Seventeen Group Music and Indomilk: A Critical Discourse Analysis of Language and Power in Celebrity Endorsement

Nurkhaira Ariendita Fortuna[1]*, Andi Ummy Athyah[2], Fatimah Hidayahni Amin[3], Seny Luhriyani Sunusi[4], Nurharsya Khaer Hanafie[5]
*Corresponding author: nurkhairafortuna104@gmail.com

Abstract

This study analyzes language and power relations in celebrity endorsement through the lens of SEVENTEEN's advertisement for Indomilk. Although celebrity endorsements are known to influence purchasing decisions, there is scant focus on the discourse celebrities strategically employ, especially in the context of K-pop. Fairclough's three-dimensional Critical Discourse Analysis (CDA) was used in this research to capture how SEVENTEEN's language choices in their endorsement critically constrain or reproduce the power dynamics relations of the brand, the celebrities, and the consumers. Headed from June 2024 to March 2025, the study collected television and social media ads targeting specific audiences, alongside numerous other pieces of marketed dialogue and visuals. The data were examined at multi-levels: textual, discursive, and social practice. The results indicate that the primary narrative of the ads was to promote Indomilk not simply as a drink but as a vessel of joy, vigor, and global citizenship visually and textually via relatable marketing image and emotionally resonant vernacular. Culturally, the endorsement is framed in Korean with outlandish and groundless suggestions to defy any local inklings of identity which simultaneously aids the brand's appeal among young local audiences amplifying brand loyalty. The research also notes the portrayals change when it comes to male idols as they perform emotive expressiveness and soft masculinity, which contributes to changing cultural traditions. The results of this study highlight how celebrity discourse operates as a site of socio-cultural and business appropriation, affixing brand power and molding identity of clientele. Focusing on the endorsement discourse, this study helps fill the gap in understanding how language dominates relations of control in advanced international marketing systems.

Keywords: *Critical Discourse Analysis, celebrity endorsement, language and power, K-pop marketing*

[1] English Education Department, Post Graduate Program, Universitas Negeri Makassar, INDONESIA.
Email: nurkhairafortuna104@gmail.com
[2] English Education Department, Post Graduate Program, Universitas Negeri Makassar, INDONESIA.
Email: andiummya@gmail.com
[3] English Department, Faculty of Languages and Literature, Universitas Negeri Makassar, INDONESIA.
Email: fatimah.hidayahni@unm..ac.id
[4] English Department, Faculty of Languages and Literature, Universitas Negeri Makassar, INDONESIA.
Email: senyluhriyanifbs@unm.ac.id
[5] Business Law Department, Faculty of Social Science and Law, Universitas Negeri Makassar, INDONESIA.
Email: Nurharsya.khaer@unm.ac.id

A Research Article

Introduction

Using the influence of well-known people to forge a strong bond between businesses and customers, celebrity endorsements have long been a crucial marketing tactic. The ways in which language and power influence these endorsements, especially when it comes to K-pop stars, are still not well understood. K-pop, as represented by groups like SEVENTEEN, is becoming more and more dominant worldwide, and this has made celebrity endorsements a complex phenomena that combines language, cultural impact, and financial power. Using celebrities in ads does more than simply promote a product; it also establishes the cultural validity of a brand, particularly with younger, trend-focused consumers. This study examines how language, power, and celebrity endorsement impact consumer views, with a specific focus on SEVENTEEN's support of Indomilk. This research explores how the celebrity group's language not only advertises the product but also reinforces the power relationships between the business, the celebrity, and the audience via the lens of critical discourse analysis.

Several studies about celebrity endorsement have highlighted the importance role of celebrity play in shaping consumer attitudes and purchasing decisions. Reddy and Satish in their research (2023) states that celebrity endorsement could affect brand attitudes, recognition evenmore with the consumer behaviour, throughout the celebrity's credibility and attractiveness contributing significantly to their persuasive power. Furthermore, research conducted by Kippendorf (2018) explained that the cultural meanings in which carried by celebrity and how they can be trasferred to brands, impacting the consumer's emotional and social connection to the product and their decision making about the product. Studies that explores about K-pop content have shown how the impact of idols such as SEVENTEEN influence consumer behvaior like how they make their decision beyond traditional celebrity endorsement models. Another investigation conducted by Kim and Lee (2021) suggest that K-pop idols do not only promote products but also integrate into global trends, forming consumer desirs through their cultural and emotional influence. Notably, these consumers argue that K-pop's success is heavily lied to its fanbase's loyalty, in which enhanced through the intimate and highly interactive nature of celebrity endorsement.

Although there are many existing literature that state about the impact of celebrity endorsement on consumer behaviour, there are still few areas that has not been explored and need in-depth analysis into the lingusitic and discursive practices that underpin these endorsement, especially in global contexts like K-pop. The existing studies more likely focus on the pyschological and behavioral impact on people but overlooks about how language and power are strategically deployed to create a cultrual and commercial authority. Recent studies also focus on the psychological ipact of celebritiy endorsement in Western contexts, making less attention paid to the nuances of non-Western, globally dominant cultural phenomena such as K-pop. This research aims to fill this gap by examining the specific discursive strategies employed by SEVENTEEN in their endorsement of Indomilk and how these strategies construct power dynamics between the brand, the idols, and the public.

Despite the fact that celebrity endorsement in influencing consumer behaviour is thoroughly documented , there is a clear gap in understanding of how these endorsement could utilize language to wield power and construct meaning in global marketing campaigns. The current studies about celebrity endorsement and K-pop idols mainly focus on the economic impact, fleeing the analysis of language use and power relations in these endorsements underexplored. Though research like Martinez and Diaz (2022) examined about the symbolic transfer in celebrity endorsement, they do not   deepl analyze into the discursive practices if

celeberity like SEVENTEEN and the relation of these practices in shaping the power dynamics in the endorsement process. Morever, studies by Kim and Lee (2021) highlight the impact of K-pop idols global trends, but do not explore the specific linguistic strategies used to construct authority and impact consumer behavior. Current studies by Lee and Choi (2023) also identify the emotional connection between K-pop idols and their fans, yet there is still a lack of focuse on how their language in marketing campaigns play a crucial role in sustaining this connection. Additionally, Erdogan (2023) explores the effectiveness of celebrity endorsement, it misses how power is incorporated in the language choices made by celebrities in these endorsements. This research aims to address these gaps by analyzing the specific language used by SEVENTEEN in their endorsement of Indomilk, exploring how their language choices rae not only persuasive but also thoughtful of the power dynamics in the endorsement process. By focusing on the critical discourse analysis of the language used by the group, this study will contribute new insights into how celebrity endorsement are made by and broader cultural and social power structures.

This study aims to explore the critical role that language plays in shaping the power dynamics within celebrity endorsements, specifically in the context of SEVENTEEN's endorsement of Indomilk. As K-pop idols like SEVENTEEN have become powerful cultural influencers, their language choices within marketing campaigns carry significant weight in constructing meaning and influencing consumer behavior. Based on this explanation, the researcher raises two research questions:

1. How does the language used in SEVENTEEN's endorsement of Indomilk reflect the power dynamics between the brand, the celebrity and the audience?
2. In what ways, does the endorsement's use of language shape consumer perceptions of the product?

To address these points, the objective of this research firs, to conduct a critical discourse analysis of SEVENTEEN's language in the endorsement to explore how it reflects the power dynamics at play between the brand, the celebrities and the audience. Second, this research seeks out how the language used int he endorsement shapes consumer perceptions of Indomilk, specifically focusing on how the endorsement shapes meaning and influnces the relationship between the product and its target audience. By investigating into the discursive strategies used in the endorsement, this research provides new insights on how celebrity endorsement not only promote the products but also play a role in shaping consumer identities.

Methods

Research design

This research uses a qualitative research design, adopting Norman Fairclough's Critical Discourse Analysis (CDA) framework to investigate the role of language and power in SEVENTEEN's endorsement of Indomilk. This CDA approach is particularly suitable for this analysis as it provides an in-depth exploration of how discourse constructs social realities and power dynamics within media texts. This research utilizes Fairclough's three-dimensional model which are textual analysis, analysis of discursive practice, and analysis of social practice. As Fairclough (2015) states that sophisticated understanding of how language plays in the context of celebrity endorsement is made possible by this approach, allowing depth analysis of both macro-level societal consequences and micro-level linguistic aspects.

Research subjects

The main source of data for this research is SEVENTEEN's endorsement such as print ads and television commercial shared between June 2024 and March 2025. Purposive sampling, a non-probability selection technique that chooses facts uses in this study. Patton (2015) identifies that non-probability sampling method relevant to the linguistic analysis research. This method guarantees that the information gathered is comprehensive and directly related to the study's emphasis on language and power relations in celebrity endorsements. The study intends to offer in-depth analysis into particular discourse instances by focussing on material where SEVENTEEN actively promotes Indomilk products. This will allow a thorough examination of how language is used to establish and communicate power relations in promotional settings.

Data collection techniques and instrument development

To gather the data, this research uses advertisements and promotional content from YouTube video and television broadcasts from the accounts of SEVENTEEN and Indomilk. The data was systematically retrieved in order to gather relevant information. To find pertinent advertising materials, a manual search was performed using keywords like "SEVENTEEN x Indomilk" and "SEVENTEEN endorsement" and associated hashtag. This procedure is in line with qualitative data by Creswell and Poth (2018) where data collecting techniques that prioritise naturalistic data sources and contextual relevance.

The researcher used simple straightforward inclusion criteria in place of a formal, technical guide for instance the media must include one or more SEVENTEEN members, it must include a promotional message for Indomilk (verbally, visually or both), and the context must be from the official account from both parties in which can be seen by public. These standards helped to keep the material under analysis consistent and focused, which enhanced the reliability of the result (Silverman, 2016). Basic information including the media type (such as video, picture or caption) and brief description of the context were all included. There is no coding frameworks or specialized applications were utilized. To explain important linguistic parts, visual components or any phrases were directly took noted on the papers. This procedure is in line with the objective of qualitative discourse-focused research and repeatable due to its manual and low-tech (Denzin & Lincoln, 2018).

Data analysis techniques

This research followed Fairclough's (2015) analysis in which three-dimensional framework:

1. Textual Analysis: this stage is focused on analysing the language used in the promotional content, including lexical choices, syntactic structures, modality, and rhetorical devices. This step helps to reveal how the text constructs meanings and social identities, for instance portraying SEVENTEEN as both relatable idols and figures in lifestyle consumption. The analysis also used visual semiotics in line with multimodal discourse principles, especially in social media posts that blend visual and verbal cues (Kress & van Leeuwen, 2021).

2. Discursive Practice Analysis: the promotional content's creation and consumption were analysed. The distribution of the data (such as YouTube video advertising), the interaction of fans and customers, and the figures' crafting of the messaging in accordance with branding objectives were all carefully considered. This layer highlights the importance of intertextuality and interdiscursivity, making on ideas from discourse production theory (Wodak & Meyer, 2016; Flowerdew & Richardson, 2018).

Social Practice Analysis: the influence of the Korean wave (*Hallyu*), teenage consumer culture and the deliberate monetisation of K-pop singers in Indonesian marketplace were among the wider sociocultural settings that latter stage understood the discourse within. It takes into account how the endorsement represent Southeast Asian celebrity culture, gender norms, and neoliberal consumer ideals (Chouliaraki & Fairclough, 2019). It emphasized how language practices in branding and media both influenced by macro-level ideas like capitalism or patriarchy.

Results

Textual Analysis

Figure 1. Visual and linguistic components

The seventeen x Indomilk commercials aim to generate a light-hearted, sentimental, and emotionally upbeat tone trough their visual and linguistic components. The bright, pastel coloured setting in which SEVENTEEN members are shown evokes a feeling of warmth and familiarity, akin to a children's playground or a retro-modern studio. The beach ball, banana, guitar and patterned carpet are among the accessories that support the ideas of creativity, relaxation, and youth.

Figure 2. Narrative structure of endorsement

Each frame features the Indomilk product package in a prominent manner, guaranteeing brand awareness. In order to reinforce the narrative structure and encourage viewers to follow along in order, each flavour is presented as a "chapter' in a story: Chapter 1: Dalgona, Chapter 2: Banana, and Chapter 3: Goguma (sweet potato).

Figure 3. Taglines and effective language

The accompanying taglines such as "*Manisnya pas*," "*Bikin semangat*," and "*Bikin happy*" use simple, affective language that directly appeals to emotions. Facial expressions, gestures (such as holding up the drink close to the face or sipping it with a smile), and close-up camera angles further enhance personal engagement and warmth.
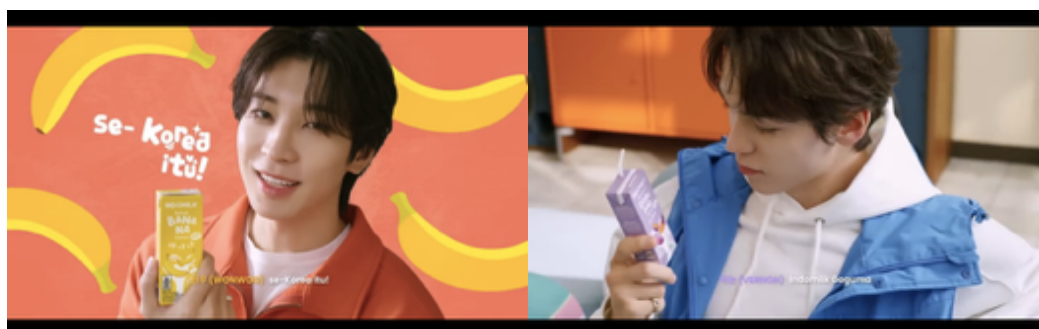

Figure 4. Visual, text and tone

Multimodal elements are coordinated to convey consistency across visuals, text, and tone. The typography is playful, with rounded edges and bright colors, matching the cheerful mood of the visuals. The use of Korean words (e.g., "goguma," "se-Korea itu!") alongside Indonesian phrases reflects a deliberate blend of cultural elements within the language of the advertisement.

Discursive Practice Analysis

This series of ads showcases a well-planned marketing approach that combines regional Indonesian branding with K-pop star culture. High-quality design and writing are evidently used in the production process, which harmonises the Indomilk brand's visual identity with SEVENTEEN's widespread appeal. The selection of these particular participants and the choice to divide the movie into "chapters" point to a deliberate effort to develop a storyline, integrating the drinking of each drink into a more comprehensive experience.

The distribution appears to be meant for social media sites where brief, visually appealing, and emotionally charged video does well, especially those that younger people use, including YouTube, Instagram, and TikTok. The promotional content feels more like a personal suggestion than a conventional commercial because of the idols' casual, amiable demeanours, which match typical influencer behaviour.

The way the commercial is consumed is participative. Fans are active interpreters who are more inclined to share, remark, and emotionally participate in the information than they are passive watchers. Fans might feel engaged in the conversation because of their knowledge with SEVENTEEN, the Indonesian language, and regional cultural icons. The relationship between brand, idol, and customer is strengthened by this interaction.

Social Practice Analysis

On a larger scale, the commercial illustrates how Korean pop culture is influencing the world and being modified for regional use. The usage of Korean flavour names like "dalgona" and "goguma," as well as the allusion to "Korea," take advantage of the Korean Wave's popularity in Indonesia. The product seems stylish, contemporary, and culturally savvy as a result of these links. Additionally, the commercial encourages a consumerist way of living in which brand consumption is associated with emotional health. Flavoured milk consumption is presented as a means of improving one's identity, mood, and energy levels in addition to being a nutritional practice. The message promotes the notion that choosing products, especially those recommended by well-known celebrities, may lead to joy, zeal, and a fashionable appearance.

Another important factor is how gender is portrayed. Gentle, expressive, and aesthetically beautiful, the male idols' portrayals speak to the changing ideas of masculinity, especially among younger customers. Their refined looks, kind manner, and passionate performances contribute to the development of alternative masculinities that defy conventional norms. This is consistent with wider societal shifts, as male pop culture personalities are increasingly embracing emotional expressiveness and visual display. Essentially, the commercial is integrating itself into broader conversations about identity, emotion, and international cultural flows in addition to marketing a drink. It creates a hybrid cultural arena where local language, global celebrity, and commercial demand coexist by fusing entertainment and lifestyle.

Discussion

According to the analysis of SEVENTEEN's endorsement of Indomilk, consumer perception may be successfully shaped by celebrity discourse when it is woven into lively, accessible, and emotionally charged stories. The campaign's clever use of light-hearted language, sentimental taglines, and culturally hybrid iconography positions Indomilk as a lifestyle product that promotes inspiration, comfort, and happiness in addition to being a beverage. This lends credence to the notion that advertising language has an ideological

purpose, generating meaning that goes beyond the actual attributes of the product (Fairclough, 2015). The results are pertinent to the study issue because they show how language is used to exert power, in this case by fusing local cultural and linguistic forms with the symbolic authority of international K-pop stars. In culturally varied contexts, the campaign demonstrates how well-crafted celebrity endorsements may influence consumer identity and consumption habits (Chouliaraki & Fairclough, 2019).

The results align with previous research on the efficacy of celebrity endorsements. According to earlier research, when celebrities' public personas reflect corporate values, they increase purchase intent, emotional connection, and commercial memory (Spry, Pappu & Cornwell, 2011; Erdogan, 2019). In Southeast Asia, where K-pop's global appeal increases brand relatability, this study supports similar findings. According to Chung and Cho (2017), the Korean Wave is also utilised as a soft power tactic in consumer branding, assisting businesses in localising international goods by associating them with culturally significant individuals. The results of Kim and Zhang (2016), who point out that localised marketing employing Korean cultural signals in Southeast Asian markets increases consumer trust and engagement, are likewise consistent with the SEVENTEEN x Indomilk campaign. The data' convergence demonstrates that multimodal celebrity endorsements support local consumer economies by promoting the cultural legitimacy of international entertainment stars in addition to their financial objectives.

The study theoretically supports Fairclough's three-dimensional framework as an effective means of comprehending how language, media, and ideology interact in advertising discourse (Fairclough, 2015). The ad demonstrates how fundamentally ideological semiotic decisions—colors, language, and visual framing—direct consumers' identification with cultural meanings and affective states. Practically speaking, this study provides guidance for marketers looking to improve product resonance with younger consumers, especially in cross-cultural settings. Adapting their messaging to meet both regional phrases and internationally recognised symbols may be advantageous for brands. Wodak and Meyer (2016) added that this has consequences for the way that young identity is being constructed through branded narratives, where emotion, culture, and image are becoming more and more linked together, as well as for consumer engagement. The effectiveness of these attempts indicates that localising emotional branding methods through reputable cultural management may greatly increase access to markets.

Although the analysis is thorough, it is important to recognise the study's limitations. It just looks at the production aspect of the commercial and doesn't look at audience reaction, which restricts understanding of how consumers truly understand and respond to messages. Reactions from the audience may differ greatly, particularly in terms of age, gender, or fan affiliation—nuances that this discourse-focused approach misses. Furthermore, the sample is restricted to a single campaign featuring a single celebrity group, which limits how broadly the results may be applied. The data's chronological relevance is further limited by the rapidly shifting nature of media trends and celebrity impact. Additionally Silverman (2016), recommends that in order to prevent findings from being overgeneralised, qualitative research has to be contextualised within its time. Understanding these limitations improves the study's integrity and lays the groundwork for more complex, multi-perspective research.

In order to understand how audiences truly understand the discourse around celebrity endorsements, future research should think about integrating reception analysis techniques like surveys or focus groups. This would offer a more thorough understanding of how discursive

techniques influence behaviour and perception. It would be easier to determine if the SEVENTEEN x Indomilk campaign's performance is exceptional or indicative of a larger trend if the dataset were expanded to include more companies, goods, or geographical areas. The cultural uniqueness of endorsement effects may also be better understood by comparing local and worldwide celebrity endorsements. Future research might also examine how successful these recommendations are over the long run and how they change as fandom culture and customer expectations change. Additionally, researchers might prefer to investigate at ethical issues like marketing that manipulates fan loyalty, which is a problem that is becoming more and more significant in digital advertising contexts (Wang & Li, 2019; Hackley & Hackley, 2015).

Conclusion

This research analysed language and power in SEVENTEEN's endorsement of Indomilk through the lens of Fairclough's critical discourse analysis with three dimensions. It was revealed that the singers' emotionally charged, informal expressions and the hybrid culture visual integration created a narrative that elevates Indomilk to more than a mere product offer; it shifts branding to a youthful, joyful, global identity emblem. The endorsement incorporates Korean cultural symbols into Indonesian language, enabling the brand to market to locals while capitalizing on K-pop's international success. These elements exemplify how celebrity discourse manipulates overarching social frameworks dominantly constructed by big business, the celebrities, and the audience to control identity definitions among consumers, perception of the endorsed products, and branded identities.

This research, contrasting with prior studies concentrating on psychological or behavioural impacts of celebrity endorsers, aims to advance understanding of advertising discourse by showing that endorsement deals are a significant way meaning and power are disseminated within a culture. In academic terms, the research shifts focus towards discourse analysis regarding construction of authority and marketing desire in non-Western global contexts. Although these findings provide new insights, it is highly recommend to note that the analysis was limited to a single campaign and did not include direct response from audience, which limits broader generalization.

Nonetheless, this research contributes with value by revealing that the language utilized in celebrity endorsement advertisements is powerful concerning the advertisement's emotions and culture. It paves new directions where research can include audience-focused strategies, intercultural difference studies, and studies aiming to observe changes over time in the discursive strategies employed in celebrity branding. This study enhances understanding of the sociocultural relations of power concerning celebrity endorsements within an increasingly globalized, media saturated consumerism society.

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Biographies

Nurkhaira Ariendita Fortuna is a postgraduate student in English Education at Universitas Negeri Makassar, focusing on Englsih Education.

Andi Ummy Athyah is a postgraduate student in English Education at Universitas Negeri Makassar, focusing on Englsih Education.

Fatimah Hidayahni Amin is a lecturer in English at Universitas Negeri Makassar, specializing in English for Specific Purposes (ESP) and Business English Communication (BEC). Her research and teaching focus on TEFL, ESP and BEC.

Seny Luhriyani Sunusi is is a lecturer in English at Universitas Negeri Makassar, with a focus on Communication and Computer Engineering. Her research interests bridge language and technology, exploring how communication techniques intersect with technical fields.

Nurharsya Khaer Hanafie is a lecturer at Universitas Negeri Makassar, in law department. His work focuses on legal studies and the application of law in contemporary issues, with an emphasis on legal frameworks and justice.