statement that they are a company that will save this bad situation. This is a contradiction to be built to strengthen the company's identity.

One of the causes of climate change is industrial companies, starting from ensuring their business operations do not harm the environment. Therefore, many industrial companies have implemented a more environmentally friendly business model. Nestlé as a food and beverage company that has been operating for 154 years is committed to protecting the environment through various efforts, both from efforts to manage production and air waste in business operations.

The text leads to the "action" that has been done. Mental verbs such as "committed" and the action word in the word "protecting" are keywords to build the construction of coherence in the next paragraph about the company's role. In the company role, various efforts are coherent with the bad natural phenomenon in the previous paragraph.

One of them is implementing a zero-waste program in each of its operational activities. At the end of 2016, there were 182 Nestlé factories around the world that had succeeded in implementing zero-waste to dispose of waste. Nestlé strives to avoid wasting food and use all materials, either through energy recovery or by-product use systems in new ways. In the next statement, there are efforts described to support the company's role. Such support is important to show the company's seriousness in overcoming environmental problems.

In the next section, there is a description that the company has succeeded in achieving achievements. Followed by a description of the company branch. The existence of several branches of the company contributed to the achievements that have been described. This achievement is still coherent with the general truth and the bad nature phenomenon, namely the achievements of green companies.

H. Product Identity Base

In the data we got from the websites https://aqua.co.id/aqua-group and https://aqua.co.id/brand/ there is an interesting thing because the construction of the identity built is described in the menu segment on the page. Information that is arranged hierarchically like nestlé does not appear on the website because it has been extensively elaborated by news support from partners such as universities and schools or hospitals that have been picked up by the mass media.

How identity is built, hierarchy text information on this company shows concrete steps that can be observed from this Fig. 2.
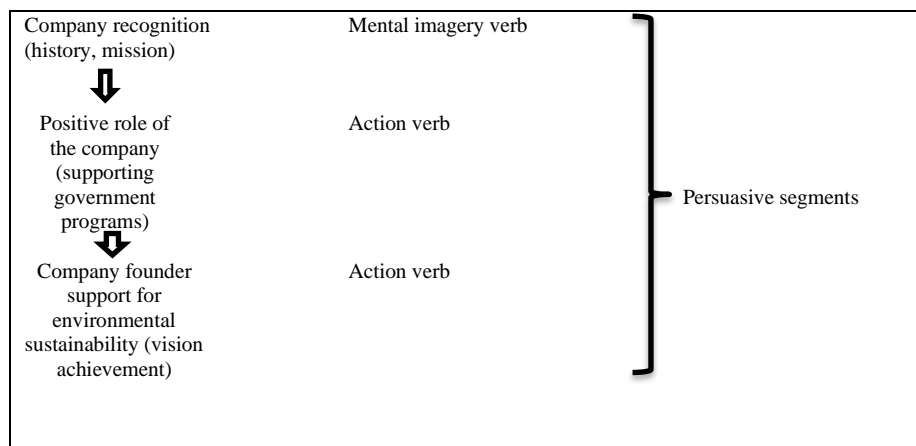

Fig. 2. Product identity based.

The hierarchy built in the company introduction text in the image above shows a general form that starts with orientation, substance, and conclusion to name the founder. That is a fair thing. However, persuasive uniqueness can be observed from how this company pours its identity construction into the products it relies on. There are four products, each of which shows support for brand image identity. Hierarchically it can be described as follows (P is a product).
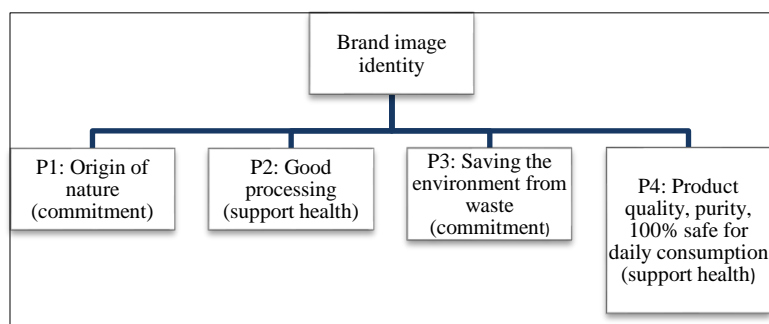

Fig. 3. brand image identity.

Fig. 3 informs us that brand image identity is formed with 3 foundations: origin of nature (commitment), good processing (support health), saving the environment from waste (commitment), product quality, purity, 100% safe for daily consumption (support health). From the picture above it can be seen that the text hierarchy informs the company's role explicitly on two things, namely commitment and support for health. Commitment has pragmatic implications for government programs and health support has pragmatic implications for consumers. The company's persuasive discourse shows that consumer health and safety is the main thing they do. Their commitment is focused on saving the environment and the planet. it is a guarantee for the continuation of the company's operating license in Indonesia as part of the response to demographic and natural bonuses.

I. For Example on Data P1:

Inside each bottle of aqua, reflections are the purity of high-quality mountain mineral water which is processed using the most advanced technology. We are committed to providing perfection in the entire process because we understand that you only deserve the best quality water. The sentence that shows mental imagery verb is we are committed to. From this sentence, that commitment is a product identity that is built for consumers. Furthermore, P3 shows the commitment built on government programs (P1 is aligned with P3). The text hierarchy is still the same, providing evidence and ending with a description of the commitment. At P2 identity is built with the accuracy of the process shown in detail at P4 (P2 aligned with P4).

J. Discourse Cognition

Sadoski (2009) highlights the persuasive need to pay attention that the results of participants' ratings for text comprehensibility and their amount of immediate recall were striking. In persuasive texts in general, it is easier for readers (consumers) to understand concrete statements than abstract ones. Gist recall of abstract text is twice as strong. It can also be concluded that the concreteness of the language was a factor well beyond the general discourse structure of the texts. From the persuasiveness of the two companies, it can be seen that the thing that stands out to shape cognition in the minds of consumers or society is the real action taken by the company. The facts raised are negotiation efforts to strengthen the role.

The thing that needs to be noted from the cultivation of cognition is the relevance of embodied theories of cognition for discourse is evident. In the company's persuasive text, accurate evidence in the form of general truths, phenomena, actions of support, and achievements is undeniable evidence. Therefore, building identity through persuasive text means placing evidence in an important position. Identity construction in company persuasive texts is built through discourse cognition. Sadoski's opinion about comprehension and composition is very correct. How construction is built cannot be separated from concreteness. The two companies built identities from concrete languages. At least the thing that doesn't fully show concreteness is the impact that hasn't been measured quantitatively. On the other hand, sentences that use action verbs can be an indication of what they do.

This article looks at Sodaski's point of view on the other side, not on learning. However, his concept of persuasion is very useful for viewing vision: persuasion requires language concreteness. Furthermore, Roberts & Steinkopf (2022) stated that cognitive structure is related to the development of ideology. The cultivation of cognition carried out by these two companies demonstrates how the central ideology of a nation influences local cognition. Because of their efforts on the environment, people understand environmental conditions and understand the need for recycling to save the environment. In the Indonesian

context, environmental issues are an important topic that is faced by any company's position. The two companies in this article have an impact on the environment in particular water, soil, and plastic.

Persuasive text material from natural examples, such as the data in this study. Theoretically, it is called naturally occurring texts. As a real text, the position of discourse studies becomes very important. For this reason, this study needs to be seen for its usefulness as a linguistic study that can also be utilized in language learning.

Instead of using lifestyle as a builder of reasons to increase willingness to buy, the companies in this study prioritize saving the environment. Langner *et al*. (2013) said that rising social class was a social reason to buy things. It can be described here that discourse cognition in constructing corporate identity is carried out with action verbs, and mental imagery verbs conveyed in the central ideology of national influences and building local cognition. This is very important because it refers to state regulations. It states that the environment and natural wealth must be used for the people as stated in the 1945 Constitution of Indonesia, article 33 paragraph (3) which reads "Earth, water and the wealth contained therein is controlled by the state and used as much as possible for the prosperity of the people." Providing support from nature and saving nature for the people of Indonesia is an important part of building corporate identity in supporting government programs. On the one hand, based on data obtained from the Indonesian Plastic Industry Association (INAPLAS) and the Central Bureau of Statistics (BPS), plastic waste in Indonesia reaches 64 million tonnes/per year. A total of 3.2 million tonnes is plastic waste dumped into the sea. Plastic waste-producing companies in the context of this research are trying to show their business and seriousness in overcoming plastic waste

III. Conclusion

The construction of identity can be known from information hierarchy text and cognition which is built from discourse. From the information hierarchy of the text, it can be understood that there is a flow of identity formation from two bases. Both are categorized as general truth-based and product identity-based. The identity that is built is a commitment to health support. The information hierarchy text shows that the company wants to strengthen its identity as a savior of the environment with cognition built with concrete language as persuasive text support for the company's actions and achievements as a green company. That is of course very strong to deny the statement that the company will make environmental damage. Logically it can be stated that if A (companies) then B (destroys the environment), C is A. So, C is B. In persuasive action verbs, mental imagery words, and concrete language will appear C is A (with persistent effort) and maybe it will not form B. In the cognition that is built, the identity is grown is to support the national ideology by changing the local ideology. Companies entering Indonesia seem to focus on building an identity to use and save the environment.

Acknowledgment

Conflict of Interest

In this section, we both declare that we have no conflict of interest with anyone or any institution. This research is solely conducted for the sake of the advancement of language and cultural studies.

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