



## The Cognitive Shortcuts for Social Influence of MSME Food and Beverage Ads: The Corpus Based Analysis

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### Abstract\*

This study conducts a corpus-based analysis of MSME catalogs to illustrate how the cognitive shortcuts of persuasion techniques can effectively influence the target customer in food and beverage promotion, particularly from a psychological perspective. This qualitative descriptive study investigates a specialized corpus of MSME food and beverage promotions derived from the product catalogs at BRI EXPO (RT) 2025 from 6 categories of the cognitive shortcuts: authority, social proof, consistency, reciprocity, scarcity, and linking to increase social influence by Cialdini's Principles of Persuasion. The data consists of product descriptions within the food and beverage category, resulting in 6814 tokens. The data is categorized using concordance software Sketch Engine. The data analysis used domain, taxonomic, componential, and cultural theme analysis. The final findings of this research reveal that MSME food and beverage ads predominantly use the cognitive shortcuts of commitment, reciprocity, scarcity, and social proof to persuade consumers linguistically. These shortcuts are often represented through verbs and adjectives emphasizing quality, trust, exclusivity, and community validation. Each product category applies these shortcuts differently, reflecting both market positioning and cultural values. While authority and liking are less frequently used, their inclusion could enhance emotional and credibility-based appeal. It is clear that this study contributes to the marketing corpus, particularly on promotion catalogs of MSMEs.

## 1. Introduction

There is no denying that Micro, Small, and Medium Enterprises (MSMEs) are the backbone of Indonesia's economy, contributing approximately 60.5% to the national GDP and absorbing 97% of the country's workforce (BPS). However, one of the primary challenges faced by MSMEs is the limited quality of human resources, coupled with insufficient mastery of marketing and promotional technologies (linkumkm, 2024). This gap is particularly critical because the core objective of advertising is to promote products or services to target consumers. As the result, Syamsudin et.al (2015) reveal that the MSMEs' products information standard were not accomplished by most entrepreneurs, particularly for food & beverage such as the lack of

product barcode around 88,24%, the lack of innovation around 67,65%, and the lack of product label information around 79,41%. It can be interpreted that most of the MSME' entrepreneurs manage their business without considering the consumers' need, preferences and standard that might be the factors of consumers' satisfaction and loyalty while in contrast, the trend to be in this business is growing to 66 millions in 2023 (Setiawati et.al (2024). To overcome the problems as in Syamsudin (2015), Windusancono (2021), Mas'ud & Dangkoa (2023), Setiawati et.al (2024) have examined how to gain more consumers by improving the MSMEs digital marketing, branding, packaging design, pricing strategy and supporting by the government though some programs and software development (Junaidi & Musukhal, 2023), but none of those studies have examined how MSMEs specifically employ cognitive shortcuts in their promotional catalog language that leaving a gap in understanding the linguistic and psychological strategies used by smaller businesses. This study addresses this gap by conducting a corpus-based analysis of MSME food and beverage advertisements, examining how they leverage six key cognitive shortcuts—authority, social proof, consistency, reciprocity, scarcity, and liking—to enhance social influence, particularly in English.

In today's digital era, advertising serves not only as a tool for promotion but also as a means to inform, persuade, remind, shape public opinion, capture attention, and motivate audiences (Wijaya, 2022). Yet this raises pressing questions: Are all advertisements equally compelling? Why do some ads attract significantly more attention than others, even for identical products or services? What makes certain ads more persuasive? To address these questions, one must first understand the nature of advertising and how advertisements are strategically constructed for maximum persuasion. Advertising is a form of discourse designed to communicate specific messages through precise language, visual imagery, and even sound, with the ultimate goal of persuading consumers to engage with, purchase, or adopt the promoted product or service, whether in print, audio, or audiovisual formats (Kusumastuti, 2018). To create advertisements that capture attention, remain memorable, and drive consumer action, they must incorporate several key components. One of the most critical is the ability to craft persuasive marketing texts—a skill known as copywriting. Effective copywriting leverages psychological principles to cut through the noise, giving MSMEs a competitive edge in capturing consumer attention and boosting sales. In this high-stakes environment, cognitive shortcuts—mental heuristics that simplify decision making—become indispensable. Grounded in Cialdini's (2007) principles of persuasion, these shortcuts enable MSMEs to design resonant messages that influence their target audience, even with constrained resources.

To reach more consumers, marketers need to design effective advertising campaigns, develop persuasive messages, emotional rhetoric, sales techniques, and cognitive biases that are all related to how they influence people to change their attitudes, beliefs, or behaviors (Braca & Dondio, 2023). Furthermore, Cialdini's six principles of persuasion, introduced in his 1984 book *Influence: The Psychology of Persuasion*, explain how cognitive shortcuts (heuristics) drive decision-making. These principles are widely applied in marketing, advertising, and behavioral economics, including the strategies observed in your MSME ads study. Barca & Dondio (2023) also elaborate on these principles in a bigger framework of persuasion techniques through the psychology, philosophy, and communication views. The Psychological side of persuasion is more on the cognitive bias, cognitive dissonance, framing, and cognitive shortcuts, and the philosophical side of persuasion focuses on the means of persuasion itself by the pathos, logos, and ethos. The last part, communication, pays more attention to rhetorical modes of persuasion, including rhetorical devices, syntactic and stylistic features, and keyword commands.

Therefore, the study analyzes a specialized corpus derived from product catalogs at BRI EXPO (RT) 2025 written in English, covering six food and beverage categories (coffee, snacks, frozen food, instant meals, shredded meat, and spices & condiments). The catalogs are provided in English and Indonesian to reach consumers to persuasively describe the products, and highlight the key features and benefits of the product to encourage the targeted consumers to visit or make a purchase. This study uses Sketch Engine and focuses on the English version of the catalog to investigate problems formulated in research questions: 1) What are the types of cognitive shortcuts in the MSME Product Catalog? 2) How do these shortcuts function as persuasive language in different product categories? By answering these questions, this research contributes to both marketing linguistics and consumer psychology, offering practical insights for MSMEs seeking to optimize their advertising effectiveness. Additionally, it provides empirical evidence for how Cialdini's principles of persuasion are adapted in real-world, small-business contexts.

This qualitative descriptive study investigates a specialized corpus of MSME food and beverage promotions derived from the product catalogs at BRI EXPO (RT) 2025 from 6 categories of the cognitive shortcuts: authority, social proof, consistency, reciprocity, scarcity, and linking to increase social influence (Cialdini's Principles of Persuasion, 2007). The data consists of product descriptions within the food and beverage category, divided into several sections: coffee, snacks, frozen food, instant meals, shredded meat, and spices & condiments. These categories encompass 13 products, except for the shredded meat category, which includes only 7 products, resulting in 6814 tokens. The data is categorized using concordance software Sketch Engine for the following research purposes: (1) to investigate the types of cognitive shortcuts in the MSME Product Catalog, (2) to examine how these shortcuts function as a linguistic representation of persuasion to influence the targeted consumers. The data analysis used domain, taxonomic, componential, and cultural theme analysis by Spradley (1979). The result of the study can be useful for the digital catalog of MSMEs' promotion programs.

In the field of marketing, persuasive advertising serves as a strategic tool for promoting products and services used by individuals, organizations, or companies to inform, remind, and persuade consumers to take action regarding the offering presented (Braca & Dondio, 2023). To elevate the function of advertising, copywriters use to write persuasive language to encourage the consumers' brand awareness, loyalty, and satisfaction (Wahyudi, 2022). Copywriting refers to any written content from websites, newspapers, books, catalogs, social media posts, direct mail, and others created for marketing purposes by promoting or persuading the audience about a product, service, or idea. Writing requires the ability to craft the best possible words and integrate the finest creative design arts (Zulkifly & Firdaus, 2014; Wijaya, 2022). Copywriting holds significant importance in the marketing world because advertisements are not only created to entertain or be liked but also to sell as many products or services as possible. The individuals involved in this process are known as copywriters. More precisely, a copywriter aims to attract attention, communicate the product, and persuade potential buyers either to make a purchase or to remember what is conveyed in the advertisement. Furthermore, Wijaya (2022) states that the anatomy of copywriting consists of three main parts: the headline, the body, and the call to action (closing). Moreover, Prayoga (2018) and Wahyudi (2022) states the copywriting anatomy which consisted: 1) Headline, 2) Offering, 3) Purchasing Reasons, 4) Bonus, 5) Testimony, 6) Guarantee, 7) Call to Action, and 8) Nota Bene which need to be flexible with the market target.

Furthermore, the persuasive language has the power to communicate the product and service description, the key features, and benefits with the right choice of words. The proper choice of words psychologically influences the consumers' attitude toward the products and services, particularly those who spend time online searching (Barca & Dondio, 2023). From the whole categories of persuasive techniques, this study focuses on the Cognitive shortcuts that are

essential for understanding how people make decisions and how these shortcuts influence behavior. Cialdini (2007) identified six universal principles of persuasion: reciprocity, scarcity, authority, consistency, liking, and consensus that act as mental shortcuts, helping individuals navigate complex choices. By studying these principles, this study can uncover how they shape decision-making processes, especially in marketing, sales, and communication. For example, understanding the principle of scarcity can explain why limited-time offers are so effective in driving consumer action. Additionally, this research can help ensure ethical applications of persuasion techniques, avoiding manipulation while promoting positive behavioral outcomes. Cialdini (2007), Kahneman (2011), Halttu & Kukkonen (2022), and Braca & Dondio (2023) state that cognitive shortcuts are mental strategies that simplify decision-making by reducing cognitive efforts, and they can be classified into several categories: a) Reciprocity is the psychological principle that people feel obligated to return favors or concessions after receiving something of value, b) Commitment (Consistency) states that once people commit a public (verbal, written, or behavioral) commitment to an idea or goal, they are more likely to follow through with actions aligning with that commitment to avoid cognitive dissonance, c) Social Proof (Consensus) is based on the way of most People deciding their acts, strategies, and responses based on society's preferences, d) Liking states that people are more likely to comply with requests from individuals or brands they like, find attractive, or feel connected to, e) Authority states that people are more likely to comply with requests or follow suggestions from individuals or institutions perceived as credible, knowledgeable, or powerful, f) Scarcity states that people assign greater value to opportunities, products, or information that are perceived as rare, limited, or dwindling in availability. The persuasive techniques can be categorized into four main categories as described in the following figure:

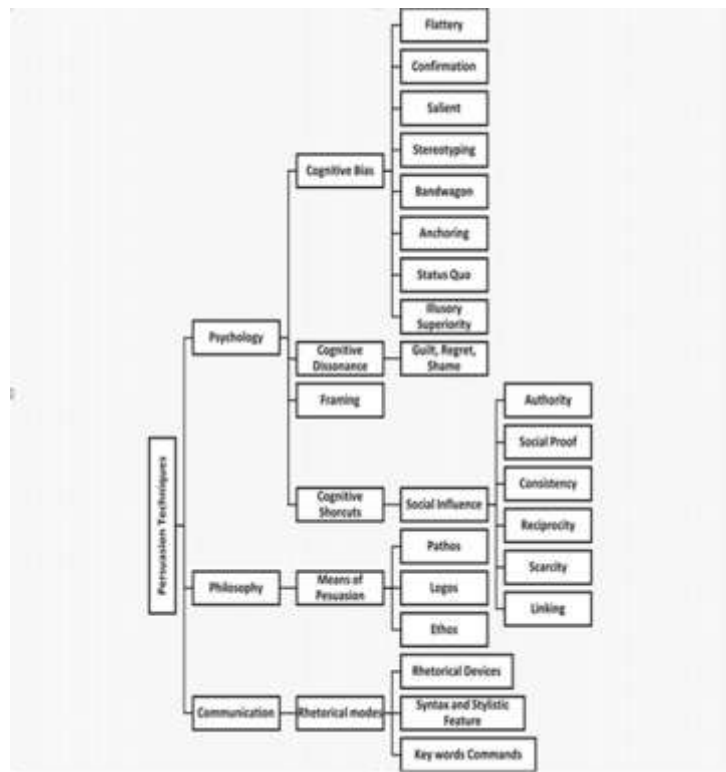


Figure 1. The Persuasive Techniques Categories (Barca & Dondio, 2023)

## 2. Research Methods

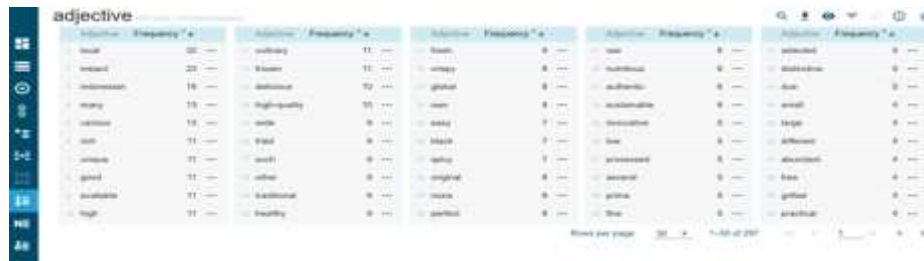
This qualitative descriptive study investigates a specialized corpus of MSME food and beverage promotions derived from the product catalogs at BRI EXPO (RT) 2025 from 6 categories of the cognitive shortcuts: authority, social proof, consistency, reciprocity, scarcity, and linking to increase social influence (Cialdini's Principles of Persuasion, 2007). The data consists of product descriptions within the food and beverage category, divided into several sections: coffee, snacks, frozen food, instant meals, shredded meat, and spices & condiments. These categories encompass 13 products, except for the shredded meat category, which includes only 7 products, resulting in 6814 tokens. The data is categorized using concordance software Sketch Engine for the following research purposes: (1) to investigate the types of cognitive shortcuts in the MSME Product Catalog, (2) to examine how these shortcuts function as a linguistic representation of persuasion to influence the targeted consumers. Based on the theories of persuasive principles and previous research, the study focuses on the verbs and adjectives used in the catalog that are indicated as cognitive shortcut types. The data analysis used domain, taxonomic, componential, and cultural theme analysis by Santosa (2021). The result of the study can be useful for the digital catalog of MSMEs' promotion programs.

## 3. Discussions

This study intends to explore the cognitive shortcuts used in the promotion catalog of BRI EXPO (RT) 2025. The data collection and analysis can be seen as follows:

### 1. The Domain Analysis

Domain analysis is utilized to obtain a broad and thorough understanding of the object of researchers' study (Santosa, 2021). The outcomes of this analysis provide extensive, surface-level information, which includes domains or categories about the object under investigation. The data were categorized based on types of cognitive shortcuts derived from the food and beverage catalog at BRI EXPO (RT) 2025, from 6 categories of the cognitive shortcuts: authority, social proof, consistency, reciprocity, scarcity, and linking to increase social influence (Cialdini's Principles of Persuasion, 2007). The following data shows the general data taken from 6814 tokens from the whole categories, indicating the cognitive shortcuts set as the domain data analysis in verbs and adjectives. The majority of adjectives used to symbolize the keywords of the cognitive shortcuts are in the catalog. It found the word "local," which indicates the social proof principle in showing popularity and social approval of a trend, with 32 frequencies. On the other hand, the majority of verbs used to symbolize the keywords of the cognitive shortcuts are in the catalog. It found the word "offer," which indicates the social proof principle in showing popularity and social approval of a trend. The data shows that there are 297 items of adjective wordlist with 743 total frequency and 278 items of verb wordlist with 991 total frequencies found. In this study, the minimum frequency taken for the data was 2 to limit the data collection. The data was collected by using Sketch Engine and can be illustrated as the following figures:



Adjective	Frequency	Adjective	Frequency	Adjective	Frequency	Adjective	Frequency	Adjective	Frequency
local	32	authentic	11	fresh	9	new	8	selected	8
premium	25	flavor	11	crispy	8	authentic	8	authentic	8
delicious	19	delicious	10	glazed	8	authentic	8	authentic	8
many	18	high-quality	10	new	8	authentic	8	authentic	8
authentic	18	local	8	new	7	authentic	8	authentic	8
rich	11	local	8	black	7	authentic	8	authentic	8
crispy	11	local	8	white	7	authentic	8	authentic	8
good	11	local	8	original	8	authentic	8	authentic	8
available	11	local	8	new	8	authentic	8	authentic	8
high	11	local	8	perfect	8	authentic	8	authentic	8

Figure 2. The Most Frequent Adjective in the BRI EXPO (RT) Catalog by Sketch Engine

## 2. The Taxonomic Analysis and the Componential Analysis

Taxonomic analysis aims to group data based on their respective categories. In this study, taxonomic analysis is conducted by classifying data based on cognitive types in the catalog from the adjectives and the verbs. The following data is the sample of Adjective and Verbs found for the Coffee Category by Sketch Engine.

*Table 1. The Adjective and Verb in the BRI EXPO (RT) Catalog  
for the Coffee Category by Sketch Engine*

Types of Cognitive Shortcuts	Examples of Adjectives	Frequency	Examples of Verbs	Frequency
Reciprocity (giving, exchanging, mutual benefit)	-	0	Offer, sell, serve, provide.	18
Commitment (Consistency)- reliability, dedication, adherence to standards	Own, roasting, sustainable	7	Roast, produce, use, process, ensure, dedicate, make, continue, focus, improve.	30
Authority (expertise, credibility, control, certification)	Indonesian, Found	4	Found, specialize	5
Social Proof (Consensus)- (popularity, widespread acceptance, collective approval, collective action, trends)	Local, wider, well-known, large, major, global, More	20	Collaborate, follow, gain, go, grow, bring, move, know, consume	19
Liking (positive emotions, interaction, attractiveness, approval, familiarity)	Deep	2	Enjoy	3
Scarcity (rarity, urgency, exclusivity, limited availability)	Unique, raw, extraordinary, distinctive, rich, pure, low,	18	-	0

The data above shows that the frequent use of adjectives indicating the cognitive shortcuts in Coffee belongs to Social Proof and Scarcity for the highest, while there is no indication of reciprocity in the Coffee catalog, which means that the catalog lacks the idea of giving, exchanging, and mutual benefit. Social proof (consensus) states that the idea of popularity, widespread acceptance, collective approval, collective action, trends, and scarcity brings the idea of rarity, urgency, exclusivity, and limited availability. The concordance for the word “local” shows that it is frequently followed by “local coffee, local culture, local farmers, local

restaurants, local sourcing, local philosophies, and local farming community”. All of the examples of the word concordance imply the widespread acceptance and trends. However, some of the finding words were eliminated because of the contradiction with the idea of all types of cognitive shortcuts even after checking on the concordance of the word, for examples the word, “more” that can be collaborated with, “...more than 500.000 packs of coffee..., more local coffee farmers...” Those examples cannot be connected to the cognitive shortcut types.

Also, the data above shows that the frequent used of verbs indicating the cognitive shortcuts in the catalog belong to Commitment, Social Proof, and Reciprocity, while there is no indication of Scarcity in the Coffee catalog, which means that the catalog lacks the idea of rarity, urgency, exclusivity, limited availability. In this data, the concordance for the words, “offer” as the highest word found as Reciprocity shows that it is frequently followed by “...offers a wide selection, offering distinctive single-origin blends, offers a distinct coffee, offering raw coffee beans, offered by cafes, and offers the intricate art of coffee ...” All of the data shows the ideas of Reciprocity which is related to giving, exchanging, mutual benefit. However, some of the finding words were eliminated due to the contradiction to the idea of cognitive shortcuts, such as the verb “be,” which is the highest found data, and the verb “have” as the second highest. As the linking verb, “be” is used as the connection of the subject sentence to a descriptive word or phrase providing information about the subject’s state or identity, which does not represent cognitive shortcuts. It also occurs for the auxiliary verb “have/has” which function as the helping verbs of the main verb to provide more information about the action, such as tense, aspect, or mood, for example, “...Arutala Coffee has sold more than ..., his coffee exports have made their way....” Therefore, based on the data above, it can be concluded that the Coffee catalog focuses on using Social Proof, Scarcity, and Commitment (Consistency) in promoting the product in the catalog.

Finally, the data in the table below shows the summary of the cognitive shortcuts types in the product of coffee, snacks, frozen food, instant meals, shredded meat, and spices & condiments.

*Table 2. The Summary of Adjective and Verbs in the BRI EXPO (RT) Catalog*

<b>Cognitive Shortcuts</b>	<b>Linguistic Realization (Adjectives)</b>	<b>Linguistic Realizations (Verbs)</b>	<b>Core Semantic Features</b>
Authority	Indonesia, Halal, Nutritional	Specialize, Certify, Found	Expertise, Certification
Social Proof	Local, Popular, Traditional	Collaborate, Gain, Follow	Popularity, Trends
Commitment	Sustainable, Reliable, Fresh	Make, Use, Ensure	Quality, Reliability
Reciprocity	Free, Generous	Offer, Provide, Include	Mutual Benefit, Exchange
Scarcity	Limited, Unique, High-Quality	(Rarely Used)	Rarity, Exclusivity
Liking	Good, Perfect, Deep	Enjoy	Emotional Appeal, Familiarity

Across all six product categories—coffee, abon, instant food, frozen food, herbs and spices, and snacks—certain cognitive shortcuts are consistently present, reflecting shared persuasive strategies rooted in Indonesian cultural values. Commitment (Consistency) and Reciprocity are universally applied, particularly through verbs like *make*, *offer*, *ensure*, and *provide*, indicating a widespread emphasis on reliability, quality, and mutual benefit. These patterns suggest a consumer culture that values dedication, authenticity, and generosity. Scarcity is another broadly used shortcut, most commonly expressed through adjectives such as *premium*, *unique*, and *available*, which appeal to the desire for exclusivity and limited availability—a culturally resonant marker of high value.

However, significant differences emerge in how other shortcuts are used. Authority is prominently featured in products like coffee, abon, frozen food, and herbs and spices, where credibility through certifications (e.g., *halal*) or national identity (Indonesian) is relevant, but it is largely absent in snacks and instant food, which rely more on accessibility than formal credibility. Social Proof appears strongly in trend-sensitive categories like coffee, snacks, and instant food, using terms like *local* and *traditional* to appeal to community endorsement and cultural trends, while products like abon show minimal engagement with this strategy, instead focusing on consistency and exclusivity. Liking, the least utilized shortcut, is only marginally present in a few categories and completely absent in others, indicating a less emotional and more value-driven advertising approach. Lastly, while scarcity is used descriptively across all categories, it is rarely represented through verbs, suggesting that urgency is conveyed through product attributes rather than promotional action.

In essence, while Indonesian MSME ads uniformly rely on quality, trust, and cultural connection to persuade consumers, they tailor their linguistic strategies depending on the product type, balancing between emotional appeal, social trends, exclusivity, and credibility to target specific consumer motivations.

### **3. The Cultural Theme Analysis**

Across all categories, the analysis reveals that Indonesian MSME ads predominantly use Commitment, Reciprocity, Scarcity, and Social Proof as core persuasive cognitive shortcuts. These are manifested through verbs and adjectives that emphasize quality, tradition, generosity, exclusivity, and communal endorsement. The cultural themes emerging from this linguistic usage point to a food culture rooted in trust, locality, and shared values, while also engaging modern consumers with appeals to convenience and rarity. Such patterns demonstrate how language serves not just as a marketing tool but as a reflection of deep-seated cultural beliefs and consumer psychology in the Indonesian food landscape. Furthermore, Jefkins (1995) and Sholikhah (2019) state that the persuasive language can be reflected by the structure of the advertisement in introducing the product, promoting, reminding the consumers, an announcing special offers which communicate the message of the advertisement. In this study, the use of verbs and adjectives indicate that the quality, tradition, generosity, exclusivity, and communal endorsement take part in the whole structure.

The inclusion of these six specific food and beverage categories in the MSME catalog—coffee, abon, instant food, frozen food, herbs and spices, and snacks—is deeply rooted in both Indonesia's culinary culture and the strategic economic positioning of MSMEs within the local food industry. These categories represent not only core components of daily consumption but also reflect products with strong local identity, scalability, and marketability across various segments, including domestic and export markets. Each category allows MSMEs to showcase



traditional value systems, regional uniqueness, and innovative adaptations, all of which are crucial for appealing to modern consumers while preserving cultural authenticity. Lewinski et.al (2016) shows that the consumer's attitude toward a product is the reflection of belief about his/her behavior regarding the Ads, for example, in this study, the use of "local" word which frequently followed by "local coffee, local culture, local farmers, local restaurants, local sourcing, local philosophies, and local farming community". All of the examples of the word concordance imply the widespread acceptance and trends. It shows Social Proof (consensus) which is related to the idea of popularity. In fact, many people nowadays follow something viral, widespread, and accepted by community. The word "local" also indicate that this product has been accepted to show the evaluation of experiences. Moreover, Eagly & Chaiken (2007) share the three components of attitudes; cognition (thoughts or belief about the product, affect (emotional reaction such as feeling happy or proud, and behavior by buying the product. The data shows that the use of the particular form of adjective and verbs in the catalog significantly show the cognitive types to influence the consumers. The following ideas provide the use of cognitive shortcuts at the product catalogs of BRI EXPO (RT) 2025):

#### **a) Coffee: A Symbol of Local Identity and Global Aspirations**

Coffee was likely selected because it embodies both strong local roots and international market potential. Indonesian coffee is globally recognized for its quality and regional variety (Sumatra, Java, Toraja), making it an ideal product for MSMEs to promote as a cultural export. The emphasis on social proof and scarcity in this category aligns with how Indonesian coffee is marketed through narratives of local sourcing, small-batch uniqueness, and artisanal production. Moreover, commitment in production processes ("roasted locally," "sustainably sourced") reinforces values of quality and craftsmanship, which appeal to both local pride and global buyers. The cognitive shortcuts used highlight coffee's dual role as a community-driven product and a premium, export-worthy commodity.

#### **b) Abon (Shredded Meat): Preserving Tradition through Artisanal Goods**

Abon was likely included due to its deep-rooted presence in Indonesian home cooking and preserved food traditions. It represents a value-added meat product that MSMEs can produce with low infrastructure requirements but high cultural value. Its persuasive language leans heavily on commitment and scarcity, emphasizing artisanal preparation and exclusive flavor profiles. The near absence of social proof and liking suggests that abon is positioned as a heritage product, relying on its longstanding cultural familiarity rather than trendiness. The selection of abon in the catalog enables MSMEs to capitalize on culinary nostalgia, rural craft, and shelf-stable distribution, making it suitable for broader markets and diaspora communities.

#### **c) Instant Food: Bridging Convenience and Culinary Heritage**

The instant food category speaks directly to modern urban lifestyles while still reflecting traditional Indonesian cuisine. MSMEs in this space cater to time-conscious consumers who still value authentic taste. The catalog's linguistic focus on scarcity, reciprocity, and commitment shows how producers aim to balance efficiency with authenticity. For example, phrases like "instant rendang" or "ready-to-eat sambal" emphasize quick access to traditional dishes, thus preserving cultural elements even in convenience formats. This category's inclusion supports MSMEs aiming to enter retail shelves and online platforms, where packaging and speed are as important as flavor, making it ideal for scalable commercial ventures.

#### **d) Frozen Food: Modernization and Preservation Synergy**

Frozen food is a strategic category for MSMEs because it enables year-round availability, hygiene, and logistical scalability, especially for perishable traditional foods. The heavy use of commitment and scarcity in language, such as “frozen premium meatballs” or “vacuum-packed pempek,” suggests a narrative of preserved authenticity through modern means. By including frozen food, the catalog positions MSMEs as competent in food technology while still rooted in culinary tradition. This also aligns with export-readiness, where frozen preservation meets global distribution standards. Furthermore, this category helps MSMEs access institutional markets such as hotels, airlines, and catering services.

#### **e) Herbs and Spices: Cultural Heritage and Global Trade Potential**

Herbs and spices are deeply tied to Indonesia’s identity as a spice archipelago, and their inclusion in the catalog reflects both cultural pride and commercial versatility. The dominance of scarcity and commitment in this category’s language underlines the perception of these products as rare, high-quality, and expertly crafted. These are not just flavorings but embodiments of ancestral knowledge and regional terroir. MSMEs specializing in this category can cater to both retail and culinary professionals, tapping into health, organic, and wellness markets. Additionally, their lightweight, high-value nature makes them ideal for e-commerce and export.

#### **f) Snacks: Mass Appeal and Entry-Level Commercialization**

Snacks are included for their broad consumer appeal and low production barrier, making them a gateway category for emerging MSMEs. Products like keripik, tempeh chips, or banana crisps can be made from local raw materials, require minimal capital, and still offer strong cultural associations. The catalog reflects this with a blend of social proof, scarcity, and reciprocity, showing that snacks are positioned as both trendy and rooted in local identity. Their lightweight, portable nature makes them ideal for gift markets, tourism, and online sales. Snacks allow MSMEs to quickly test product-market fit and scale with minimal risk.

### **4. Novelties**

There are some studies focusing on the persuasive techniques in advertisements from marketing, graphic design, discourse, program & Software development and neurologic point of view (Barca & Dondio, 2023), (Bogdanova, 2010), (Bodgetz, 2021), (Junaidi & Musukhal, 2023), (Mas’ud & Dangkoa, 2023). However, none of them specifically discussed about the use of the types of cognitive shortcuts in MSMEs food and beverage catalog product which is important to analyze since most of UMKM packaging in Indonesia failed to accomplish the product information standard (Syamsudin, et.al, 2015). This study addresses this gap by conducting a corpus-based analysis of MSME food and beverage advertisements, examining how they leverage six key cognitive shortcuts (Cialdini, 2007)—authority, social proof, consistency, reciprocity, scarcity, and liking—to enhance social influence, particularly in English. Also, it suggests that MSMEs can improve product appeal by strategically using persuasive language based on cognitive shortcuts. Practically, MSMEs should be trained in effective marketing communication to enhance consumer influence. Policymakers can use these insights to develop branding guidelines and promotional toolkits for MSMEs. Integrating persuasive language strategies into MSME support programs can strengthen local branding and boost export competitiveness. As also stated in Jefkins (1995) and Sholikhah (2019), the use of persuasive language to communicate the message of the product can be highlighted by the use of verbs and

adjective. The result of the study shows that use of the particular form of adjective and verbs in the catalog significantly show the cognitive types to influence the consumers.

## 5. Conclusion

A In conclusion, the selection and linguistic construction of the six food and beverage categories—coffee, abon, instant food, frozen food, herbs and spices, and snacks—in the MSME catalog reflect a carefully orchestrated strategy to align cultural authenticity with persuasive marketing and commercial scalability. Through the application of cognitive shortcuts such as commitment, reciprocity, scarcity, social proof, authority, and liking, each category leverages specific linguistic tools to influence consumer behavior while simultaneously embodying Indonesian culinary values. Commonalities like the consistent emphasis on commitment and reciprocity reveal a national branding rooted in trust, quality, and mutual benefit, while category-specific differences—such as the prominence of authority in abon and herbs, or the trend-driven appeal of social proof in coffee and snacks—demonstrate how product types are tailored to distinct consumer expectations and market contexts. These linguistic and strategic choices highlight MSMEs' dual roles as custodians of cultural heritage and agile players in a competitive food industry. Ultimately, the catalog not only serves as a showcase of Indonesian food diversity but also exemplifies how language and cognitive persuasion function as powerful tools in shaping consumer perceptions and advancing local entrepreneurship on both national and global stages.

To further strengthen the effectiveness of MSME advertising strategies within the food and beverage catalog, it is recommended that future campaigns adopt a more balanced and intentional integration of all six cognitive shortcuts, especially the underutilized elements such as liking and authority. Emotional appeal, expressed through words related to enjoyment, pleasure, and familiarity, could enhance brand affinity and consumer connection, particularly in categories like snacks and instant food, where emotional experiences often drive spontaneous purchases. Additionally, increasing the presence of credible endorsements or certifications—whether halal, organic, or locally verified—can elevate consumer trust, particularly in export-oriented or health-conscious markets.

MSMEs are also encouraged to diversify their lexical resources by employing a wider range of persuasive verbs and adjectives that align with cultural and psychological appeals. Training in persuasive language use and branding should be provided as part of business development programs to help MSMEs consciously leverage language as a strategic tool. Finally, future catalogs could benefit from integrating narrative-driven or storytelling elements—highlighting origin stories, ethical practices, or community impacts—to deepen the persuasive impact and cultural resonance of the products. By refining linguistic strategy and embracing a fuller spectrum of persuasion, MSMEs can strengthen their market presence while authentically representing Indonesia's rich culinary identity.

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