

Analyzing Nike's Concept of Women's Empowerment through Instagram Captions: A Critical Discourse Analysis

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ABSTRACT

Nike, a well-known sports brand, actively uses social media platforms to promote its brand and advocate for social movements, such as women's empowerment. The study aims to use Critical Discourse Analysis (CDA) to analyze Nike's Instagram captions that were posted in 2019 as a way of revealing the essential concept through language and the social practice level. This study uses qualitative research design and critical discourse analysis to analyze Nike's concept towards women in their Instagram captions. The researchers collected data using non-participative observation and purposive sampling techniques and analyzed the data using the referential identity and competence-in-dividing techniques. This study found that it had standard features like vocabulary, grammatical structure, and various textual features. Nike also used discourse practice by employing female athlete representatives to construct the concept of women empowerment in the caption. Furthermore, the language in the caption implied feminist ideology that helped instill the concept of women's empowerment by showing progressivity in the sports industry. The study analyzed Nike's Instagram captions and concluded that the company uses various textual features, including quotations from female athletes, to construct the concept of women's empowerment. Nike's use of persuasive language and representation of feminism ideology supports this concept. This research can have implications for media studies and critical discourse analysis in helping students decode semantic and syntactic choices in media texts.

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INTRODUCTION

Globalization's immense growth has influenced individuals' lives, including how individuals communicate, learn, and think (Allen, 2019). One of the critical roles in expanding the influence of globalization, cultural exchange, and spreading information is mass media (Matos, 2012). Moreover, there are plenty of mass media platforms utilized by most people today, such as social media, Instagram, Twitter, and Facebook, as well as radio and television. These social media platforms are accessible to every individual and organization (Salim & Rosdian, 2022). Nike is a company that actively uses social media to reach out to its clients.

Nike was founded in 1964 by Bowerman and Knight in the United States of America, formerly Blue Ribbon Sports (BRS) until its first footwear line was launched in the 70s (Alsaffar, 2020). In 1978, Nike produced a series of advertisements and launched its first advertisement featuring the Lady Waffle Trainer, part of a line designed specifically for women, and made it a business focus (Addy, 2015). Nike, one of the most well-known sports brands in the world, began to expand its marketing business by launching an Instagram account. This social media account has proven to be a platform for Nike for its marketing purposes and to advocate social movement. The use of hashtags like #nikewomen clearly illustrates how they highlight their continuous push to empower women in sports.

The chosen approach, Critical Discourse Analysis (CDA) by Norman Fairclough, is used to analyze the complex features of the data (Amoussou & Allagbe, 2018). The researcher focuses on Nike's Instagram captions that were posted in 2019. Several factors influenced Nike's choice of CDA for its Instagram caption. First, Instagram has the highest number of users, given that its application is downloaded by more than one billion people worldwide (Mayangsari & Salim, 2021). By 2029, Nike's Instagram account will have over 83 million followers and become one of the top 20 most-followed Instagram accounts globally. Thus, the researcher assumes Nike has a significant influence on society in general; second, Nike is considered one of the most famous sports brands that Indonesian people mostly know, so it can be easier to be understood Indonesian people as well; last, Nike uses the representation of female athletes as a role model and quotes their statement to be put on the Instagram caption which can be seen from the following sentences: "Girls need to believe in themselves because if you believe in yourself, that means you can do anything."

As seen in the preceding statement, it contains the word's repetition and the use of the pronoun "you," which is addressed directly to women. The choice of vocabulary in Nike's caption emphasizes that there is an issue being discussed. As a result, Fairclough's CDA three-dimensional model is chosen to reveal the implied concept through language in Nike's Instagram caption because the discourse is not only at the textual level but also at the social practice level.

Previous researchers have conducted some related studies of Critical Discourse Analysis. The research conducted by Tahir & Tahir (2020) employed Norman Fairclough's theoretical frameworks of critical discourse analysis. The results show that the language of Khomeini's speeches implicitly and explicitly depict an Islamic ideology. Therefore they created a Religious Landscape in Iran during the revolution. Khomeini inculcated Islamic ideologies among Iranians through his speeches and challenged the status quo by overthrowing Shah's liberalism. The second related study was conducted by Irawan and Fridha (2018), which showed that on the micro-level analysis, there is an inevitable trend of social discourse called *pelakor* which means a man stealer. On the mezzo level, it was found that the account owner has a particular bias towards the victim of the *pelakor*. In contrast, on the macro level or situational institutional and social factors, the account of Lambe Turah takes advantage of the freedom of information, which is oriented on neoliberal ideology.

Dealing with the significant role of women in the family and sport, there are 2 (two) exciting studies. The first one was conducted by Kumala and Sukmono (2023), which illustrated the changing gender roles in the home as seen in the short film Kudapan Special in which a father transitions into a homemaker and a mother works as a dancer to support the family. The second study conducted by Fitriani, Oxygentri, and Nurkinan (2021) studied the experiences, explanations, and meanings of women fans of the Persib Bandung football club.

In addition to that, Nike has also been observed by several scholars. Adrian and Faiza (2022) have examined two recent advertisement videos by Nike to reveal the message of women's empowerment using multimodal discourse analysis. Then, Pelawi (2018) used critical discourse analysis with the research tool Fairclough three-dimensional model to examine the power and ideology conveyed in the language used in Nike's advertisement video entitled 'What are girls made of?' as a part of the Women empowerment campaign entitled "Better for it." Furthermore, Raehan, Darmalita, and Anisa (2022) conducted a study to describe and analyze the popularity of Nike's shoes through persuasive words using a Critical Discourse Analysis perspective on three pictures of Nike's shoe advertisement on the public website.

Compared to the preceding related studies, this study shows a significant difference in research objects, objectives, and focus. The previous research shows a gap in the women empowerment concept presented in social media that could be observed critically. The purpose of this study is to use Fairclough's three-dimensional model to analyze Nike's Instagram caption from 2019, focusing on textual analysis, discourse practice interpretation, and social practice explanation. The study aims to fill a gap in the literature by examining linguistic aspects of women's empowerment movements.

METHOD

This study employs a qualitative research design to obtain comprehensive and analytical results and adopts a Critical Discourse Analysis of the three-dimensional model by Norman Fairclough. Qualitative research uses methods such as participant observation or case studies which the output in the form of a narrative, descriptive account of a setting, or practice. It can be inferred that qualitative research involves collecting or working with text, images, or sounds (Guest, Namey, & Mitchell, 2013). Therefore, this study is included in qualitative research in which the data are written text and aimed to reveal how the company constructs its concept towards women.

In collecting the data, the researchers applied the observation method, in which the researcher observed the use of language (Sudaryanto, 2015). However, to ensure the authenticity of the data, the researchers used the non-participative observation technique in which they observed the language used in a particular context or discourse without getting involved in the conversation (Sudaryanto, 2015). In addition, for data collection, the researchers employed a purposive sampling technique to select a sample of data based on some purposes in mind (Sutopo, 2006). In this study, the researchers selected the Nike Instagram captions containing the concept of women empowerment.

In analyzing the data, the researcher applies the first type of identity method, the referential identity method, in which the determining tool is a fact designated or referred to by the language (Sudaryanto, 2015). In addition, the technique of analyzing data used in this study is referential competence-in-dividing, in which the researcher categorized the language into its types based on the researcher's mental or knowledge.

FINDINGS AND DISCUSSION

A. Description (Textual Features Analysis)

Vocabulary Level: Overwording and Rewording

The following are the findings of overwording and rewording in the vocabulary level.

Figure 1. Overwording and Rewording



Source: Nike's Official Instagram Account

The statement displayed in Figure 1 is a quote from female athletes in Nike's caption. The sentences use both overwording and rewording techniques. The words "trusting" and "believe" have similar meanings, which suggest an ideological struggle that women face. This is evidenced by the fact that "trusting" appears once and is followed by "believe," which is repeated twice. Additionally, the words "make" and "change" have opposite meanings and are used with ideologically specific adjectives, nouns, and verbs that categorize behavior through antonymy. This suggests that not all women have the same path to achieving their dreams, and some may have to alter their dreams, as indicated by the words "make" and "change."

The caption also uses hyponymy as an arrangement that conveys an ideological meaning. Hyponymy is when a smaller term refers to a broader concept.

Figure 2 Hyponymy.



Source: Nike's Official Instagram Account

As the Figure 2 sentence shows, "Wrestling" is a hyponym for "Sport." The use of hyponymy in this caption also represents the ideological struggles implied in Nike's Instagram caption.

Metaphor describes an object by referring to another similar object. Thus, it gives a more profound impression of an expression (Musitika & Mardikantoro, 2018).

Figure 3. Metaphor

Source: Nike's Official Instagram Account

The example of the metaphor found in Nike's Instagram caption is shown in Figure 3. The expression describes the meaning of football for Londiwe, a female football player. In this context, it is presented by referring to football as Londiwe's life (not in literal meaning), which gives everything she needs. It can be inferred that the caption writer incorporates a metaphorical sense for sports by accentuating its power and the efforts Londiwe has made to accomplish her success. This way, Nike makes the subject more relatable to the reader and makes a complex message easier to understand.

Grammatical Level: Active Voice. Active voice is formulated in which the subject performs the action that causes something to happen to the object (Mustika & Mardikantoro, 2018).

Figure 4. Active Voice

Source: Nike's Official Instagram Account

The sentence shown in Figure 4 is a process of "action" involving "participants." In the previous sentence drawn, the element of "participants," such as an agent "she," refers to a female German boxer, namely Zeina Nassar, who vigorously fights to change the inanimate patient "the rules" internationally to allow women to be able to wear a hijab while competing. Fairclough (1992) states the relationship between the choice of language and the social power underlying it. The author's choice of vocabulary reflects a specific ideology behind it and a social background (El Saj & Sarraf, 2013). In this text, the choice between process types in Nike's Instagram caption is ideologically based. It can be seen that Nike sets up the type of process through active voices, that is, "action." Therefore, it reflects Nike's support towards women who have fought to progress in the current sport system by spreading the news through its Instagram account.

Positive Sentence. It is marked by facts and reality from what happened. Here is an example of a positive sentence:

Figure 5. Positive Sentence



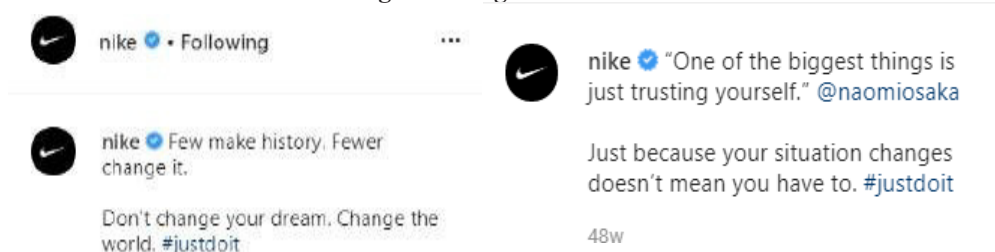
Source: Nike's Official Instagram Account

"Simone's intense focus, energy, and relentless drive have made her the best to do it (2.B.1)."

The sentence in Figure 5 describes an effort of a female artistic gymnast, Simone Biles, who is currently a World Champion and the most decorated American gymnast. Nike portrays positive messages through adjectives such as intense, relentless, and best to depict the process of gaining success from Simone Biles. Thus, it makes the statement sound more convincing and encouraging for the reader to follow.

Negative Sentence. Additionally, Nike also engages with the use of negative sentence patterns. A negative sentence is a denial with a "negation" element marked "not." The example can be seen in Nike's Instagram caption uploaded on 24 May 2019 and 7 July 2019, which is shown in Figure 5.

Figure 6. Negative Sentence



Source: Nike's Official Instagram Account

The words "do not" & "does not" used in the Figure 6 expression indicate the pattern of a negative sentence. Fairclough (1989) claimed that negation has experiential value in that it is the primary way to distinguish what is not the case in reality from what is the case. However, from the total seven sentences analyzed, all are grammatically negative but positive at the semantic level. It is shown in the above expressions that Nike uses the word "do not" to deliver implicit positive motivation by asking the reader not to give up on the situation quickly but instead to keep trying and do their best.

Declarative sentences are used to state facts or opinions, and are usually formed with a subject followed by a verb, represented by the "S" and verb respectively. According to Fairclough (1989), in a typical declarative sentence, the speaker/writer assumes the role of an information giver, while the addressee plays the role of a receiver. Mustika & Mardikantoro (2018) have suggested that declarative sentences serve the function of providing information and describing an event. From this, we can conclude that in Nike's caption, the company acts as the provider of information to the reader.

The same goes for the following statement from Nike's Instagram caption: "Kristina left her parents to pursue her dream of playing football for her country" (2.D.11). From the text above. It can be seen that Nike's Instagram caption applies declarative mode by giving information about Kristina's journey as a female football player to represent her country, Russia.

Thus, all the explanation above is in line with the function of declarative modes that provide detailed information or statements to the readers about the journey and the efforts the female athletes have made to become a champion.

Imperative Sentence. In imperative modes, the speaker/writer position asks the addressee (ideally as a compliant actor) to do something the speaker/writer wants (Fairclough, 1995). Here are some uses of imperative sentences on Nike's Instagram caption:

Figure 7. Imperative Sentence



Source: Nike's Official Instagram Account

The statement in Figure 7 utilizes the imperative sentence range from the prohibition to do something the author wants. The phrases mark it “Do not change your dreams” to “Change the world.” It implies that Nike's Instagram caption skillfully employs the imperative mode to persuade women to take specific actions (keep pursuing their dreams and do something extraordinary to improve the world).

Grammatical Question. According to Fairclough (1989), in a grammatical question, the speaker/writer asks something of the addressee (information provider).

Conversely, it is known as a yes/no question. The following sentence is an example of a grammatical question from Nike's Instagram caption uploaded on March 11, 2019:

Figure 8. Grammatical Question

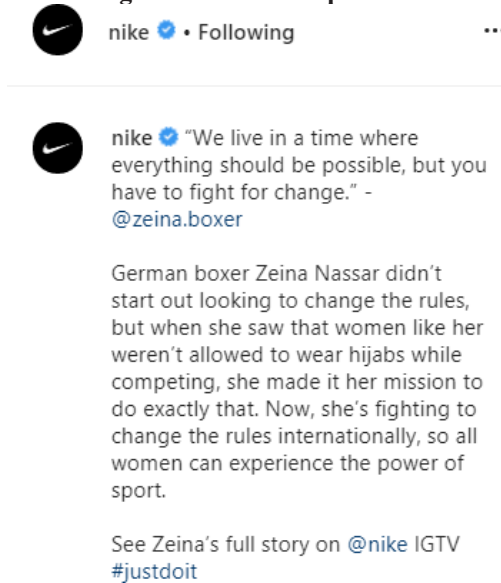


Source: Nike's Official Instagram Account

“World's greatest selfie?” (2.F.1).

The statement in Figure 8 was quoted by Nike from a female soccer player and published on its Instagram account. In this informal question, the speaker/writer imposes a closer relationship to engage with the readers instead of continuously elucidating the long-scripted information. Thus, this informality mode denotes the equality between the speaker and the reader (recipient of information).

The Use of Pronouns, as found on the Nike Instagram caption. It generally refers to the participants within the discourse or something elsewhere. Based on the total fifteen Instagram caption posts analyzed, all of them apply the use of pronouns, i.e., personal pronouns such as “you,” “we,” “she,” and possessive pronouns such as “her,” “your.” The example is shown below:

Figure 9. The use of pronoun

Source: Nike's Official Instagram Account

The sentences in Figure 9 use personal pronouns marked by the words “we,” “you,” and “she,” as well as the possessive pronoun presented by the terms “your” and “her.” This choice of pronouns between them is related to the relationship between power (strength) and solidarity (Fairclough, 1989). The word “we” creates a feeling of togetherness or unity between the speaker and the reader. However, it can be seen in the context of the statement that it is mainly aimed at empowering women, as marked by the words “she” and “her” that refer to women themselves.

Additionally, the use of the pronouns “you” and “yours” in the statement can create direct engagement and the impression that the readers (women) are highly valued by the speaker/writer.

It is in line with Fairclough (1989), who mentions that this technique of handling people on an individual basis is called ‘synthetic personalization,’ which refers to a tendency to give the impression in the order of discourse to accord with the nature of its power relations and how the power is exercised. Thus, there are ideological and practical reasons for Nike’s Instagram caption through the use of the direct address.

Modality is essential for relational values, which is a matter of the authority of one participant concerning others, and expressive values are the modality of the speaker/writer’s evaluation of truth (Fairclough, 1989). It pertains to the speaker/writer’s authority. Generally, modality is expressed by modal auxiliary verbs like may, might, must, should, can, cannot, and ought and by various other formal features, including adverbs and tense (Fairclough, 1989). There are two dimensions of modality, i.e., relational and expressive. Here are examples of Nike’s Instagram caption, which illustrates modalities:

Figure 10. Modality

Source: Nike's Official Instagram Account

As Figure 10 shows, two modal auxiliaries verbs are marked by “should” and “can.” The word “can” as a relational model denotes possibilities and abilities about something to happen. However, “should” signals an obligation or certainty and carries implicit power relations among the participants. Applying the modality “should,” the speaker/writer shows an expressive value to emphasize the importance of the issue that happened.

The use of Simple, Compound, and Complex sentences. Another linguistic device in Nike’s Instagram caption is the application of simple sentences. The data shows that Nike’s Instagram caption is frequently written as a simple sentence, which tends to be short and precise.

Figure 11. Using Simple, Compound, and Complex Sentence



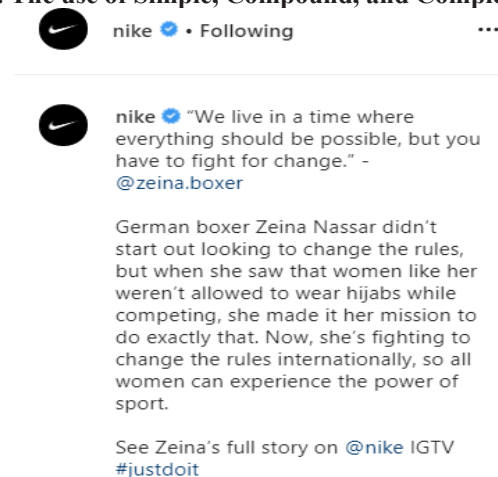
Source: Nike's Official Instagram Account

“Few make history.” Fewer change it.” (2.I.3).

Figure 11 shows that Nike applies simple words and a short sentence in its Instagram caption. Although both sentences are not directly linked and only consist of simple language, the message can still be well-delivered.

Generally, the Instagram caption contains detailed information from the picture posted on it. This study’s data analysis shows that most of Nike’s Instagram captions use compound or complex sentences detailing the information. A complex sentence is a form of a sentence where the dependent clause is joined to an independent clause, and generally, the main clause is more prominent than subordinate clauses (Fairclough, 1989). At the same time, compound sentences combine two independent clauses with coordinating conjunction (for, and, nor, but, or, yet, so).

Figure 12. The use of Simple, Compound, and Complex sentences



Source: Nike's Official Instagram Account

“We live in a time where everything should be possible, but you must fight for change.” -@zeina.boxer“ German boxer Zeina Nassar did not start looking to change the rules, but when she saw that women like her were not allowed to wear a hijab while competing, she made it her mission to do exactly that. Now, she is fighting to change the rules internationally so that all women can experience the power of sport” (2.J.1).

The following examples show using compound or complex sentences in Figure 12. The logical connector in the statement above is “but” and “so.” Fairclough (1989) explains that the logical connector is a cue of ideological assumption. The word “but” links the two independent clauses, which signals some contradictory action expected to be done (fight to change the rules internationally). “So” signals the results that the speaker/writer expected to happen (all women can experience the power of sport). Given that assumption, the statement from Nike’s Instagram caption refers to the meaningful relationship between two things that are ideologically common sense.

Textual Structure. This study employs the data in the form of written information from Nike’s Instagram caption in which the organizational features are a monologue.

Figure 13. Textual Structures



Source: Nike's Official Instagram Account

The example can be shown in Figure 13. However, it is difficult to assess whether Nike’s Instagram caption fits the typical pattern because each caption has a different pattern. As the topic of the caption is shown in the text, the first paragraph in the caption generally begins with a quotation from several female athletes’ statements on the reasons or motivations for the recipient of information (reader). It is shown on the picture in which the statement is marked by quotation mark as follows:

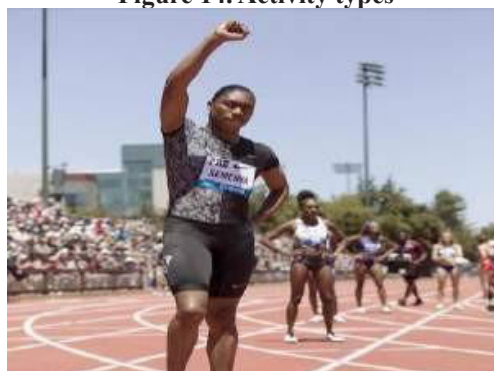
“I kept saying, ‘Tomorrow is my day.’ I wanted to be the second @kipchogeeliud – the Kipchoge for women. I focused on that.”

Gowhary et al. (2015) claim the topic from another point of view reflects the frame of text, whereas frames represent the object that occurs in the natural and social world. The following paragraph explains a detailed story or background of the female athletes on the post. The final section consists of Nike’s tagline, which is #Justdoit.

B. Interpretation (Discourse Practice)

Situational Context: What is happening in the text? This section is subdivided into three fragments, i.e., activity, topic, and purpose. These fragments will focus on scrutinizing the contents of the text. Fairclough (1989) explained, “Activity is the most general; it allows us to identify a situation in terms of one of a set of activity types, or distinctive categories of activity, which are recognized as distinct within a particular social order in a particular institution.” In this study, the activity described in the caption is about various female athletes with various sports activities.

Figure 14. Activity types



Source: Nike's Official Instagram Account

It can be seen from Figure 14 that the settings are on the running track. According to Machin & Mayr (2012), the setting/place can also be an element to connote general ideas, discourse, and values as well as identities and actions. Moreover, the attribute shows the female athletes wearing sportswear. In addition, on the salience elements, certain feature combinations are intended to make things stand out (Machin & Mayr, 2012). It can be seen in picture 13 that the female athlete with a dark skin tone is foregrounded by putting her in front of other female athletes with bright skin. The size of her appearance is more significant than anyone behind. According to Machin & Mayr (2012), the size of certain features indicates the ranking of importance.

The second level of analysis is the topic, which refers to what the text is about. However, when the topic is viewed from a different perspective, it becomes the frame of the text, which reflects the object that exists in the natural or social world (Gowhary, 2015). In this study, the caption is a narrative about women in the sports industry. The main topic is the author's perspective on motivating women not to give up on their dreams and to believe that anything is possible if they fight for it. This is demonstrated by Nike's repeated use of the statement "Do not change your dream. Change the world" in their captions from May 24, June 8, July 7, July 9, and October 15, 2019, which contains persuasive vocabulary aimed at promoting the concept of women's empowerment.

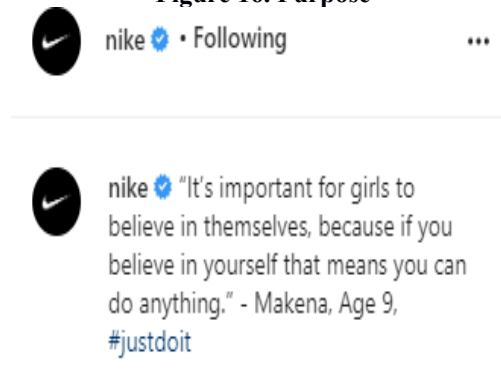
Figure 15. Topic



Source: Nike's Official Instagram Account

Lastly, as described in Figure 15, the purpose of both female athletes and Nike can be condensed into one single phrase: "to empower women." (3.A.3).

Figure 16. Purpose

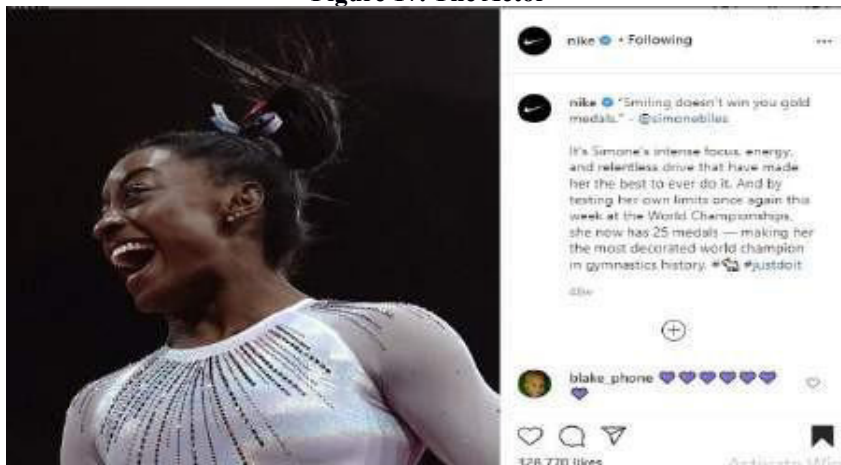


Source: Nike's Official Instagram Account

This purpose is implied in Figure 16. The statement mentioned the word "girls," which is addressed to women to believe in themselves to make them able to achieve anything. Thus, this aligns with the purpose of the caption, which is presented in the analysis above.

Who is involved in the action? In this study, we analyze captions, a few lines of text used to explain and elaborate published photographs. According to Machin & Mayr (2012), images/pictures denote particular events, people, places, and things. As seen in Nike's Instagram caption, pictures of several female athletes performing sports are attached. Thus, the actors involved in Nike's Instagram caption post are Nike's caption writers and female athletes, which physically help to depict the message.

Figure 17. The Actor



Source: Nike's Official Instagram Account

In addition, the addressee/recipient of information roles are coming from those called netizens, a user of the Internet, which in this case is an Instagram user, or specifically women netizens (3.B.2). The Figure 17 shows there is an interaction coming from netizens by giving love emoticons in the comment section. The role of the speakers/writer is fixed without changing their role to the addresses.

What are the relations among the people involved in the action? This section will scrutinize the relationship among the actors involved. According to Nike's Instagram caption, the actors involved in the caption are female athletes and Nike itself. Both come from the same subject position as information providers. The relations between them are one as an endorser, the caption writer (Nike), and another as a model (Female athletes). Though the female athlete plays the role of a model, they also contribute to generating the information written in the caption. The social relation between them and the netizen (addressee) is as an information provider and as the recipient of information.

Figure 18. The relation among the actor



Source: Nike's Official Instagram Account

Their addressee comes from various classes and backgrounds of society whose power and social position are lower, equal, or even higher than the speaker/writer.

What is the role of language? The role of the language is asked at this level to obtain the information needed and determine the genre and channel used in the caption. As seen in the data mentioned earlier analysis, the discourse genre is an Instagram caption used to obtain the necessary information, while its channel is written language. However, the role of language in this discourse is an instrumental element in conveying the empowerment concept addressed to women. It is also used to persuade and inspire readers, especially women, to perform the same actions as Nike's Instagram account athletes. Thus, this role of the language can build trust from Instagram users, particularly women, and attract more women customers to buy Nike's products as they are seen as supporting equality for women.

Intertextual Context. An interpretation of intertextual will see the text from the historical series as an aspect of the text producer's interpretation and decide common ground that can be presupposed (Fairclough, 1989). Based on the data, Bill Bowerman and Phil Knight, the founder of Nike brands, created their brand's name, Nike, after the Greek Goddess of Victory. In 1978, Nike launched its Nike Women as a business focus (Nike News, 2015). In 2015, Nike launched

#betterforit. As a long-term commitment, this brand aimed at motivating women to be active, take on new challenges and conquer personal goals (Nike News, 2015). Next, in 2019, after nearly 50 years of supporting women in sports, the company shows its role as inspiring women to every athletic performance, which is critical to their identity and self-esteem (Danziger, 2019).

However, this production process has passed many stages and involves the whole team. It starts with choosing an actor involved in this production, which refers to female athletes and a scripter who designs the whole Instagram post. According to Warfield, as Nike's Social Media Manager, the employee does not play as an individual but as Nike (Peters, 2019). Thus, producing any information posted on Nike's Instagram caption represents Nike as a whole company. Secondly, we can see the historical series from the product-consumer relation. Related information to help the analysis in this section can be seen in the news excerpt below.

"The brand's apparel revenue from the 2019 Women's World Cup was four times bigger than it was for the 2015 event, while Nike's international women's business (outside of the US) grew 16%". "Nike had seen success from its investment in the summer tournament before it had even finished. Social media analytic firm Talkwalker found Nike had a 51.3% share of brand voice across the month-long contest, an accomplishment driven by its high-quality creative work based around the concept of dreams." (Deighton, 2019)

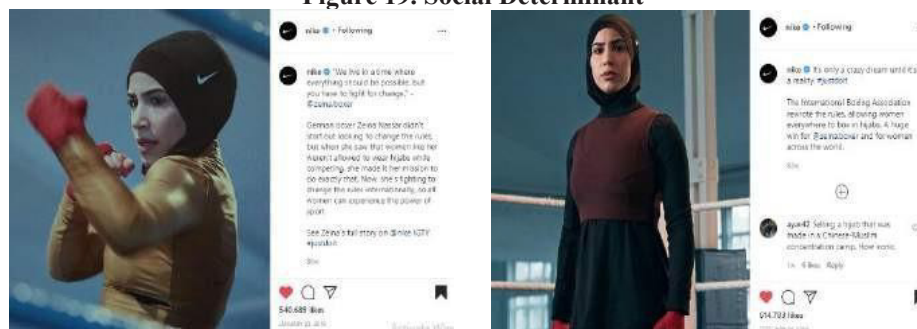
The above information shows benefits to increasing Nike's revenue during 2019 through social media exposure. The fact that it is coming from Nike's international women's business shows that the women empowerment concept depicted within Nike's Instagram caption has successfully urged women from the public to buy the product. To some extent, Nike's slogan "Just do It" is permanently attached to the product and puts this slogan on their Instagram caption. The slogan also contributes to creating the notion of empowerment whenever they buy Nike's products.

C. Explanation (Social Practice)

Social Determinants. This section analyzes power relations in the discourse. Mostly, the caption on Nike's Instagram caption uploaded during 2019 is produced and composed the statements from the female athletes and Nike's point of view. Both of them play the same role as information providers, exposing the issues in the sports industry while simultaneously giving women motivation and encouragement to continue pursuing their dreams. Through the caption, Nike is influencing women to actualize their passion for sport, and it is outstanding to be involved in sports primarily associated with men. The textual information was taken from one social media resource, Nike's official Instagram account @Nike, uploaded from January 21st, 2019, to December 23rd, 2019.

Furthermore, according to Nike's Instagram account, it can be seen that most of these posts got more than hundred thousand likes and one thousand comments.

Figure 19. Social Determinant

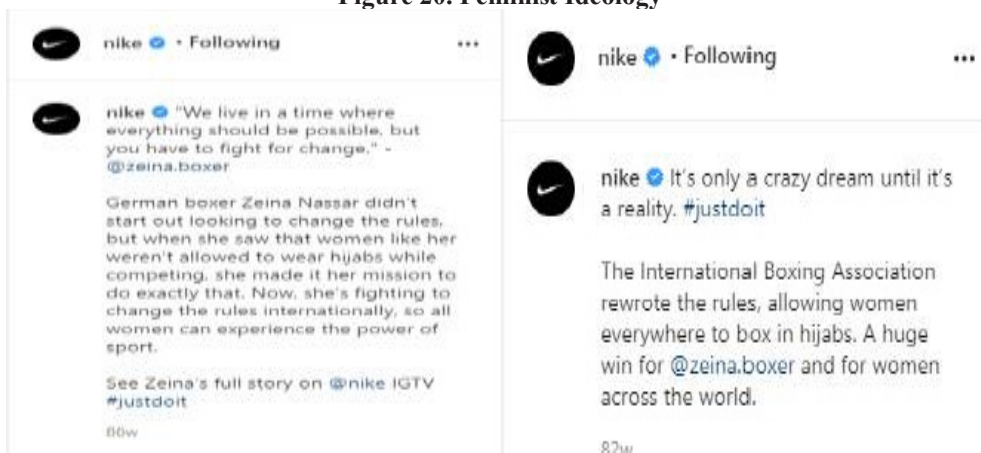


Source: Nike's Official Instagram Account

The example can be seen in Figure 19. It shows the enthusiasm coming from the people towards Nike's Instagram caption post. In this example, Nike's caption is posted on its Instagram account, in which the discourse and the Instagram platform tightly correspond to the existence of mass media. Based on the explanation in the description and interpretation level, it can be seen that Nike's Instagram caption uploaded during 2019 is intended to empower and motivate women and indirectly guide the public simultaneously through the language used in the caption. Thus, the reader's interpretation is driven to perceive the information positively.

Ideologies. Based on the data analysis, it can be deduced that Nike employed the feminist ideology in which the concept of this movement is considered a process that demands action (Larsson, 2016). This ideology can be seen in the following sentence on Nike's Instagram caption:

Figure 20. Feminist Ideology

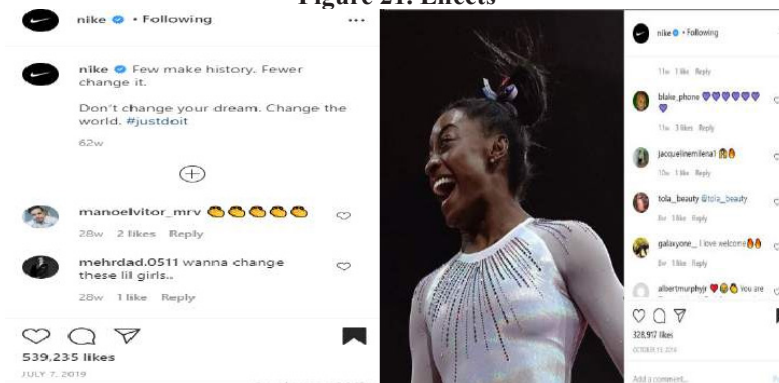


Source: Nike's Official Instagram Account.

As shown in Figure 20, Nike is persuading women to conduct a particular action to make a change. The sentence implies the idea of feminism that women must be brave to demand change whenever they feel oppressed. Not only that, but the caption also reveals the women's accomplishment, which is proven in the sentence, "The International Boxing Association rewrote the rules, allowing women boxing in hijab." This sentence tells that eventually, the women got what they had been fighting for, which is equality in the sports industry. Therefore, the researcher concluded that this study employed the ideology of feminism, implied through the sentences used on Nike's Instagram caption uploaded during 2019.

Effects. In this level, discourse is found in normative relations to MR (member of resources) in which the situations are unproblematic for participants. As seen at the interpretation level, the elements of the actors involved and the relations among them are depicted within Nike's Instagram caption post. Moreover, the analysis above has proven that the idea uttered in Nike's Instagram caption creates a social reaction and discourse in public thought.

Figure 21. Effects



Source: Nike's Official Instagram Account.

One of the examples can be seen in Figure 21. It can be seen that some reactions are coming from Instagram users in the comment section. Even though sometimes the sentence implied some rebellious behavior, this shows that the nature of the situation in the discourse is challenging. Thus, the address that occurred in the captions is overt.

CONCLUSION

Based on the data analysis presented in the previous chapter, the conclusion is drawn to answer the three research questions at the description, interpretation, and explanation levels. The analysis can be categorized into vocabulary, grammatical, and textual structure at the description level. The study used different techniques to analyze the text, including metaphor, positive and negative sentences, and different sentence structures, to help convey the meaning of the concept being discussed. However, in constructing the caption, Nike uses a structural pattern that begins with the quotation from the female athlete's statement and is followed by the body text, which explains detailed information regarding the whole post. These textual features found in the study's data affect the audience or recipient of information. The speaker/writer uses it to urge and instill the concept of women's empowerment and motivations, as represented through the caption.

The interpretation level of discourse practice used in Nike's Instagram caption shows how Nike constructed the concept of women empowerment. It was found that Nike used representatives from female athletes who are depicted as robust and complex workers who tirelessly fight to pursue dreams while attaching their statement followed by the narration that implied motivations and empowerment concepts towards the audience. Most of the statements used are persuasive yet convincing to the reader to believe. Thus, it helps Nike to construct the concept of women's empowerment.

The investigation on the explanation of social practice on Nike's Instagram caption contains social determinants, ideologies, and effects which succinctly explained that most of the language was employed to represent feminism Ideology which is in line with the concept of women empowerment.

The findings of this research can have an impact on the field of media studies. Educators who aim to encourage critical discourse analysis of media should use the analytical tools applied in this study to assist students in recognizing and understanding how language choices in media texts can affect people's thoughts.

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