

**MULTILINGUAL ADVERTISING ON INSTAGRAM: A
VIRTUAL LINGUISTIC LANDSCAPE APPROACH**

THESIS

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**DEPARTMENT OF ENGLISH LITERATURE
FACULTY OF HUMANITIES
UNIVERSITAS ISLAM NEGERI MAULANA MALIK
IBRAHIM MALANG**

2026

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Presented to

Universitas Islam Negeri Maulana Malik Ibrahim Malang

in Partial Fulfillment of the Requirements for the Degree of *Sarjana
Sastra (S.S.)*

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2026

STATEMENT OF AUTHORSHIP

I state that the thesis entitled "**Multilingual Advertising On Instagram: A Virtual Linngusitic Landscape Approach**" is my original work. I do not include any materials previously written or published by another person, except those cited as references and written in the bibliography. Hereby, if there is any objection or claim, I am the only person who is responsible for that.

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The researcher



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MOTTO

Bermanfaat, Bersedekah Dan Beribadah.

-My Mother -

Hidup Adalah sebuah Perjalanan, Jadi Jangan Takut untuk Mengahadapinya.

-My Father -

DEDICATION

I proudly dedicate this thesis to myself for surviving and going through many difficult moments while completing this thesis. This journey was not easy, and there were many times when I felt tired, confused, and lost. However, with love, prayers, and support from the people around me, I was finally able to finish this work. I dedicate this thesis to my beloved mother, Ibuk. Nuliasih, and my beloved father, Ayah Mulyanto, who have sacrificed so much for my education, life, and future. Thank you for your endless love, prayers, patience, and hard work. I truly love and appreciate you both. I also dedicate this thesis to my supervisor, Mrs. Yayuk, for her patience, guidance, and support throughout my academic journey. To my younger sibling Cencen, family, relatives, and friends Yusron, Ifa, Ardan, Vye, Firda, Nessa And thank you for always supporting me mentally and emotionally during my hardest times. This thesis is not only an academic achievement, but also a symbol of my struggle and perseverance. After completing this thesis, I hope I can support the people I love better, both mentally and financially.to them by supporting them better, both mentally and financially, and become someone they can rely on in the future.

ACKNOWLEDGEMENT

First and foremost, the researcher would like to express his sincere gratitude to Allah SWT for His blessings, mercy, and guidance throughout the process of completing this thesis entitled ***“Multilingual Advertising on Instagram: A Virtual Linguistic Landscape Approach.”*** Without His grace, this thesis would not have been completed successfully.

The researcher would like to express his deepest gratitude to Dr. Yayuk Widyastuti Herawati, M.Pd., as both his academic advisor and thesis advisor, for her guidance, patience, support, and encouragement throughout his academic journey. The researcher is especially grateful for the opportunity, trust, and understanding that she has given, as well as her willingness to continuously guide and support him in completing this thesis despite the various challenges encountered along the way.

Finally, the researcher would like to dedicate his heartfelt appreciation to his beloved parents, My mother Nuliasih and my Father Mulyanto, for their endless love, prayers, support, patience, and understanding. They have always been present through every situation, including moments of stress, doubt, and difficulty during the completion of this thesis. Their unwavering support, trust, and sacrifices have given the researcher the strength to continue moving forward. Words cannot fully express the researcher's gratitude and love for them. The researcher also extends his sincere thanks to his friends and colleagues for their support, encouragement, and companionship throughout this journey.

ABSTRACT

Budi, Arjuna Mulyonang (2026) Multilingual Advertising on Instagram:
A Virtual Linguistic Landscape Approach, Undergraduate Thesis.
Department of English Literature, Faculty of Humanities,
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Keywords: *multilingual advertising, Instagram, Virtual Linguistic Landscape.*

This study analyzed multilingual advertising practices on Instagram using the concepts of *Virtual Linguistic Landscape* (VLL) proposed by Ivković and Lotherington (2009) and *Networked Multilingualism*. The study aimed to identify the languages used in multilingual Instagram advertisements, examine language frequencies across different advertisement types, and analyze the relationship between language use and brand identity. This study employed a descriptive qualitative approach. The data consisted of 50 Instagram advertisement posts collected from commercial accounts in the Fashion, Food and Beverage, and Retail sectors through screenshot documentation. The data were analyzed based on the languages appearing in captions, slogans, hashtags, product names, and visual promotional texts.

The findings revealed that multilingual Instagram advertisements employ five languages, namely Indonesian, English, Japanese, Korean, and Arabic. Five language combinations were identified: Indonesian-English, Indonesian-Japanese, Indonesian-English-Japanese, Indonesian-English-Korean, and Indonesian-English-Arabic. The Indonesian-English combination was the most dominant, accounting for 58% of the total data. Indonesian appeared in all advertisements and functioned as the primary language for delivering promotional information, while English was widely used in

branding expressions, slogans, and product names. Japanese, Korean, and Arabic occurred less frequently and were mainly associated with specific cultural and thematic contexts. The findings also showed that Food and Beverage advertisements demonstrated the greatest linguistic diversity compared to Fashion and Retail advertisements. Furthermore, language use was closely related to brand identity, as different languages were strategically employed to construct Japanese, Korean, Islamic, and international brand identities. This study concludes that multilingual practices in Instagram advertisements function not only as promotional communication strategies but also as symbolic resources for constructing cultural associations and brand identity within digital promotional spaces.

ABSTRAK

Budi, Arjuna Mulyonang (2026) *Multilingual Advertising on Instagram: A Virtual Linguistic Landscape Approach*. Skripsi. Program Studi Sastra Inggris, Fakultas Humaniora, Universitas Islam Negeri Maulana Malik Ibrahim Malang. Dosen Pembimbing: Dr. Yayuk Widyastuti Herawati, M.Pd.

Kata Kunci: multilingual advertising, Instagram, virtual linguistic landscape.

Penelitian Penelitian ini menganalisis praktik iklan multilingual di Instagram menggunakan konsep *Virtual Linguistic Landscape* (VLL) yang dikemukakan oleh Ivković dan Lotherington (2009) serta *konsep Networked Multilingualism*. Penelitian ini bertujuan untuk mengidentifikasi bahasa-bahasa yang digunakan dalam iklan multilingual di Instagram, menganalisis frekuensi penggunaan bahasa pada berbagai jenis iklan, serta mengkaji hubungan penggunaan bahasa dengan identitas merek. Penelitian ini menggunakan pendekatan deskriptif kualitatif. Data penelitian berupa 50 unggahan iklan Instagram yang dikumpulkan dari akun komersial pada sektor Fashion, Food and Beverage, dan Retail melalui teknik dokumentasi tangkapan layar. Data dianalisis berdasarkan bahasa yang muncul dalam caption, slogan, hashtag, nama produk, dan teks visual promosi. Hasil penelitian menunjukkan bahwa iklan multilingual di Instagram menggunakan lima bahasa, yaitu bahasa Indonesia, bahasa Inggris, bahasa Jepang, bahasa Korea, dan bahasa Arab. Ditemukan lima kombinasi bahasa, yaitu Indonesia–Inggris, Indonesia–Jepang, Indonesia–Inggris–Jepang, Indonesia–Inggris–Korea, dan Indonesia–Inggris–Arab. Kombinasi Indonesia–Inggris merupakan kombinasi yang paling dominan dengan persentase 58% dari seluruh data. Bahasa Indonesia muncul pada seluruh iklan dan berfungsi sebagai bahasa utama dalam penyampaian informasi promosi, sedangkan bahasa Inggris banyak digunakan dalam slogan, nama produk, dan ekspresi branding. Bahasa Jepang, Korea,

dan Arab muncul dalam frekuensi yang lebih rendah dan umumnya digunakan untuk merepresentasikan identitas budaya tertentu. Selain itu, iklan Food and Beverage menunjukkan keragaman bahasa yang lebih tinggi dibandingkan iklan Fashion dan Retail. Temuan penelitian juga menunjukkan bahwa penggunaan bahasa berkaitan erat dengan identitas merek, di mana bahasa tertentu digunakan untuk membangun identitas Jepang, Korea, Islam, maupun citra merek internasional. Penelitian ini menyimpulkan bahwa praktik multilingual dalam iklan Instagram tidak hanya berfungsi sebagai strategi komunikasi promosi, tetapi juga sebagai sumber daya simbolik untuk membangun identitas merek dan representasi budaya dalam ruang promosi digital.

الملخص

بودي، أرجونا موليونانغ (٢٠٢٦) «الإعلان متعدد اللغات على إنستغرام: نهج المشهد اللغوي الافتراضي»، أطروحة بكالوريوس. قسم الأدب الإنجليزي، كلية العلوم الإنسانية، جامعة مولانا مالك إبراهيم الإسلامية الحكومية في مالانج. المشرفة: الدكتورة يايوك.. ويدياستوتي هيراواتي، ماجستير في التربية

الكلمات المفتاحية: الإعلان متعدد اللغات، إنستغرام، المشهد اللغوي الافتراضي

تحلل هذه الدراسة ممارسات الإعلان متعدد اللغات على إنستغرام باستخدام نهج المشهد اللغوي الافتراضي «الذي طوره إيفكوفيتش وهيدر لوثيرينغتون (٢٠٠٩) (لدراسة) تركيبات اللغات وتكرار استخدامها ومستوى تفاعل الجمهور في المساحات الترويجية الرقمية. تهدف الدراسة إلى تحديد اللغات المستخدمة في إعلانات إنستغرام، وقياس تكرار كل لغة، وتحليل تأثير التعددية اللغوية على تفاعل المستهلكين. استخدمت هذه الدراسة نهجًا كميًا وصفيًا. تألفت البيانات من ٥٠ منشورًا إعلانيًا على إنستغرام تم جمعها من حسابات تجارية في قطاعات الأغذية والأزياء ونمط الحياة والتجزئة من خلال توثيق لقطات الشاشة. تم تحليل البيانات بناءً على اللغات المستخدمة في المنشورات والتعليقات. تكشف النتائج أن الإعلانات متعددة اللغات على إنستغرام تجمع بين الإندونيسية والإنجليزية واليابانية والكورية والعربية. ويعد المزيج الإندونيسي - الإنجليزي هو الشكل الأكثر شيوعًا، حيث يمثل ٥٨٪ من إجمالي البيانات، يليه المزيج الإندونيسي - الإنجليزي - الياباني بنسبة ٢٨٪. تظهر اللغة الإندونيسية في جميع البيانات (١٠٠٪)، بينما تظهر اللغة الإنجليزية في ٩٦٪ من البيانات. حققت الإعلانات التي تستخدم مزيج اللغة الإندونيسية والإنجليزية أعلى معدل تفاعل مقارنة بمجموعات اللغات الأخرى. تخلص هذه الدراسة إلى أن الممارسات متعددة اللغات في إعلانات إنستغرام لا تعمل فقط كاستراتيجيات ترويجية، بل أيضًا كأدوات لبناء الهوية الثقافية وصورة العلامة التجارية في الفضاءات الرقمية.

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CHAPTER I

INTRODUCTION

A. Background of the Study

With the development of the digital era, the scenario for advertisements is drastically changing. Traditionally, customers used to visit a particular location to view ads via traditional means like sign boards, billboards, and leaflets. These are the traditional ways of conveying advertisements today. But due to the development of information technology and increased internet connectivity, the mode of advertisement is gradually moving to digital modes like website advertising and social media. Not only does this impact the method of conveying messages but also enables consumers to fulfill their requirements without leaving their houses (Safrin et al., 2024).

This trend is leading to alterations in how messages are transmitted, However, it is also causing alterations in consumer behavior, where people are becoming more inclined towards searching for and interacting with information in the digital space. This trend allows marketers to use different techniques in creating a visual and textual experience that will help form a strong brand image and ensure effective interaction with their audience. There are studies that have shown that there are changes in Behavior concerning the use of digital media (Krisnawati, 2013; Khan, 2023).

In the era of heightened digital globalisation, there has been a great change in the internet connectivity and the usage of social media in Indonesia.

Improvements in technology and easy accessibility through mobile phones have greatly transformed the pattern of social interactions, thereby making individuals prefer online communication. Statistics indicate that about 139 million people in Indonesia have been able to connect using the internet, making it quite a dynamic and complex digital space (Goodstats, 2024). Given the above situation, which serves as the social base, there has been immense opportunity for firms to develop new innovative approaches in their digital marketing. As such, the above scenario forms the driving force for exploring the highly lucrative field of digital communication, especially through Instagram which combines both text and visual content.

In this context, an interesting phenomenon emerges that deserves further study: the use of more than one language or multilingual practices in Instagram advertisements. The use of multiple languages in a single post reflects the way brands utilise the digital space to reach global as well as local audiences. The phenomenon of Multilingual Advertising on Instagram reflects the practice of *networked multilingualism* in digital media, which is the use of various languages connected in social networks for specific purposes, including marketing (Androutsopoulos, 2006). Instagram, as a virtual public space, displays characteristics that are in line with the concept of *linguistic landscape* as proposed by Landry and Bourhis (1997), where the use of language in visual spaces can reflect linguistic vitality, social identity, and power relations. In the digital context, this approach is extended to analyse how language is used and regulated in visual and multimodal media (Gorter, 2006).

This allows for an in-depth analysis of how brands position themselves through language choice, as well as how visual and verbal elements shape meaning together. Translanguaging strategies, which flexibly mix different language codes in one communication context (García & Wei, 2014), are also becoming a dominant practice in digital advertising to reach multilingual audiences.

Furthermore, language choice in advertisements may vary depending on the advertisement type. Different categories of advertisements tend to employ different linguistic strategies to achieve their marketing objectives. Juliati (2024) found that Instagram advertisements for local beauty brands employed various language choices, including bilingualism, code-switching, and code-mixing, to attract consumers and convey marketing messages effectively. In addition, Hikmah et al. (2025) revealed that language use in Instagram advertisements is persuasive in nature and that advertisers employ different linguistic strategies according to product characteristics and marketing objectives. These findings suggest that language choice in Instagram advertisements may differ across advertisement types. In addition to advertisement type, language choice may also be influenced by brand origin and marketing orientation. Previous studies have shown that multilingual advertising is often used to construct brand identity and create symbolic meanings associated with globalization and modernity (Piller, 2001; Kelly-Holmes, 2005). Therefore, examining language use among different advertisement types is important for understanding multilingual advertising practices on Instagram.

Several previous studies have examined *linguistic landscape* phenomena in different public spaces and contexts. Syamsurijal, Lukman, and Iswary (2023) investigated language use in shopping centers in Makassar City using a *linguistic landscape* approach. The study found that bottom-up signs were more dominant than top-down signs because most commercial signs were created by individual businesses and private tenants. The findings also revealed that English was frequently used alongside Indonesian in commercial signage. Similarly, Lestari et al. (2023) explored the implementation of multicultural values through linguistic landscapes in senior high schools in Sampit, Central Kalimantan. Using a qualitative approach, the researchers found that linguistic landscapes contributed to promoting multicultural awareness and character development among students. These studies demonstrate that *linguistic landscape* research can reveal language practices and sociocultural values represented in public spaces.

Research on linguistic landscapes has also been widely conducted in tourism and educational settings. Da Silva et al. (2021) examined the *linguistic landscape* of Malioboro, Yogyakarta, and found that Indonesian was the dominant language used in public signs, accounting for approximately 73% of the data, while English and Javanese appeared less frequently. The study highlighted the informative function of multilingual signage and its relationship with tourism activities. Likewise, Wijayanti (2020) analyzed the *linguistic landscape* of educational tourism in Mojokerto and identified the coexistence of Indonesian, English, Javanese, and Mandarin in public signage.

Indonesian was found to be the most frequently used language, while Mandarin appeared only minimally. These findings indicate that multilingual language use in public spaces reflects social, cultural, and communicative purposes within specific communities.

Although previous studies have contributed significantly to the understanding of *linguistic landscape* phenomena, most of them focused on physical public spaces such as shopping centers, schools, tourism destinations, and educational sites. Limited attention has been given to digital environments, particularly social media platforms that function as virtual public spaces. As communication increasingly shifts to online platforms, social media has become an important site for multilingual interactions and advertising practices. Therefore, further research is needed to investigate how multilingual linguistic landscapes are constructed in online advertising environments such as Instagram.

In previous studies, such as those conducted by Biro (2018) and Gomaa (2020), the concept of *Virtual Linguistic Landscape* (VLL) has been explored in the context of social media and digital space. Biro and Gomaa found that *Virtual Linguistic Landscape* provides an in-depth picture of language use in digital spaces, particularly in social and governmental contexts. However, although they both studied Virtual Linguistic Landscape, the focus of their research applied more to social communication and digital governance, not to digital advertising such as that on Instagram. Androutsopoulos (2013) also proposed the theory of *networked multilingualism*, which explains how

language is used flexibly in digital communication, but its application is mostly used in personal communication on social media, not in the context of advertising. The gap found is the limited application of Virtual Linguistic Landscape and *networked multilingualism* theories in multilingual Instagram advertising, especially in Indonesia.

From the review of previous studies presented above, it can be concluded that Multilingual Advertising on Instagram remains an underexplored area, particularly from the perspective of Virtual Linguistic Landscape (VLL). Previous studies have mainly focused on describing multilingual practices in digital spaces without comparing language use across different advertisement types. In addition, limited attention has been given to examining whether language choices differ among Fashion, Food and Beverage (F&B), and Retail advertisements on Instagram. Therefore, this study investigates multilingual advertisements on Instagram using the Virtual Linguistic Landscape approach by identifying the languages used, examining the frequency of language use, and comparing language use among different advertisement types. This study is expected to contribute to multilingual advertising studies and expand the application of Virtual Linguistic Landscape theory in digital environments.

B. Research Questions

Based on the research gaps identified above, the researcher formulates the following research questions:

1. Which languages are used in Instagram advertisements that form part of the Virtual Linguistic Landscape?
2. What is the frequency of languages used in multilingual Instagram advertisements across advertisement types?
3. How does the frequency of each language in multilingual Instagram advertisements contribute to brand identity?

C. Significance of the Study

This research has both theoretical and practical significance. Theoretically, this research is expected to extend the application of the Virtual Linguistic Landscape (VLL) framework developed by Ivković and Lotherington (2009) in the context of digital advertising, particularly on Instagram. By applying the Virtual Linguistic Landscape framework, this research is expected to contribute to a better understanding of multilingual language practices in digital environments. In addition, this research is expected to enrich the study of Networked Multilingualism by providing empirical data on the use of multiple languages in Instagram advertisements in Indonesia. Furthermore, this research may serve as a reference for future studies related to multilingualism, digital communication, and social media advertising.

Practically, this research is expected to provide information about language use and multilingual practices in Instagram advertisements. The findings of this study may help marketers, advertisers, and communication practitioners understand language preferences used in different

advertisement types on Instagram. In addition, this research is expected to provide insights into multilingual language use in digital advertising and may serve as a reference for future researchers who are interested in multilingual advertising and digital communication.

D. Scope and Limitation

This research focused on multilingual advertisements posted on Instagram. The study investigated the languages used in Instagram advertisements, the frequency of each language, and the differences in language use among different advertisement types, namely Fashion, Food and Beverage (F&B), and Retail advertisements. The analysis was conducted using the Virtual Linguistic Landscape (VLL) framework proposed by Ivković and Lotherington (2009) and supported by the concept of Networked Multilingualism proposed by Androutsopoulos (2013).

This research specifically analyzed multilingual advertisements from three categories: Fashion, Food and Beverage (F&B), and Retail. These categories were selected because they represent different types of products and marketing strategies that may influence language use in digital advertising. This research was limited to advertisements posted on Instagram and did not include advertisements from other social media platforms such as Facebook, TikTok, or X (formerly Twitter). Furthermore, this study focused only on identifying languages, examining their frequency, and comparing language use among different advertisement types. Therefore, issues related to audience perception, consumer behavior,

advertising effectiveness, and audience engagement were beyond the scope of this research.

E. Definition of Key Terms

This is an explanation of a keyword for this research which is useful for preventing misunderstandings as follows,

1. *Multilingualism,*

Multilingualism refers to the use of two or more languages in Instagram advertisements posted by brands. This concept is used to identify the languages employed and examine their frequency of use across different advertisement categories, namely Fashion, Food and Beverage (F&B), and Retail advertisements.

2. *Linguistic Landscape*

Linguistic Landscape refers to the visible use of languages in communicative spaces. This concept serves as the foundation for understanding language use in digital environments and becomes the basis for the development of Virtual Linguistic Landscape, which is used to analyze multilingual advertisements on Instagram.

3. *Virtual Linguistic Landscape (VLL)*

Virtual Linguistic Landscape refers to the use and display of languages in Instagram advertisements. This concept is employed to identify the languages used, examine their frequency of use, compare language use across different advertisement categories, namely Fashion, Food and Beverage (F&B), and Retail advertisements, and

analyze how language choices contribute to the construction of brand identity.

4. *Instagram Advertising*

Instagram Advertising refers to promotional content shared through Instagram to market products, services, or brands. In this study, Instagram Advertising refers to brand advertisements posted on Instagram that contain one or more languages

5. *Instagram Categories*

Advertisement Categories refer to the classification of advertisements based on the products or services being promoted. In this study, Instagram advertisements are categorized into three groups: Fashion Advertisements, Food and Beverage (F&B) Advertisements, and Retail Advertisements. Fashion Advertisements promote fashion-related products such as clothing, footwear, and accessories. Food and Beverage (F&B) Advertisements promote food and beverage products through persuasive messages and visual elements. Meanwhile, Retail Advertisements promote various products or services offered by retail businesses.

CHAPTER II

LITERATURE REVIEW

A. *Networked Multilingualism*

Networked Multilingualism is a concept developed by Androutsopoulos (2013) to describe the use of multiple languages in digital communication that can be connected within social networks. The theory emphasizes the dynamic use of multiple languages in social media and the role of multilingualism in cyber space to create new spaces for broader communication. In this theory, language usage is discussed as an area of communication that involves the usage of two or more languages in interaction, occurring in the digital communication environment connected in social networks.

According to Androutsopoulos (2013), *networked multilingualism* is described as a type of language usage in digital communication in which languages can be used alternatively, involving code-mixing or code switching as well as language mixing. The use of multilingualism allows users to communicate using multiple languages in digital platforms in order to target as many people as possible. *Networked multilingualism* highlights how internet users, particularly those who use social media platforms, use multilingualism depending on the contexts of their interaction. *Networked multilingualism* in the digital world is also seen as a way of presenting the social identity of communicators and brands and highlighting the power

relationships in communication among individuals and groups with different linguistic backgrounds.

a) Language Connectedness in Social Networks

Language connectedness in social networks is another crucial component of *networked multilingualism* that plays an important role in determining the use of language in digital communication. According to Androutsopoulos (2013), when multiple languages are used within the same digital platform, the scope of the communication network is extended significantly. When multilingual Instagram advertising campaigns are developed, multiple languages may be used by companies to make connections with people from various regions and cultures.

When a multilingual Instagram ad is created, where Indonesian and English are combined, a company is able to communicate with a greater number of people from various cultures and linguistic backgrounds. While Indonesian would help them connect with the local population, English would enable them to engage in dialogue with the rest of the world. Hence, language connectedness is vital for expanding a brand's social network.

b) Flexibility of Language Use

Networked multilingualism provides room for language use through flexibility of code-switching (language switching between two languages) or code-mixing (combination of two languages used in communication). According to Androutsopoulos (2013), it should be noted that on social

media platforms, the choice of language depends on the audience and situation; therefore, language switching occurs spontaneously and freely. It is important that this flexibility makes it possible to achieve a variety in language use, which goes beyond a single language.

In Instagram advertisement posts of many multinational companies, code-mixing practices are widely implemented. Multinationals may combine languages used in their posts. For example, in an advertising post, an English message with foreign words may be used together with the Indonesian language. In addition, it enables brands to communicate in a flexible manner with their audience using both local and internationally recognized terminology.

c) Impact on Social and Brand Identity

The phenomenon of *networked multilingualism* does not only influence interpersonal communication and interactions, but it also impacts the creation of social and brand identities. According to Androutsopoulos (2013), the language used for online communication may represent the social identity of the person or group that communicates using it. At the same time, the language may be used to establish a desired brand identity. In regard to multilingual Instagram ads, socially related languages may allow brands to construct their image in a more diverse manner and reach out to different cultures around the world.

In this sense, one may consider that the usage of Indonesian language together with English language in a particular ad implies that the brand is popular not only locally but also internationally. By using language that is relevant to the audience, brands can create a more inclusive image, showing that they understand the needs of a multilingual audience. Therefore, this strategy of using connected language not only affects the way audiences interact with advertisements but also determines the brand identity that develops on social media platforms.

For example, Instagram advertisements often combine Indonesian and English in a single post. An advertisement from UNIQLO Indonesia uses Indonesian expressions such as "*Kemeja Katun Linen Lengan Pendek*" together with English expressions such as "*Linen Blend*" and "*Jeans Flare*." This multilingual practice demonstrates how different languages coexist and are strategically used in digital communication networks. Therefore, this strategy of using connected language not only affects the way audiences interact with advertisements but also determines the brand identity that develops on social media platforms.

B. Virtual Linguistic Landscape

Virtual Linguistic Landscape (VLL) is a concept introduced by Ivković & Lotherington (2009) to understand language use in digital spaces, especially in social media, such as Instagram. This concept expands the understanding of *linguistic landscape* (Landry & Bourhis, 1997), which was previously applied more to physical spaces, becoming more relevant in the

context of digital spaces. In the context of digital advertising, such as Instagram, *Virtual Linguistic Landscape* sees language as part of multimodal elements-including text, images, and videos-that work together to convey a more complex and dynamic message. Therefore, Instagram advertisements that use multiple languages use not only text, but also images, designs, emojis, and other visual elements to create richer meanings, which affect audiences with various cultural backgrounds.

a. Digital Space as a Linguistic Landscape

Platforms such as Instagram can be considered as visual spaces where the use of language explicitly shapes the digital linguistic landscape. In this context, language is not only a textual communication tool, but also an integral part of the visual elements in the advertisement. Each visual element, such as images, graphic design, and video, interacts with text (language) to form a broader meaning. Just as the *linguistic landscape* in physical space reflects linguistic vitality, on Instagram, the language used in advertising also reflects the cultural identity and social power of the brands that produce them. Therefore, *Virtual Linguistic Landscape* allows us to analyze how language in Instagram advertisements not only functions as a verbal communication tool but also shapes meaning through visual elements that reinforce brand messages.

b) Interaction between Text and Visuals

One of the main characteristics of *Virtual Linguistic Landscape* is the interaction between text and visual elements in shaping meaning in the digital space. On Instagram, multilingual advertising often use language presented together with images or videos to create deeper meaning through the combination of these elements. For example, in Instagram advertisements, the use of Indonesian may be combined with local images or emojis that add emotional closeness to the local audience, while English is used to reach a global audience. This interaction between text and visuals creates a shared meaning that shapes the audience's perception of the advertised brand, while enriching the relevant cultural context.

For example, an Instagram advertisement from UNIQLO Indonesia displays Indonesian and English simultaneously in visual texts and captions. Indonesian phrases such as "*Kemeja Katun Linen Lengan Pendek*" are used together with English expressions such as "*Linen Blend*" and "*Jeans Flare*." Through the Virtual Linguistic Landscape framework, these linguistic elements can be identified and analyzed based on the languages used, their frequency, and their functions within the digital advertising space.

C. Language Choice in Instagram Advertisements

Language choice in Instagram advertisements is influenced by various factors, such as target audiences, marketing strategies, and the characteristics of the advertised products. Different languages are often selected to achieve specific communicative and promotional purposes in digital advertising. Juliati (2024) found that Instagram advertisements for

local beauty brands employed various language choices, including bilingualism, code-switching, and code-mixing, to attract consumers and convey marketing messages effectively. Similarly, Hikmah et al. (2025) revealed that language use in Instagram advertisements is persuasive in nature and that advertisers employ different linguistic strategies according to product characteristics and marketing objectives. Therefore, multilingual language use in Instagram advertisements reflects communicative and promotional purposes in digital spaces.

D. Instagram as a Multilingual Advertising Platform

In the contemporary era, Instagram has become one of the most popular social media platforms that is not only used for sharing pictures and videos but also serves as an effective tool for digital advertising. This platform provides opportunities for brands to reach global audiences through advertisements that are customized to different languages and cultures. In terms of the concepts of Virtual Linguistic Landscape (VLL) and Networked Multilingualism, Instagram is a powerful platform for multilingual advertising practices, where brands use several languages within a single advertisement.

The reason is that Instagram is a visual platform that creates a deeper and stronger shared meaning by integrating language with visual elements such as images, graphic designs, emojis, and videos. In Instagram advertising, language functions not only as verbal communication but also as part of the visual elements of the advertisement. According to Ivković

and Lotherington (2009), digital spaces such as Instagram represent digital linguistic landscapes in which language reflects social identity and cultural power. Thus, Instagram advertisements incorporate language not only as a means of conveying messages but also as a way of displaying multilingual practices in digital spaces.

In the context of Networked Multilingualism (Androutsopoulos, 2013), the use of multiple languages in Instagram advertisements creates a wider social network, where different languages are interconnected in flexible and inclusive communication. Advertisements that use Indonesian for local audiences and English for broader audiences provide an opportunity for brands to expand their communication reach and convey messages more effectively. The frequent practice of code-switching or code-mixing in Instagram advertisements allows brands to combine informal and formal language styles within a single advertisement, creating a more dynamic and flexible impression.

Instagram provides a virtual space where multilingual practices can be displayed and observed through captions, slogans, hashtags, and visual texts. The integration of different languages in Instagram advertisements reflects how brands communicate with audiences from diverse linguistic backgrounds. According to Ivković and Lotherington (2009), Virtual Linguistic Landscape enables researchers to examine how language is represented and functions in digital environments. Therefore, Instagram is

considered a suitable platform for investigating multilingual advertising practices and language choices in online communication.

For example, fashion advertisements may use the slogan "*Upgrade Your Style*" together with Indonesian promotional information such as "*Diskon hingga 50%*". Similarly, Food and Beverage advertisements may combine English and Indonesian expressions such as "*Fresh Taste, Harga Hemat!*". These examples illustrate how multilingual practices are displayed in Instagram advertisements and demonstrate the role of Instagram as a *Virtual Linguistic Landscape*.

CHAPTER III

METHODOLOGY

A. Research Design

This study investigated language use in multilingual Instagram advertisements by applying a descriptive quantitative approach. The quantitative approach was chosen because this study aimed to measure the frequency of language use in advertisements and compare language use across different advertisement categories. A descriptive design was employed to systematically describe the phenomenon of language use in Instagram advertisements without manipulating any variables. This research focused on advertisements from Fashion, Food and Beverage (F&B), and Retail brands in Indonesia and analyzed how multilingualism was used in advertisement elements such as captions, hashtags, and texts embedded in images. The descriptive design was selected because it was in line with the research objectives, which aimed to describe existing phenomena without conducting experiments or making changes to the variables under study, as explained by Creswell (2014).

This research addressed the first research question concerning the languages used in multilingual Instagram advertisements. The study identified and recorded the languages used in captions and texts embedded in images and categorized them as Indonesian, English, or other languages. This process provided a clear description of the languages used in

Instagram advertisements in Indonesia. The second research question concerning the frequency of language use was answered by calculating how often each language appeared in captions and texts embedded in images. This process produced quantitative data regarding the dominance of particular languages in Instagram advertisements. The third research question concerning differences in language use across advertisement categories was answered by comparing the use of languages among Fashion, Food and Beverage (F&B), and Retail advertisements. Descriptive statistical analysis was employed to compare language use patterns across these categories. Through descriptive statistics, this study provided insights into multilingual language practices in Instagram advertisements in Indonesia.

B. Data and Data Source

The primary data of this study consisted of multilingual advertisement posts collected from Instagram accounts representing three advertisement categories: Fashion, Food and Beverage (F&B), and Retail. The data included captions, texts embedded in images, hashtags, and other linguistic elements contained in the advertisements. These data were obtained directly from the Instagram platform and were analyzed to identify the languages used, calculate their frequency of use, and compare language use across advertisement categories.

The secondary data consisted of books, journal articles, theses, and other scholarly sources related to multilingualism, Linguistic Landscape,

Virtual Linguistic Landscape, and Instagram advertising. These references were used to support the theoretical framework and data analysis of the study.

The advertisements were selected purposively based on several criteria. First, the advertisements were posted by Indonesian brands operating in the Fashion, Food and Beverage (F&B), and Retail sectors. Second, the advertisements contained one or more languages in captions, texts embedded in images, or hashtags. Third, the advertisements were posted during the period of October 2024 to March 2025 to represent recent multilingual advertising practices in Indonesia. These criteria were applied to ensure that the selected data were relevant to the research objectives and adequately represented multilingual language use in Instagram advertisements.

C. Research Instrument

The research instrument used in this study was a documentation sheet developed by the researcher to record and classify the collected data. The data were collected through the documentation method in the form of screenshots of multilingual advertisement posts obtained from selected Instagram accounts representing Fashion, Food and Beverage (F&B), and Retail categories. The collected data included captions, hashtags, texts embedded in images, and other linguistic elements containing one or more languages.

This instrument was based on the theories of Multilingualism, Linguistic Landscape, and Virtual Linguistic Landscape (VLL). The concept of Multilingualism was used to identify the use of two or more languages in advertisements. Linguistic Landscape was used to examine the visibility of languages in communicative spaces, while Virtual Linguistic Landscape (VLL) was employed to analyze language use in digital environments such as Instagram.

After the data had been collected, the information was organized into a classification table to facilitate analysis. Each row of the table recorded the Instagram account name, advertisement category, languages used in captions, hashtags, and texts embedded in images. The collected data were then analyzed to identify the languages used, calculate their frequency of use, and compare language use across Fashion, Food and Beverage (F&B), and Retail advertisements.

D. Data Collection

In this research, the data collection technique used was visual documentation through screenshots of Instagram advertisement posts obtained from selected Instagram accounts. The researcher directly accessed the Instagram platform to identify advertisement posts containing multilingual elements, such as captions, hashtags, and texts embedded in images that used more than one language, including Indonesian, English, or other languages. This process aimed to identify how languages were used in Instagram advertisements in digital spaces in accordance with the theories

of Multilingualism, Linguistic Landscape, and Virtual Linguistic Landscape (VLL).

After selecting the relevant posts, the researcher took screenshots of each advertisement containing multilingual elements. Each screenshot included important information such as the Instagram account name, advertisement category, captions, hashtags, and texts embedded in images. The collected data were then organized into a classification table to facilitate analysis. The data were used to identify the languages employed, calculate the frequency of language use, and compare language use across Fashion, Food and Beverage (F&B), and Retail advertisements.

E. Data Analysis

After the data had been collected, the researcher analyzed the data according to the objectives and research questions of the study. The analysis focused on multilingual language use in Instagram advertisements by applying the concepts of Multilingualism and Virtual Linguistic Landscape (VLL).

To answer the first research question concerning the languages used in multilingual Instagram advertisements, the researcher classified the collected data based on the languages used in captions, hashtags, and texts embedded in images. The languages were identified and categorized as Indonesian, English, or other languages. Furthermore, the advertisements were classified into monolingual, bilingual, and multilingual advertisements

following the concept of multilingualism and the Virtual Linguistic Landscape theory proposed by Ivković and Lotherington (2009).

To answer the second research question, the researcher calculated the frequency of each language appearing in captions, hashtags, and texts embedded in images. The frequency analysis enabled the researcher to determine the dominance of particular languages and identify patterns of language use in Instagram advertisements. The results of the analysis were presented in the form of frequency tables and percentages to provide a clear description of language use in the advertisements.

To answer the third research question, the researcher compared language use across three advertisement categories: Fashion, Food and Beverage (F&B), and Retail. The comparison focused on the languages used and their frequency in each category. The results of the analysis were presented in the form of tables and descriptive explanations to illustrate multilingual language practices in Instagram advertisements.

Overall, the data analysis was conducted systematically to answer the research questions of the study. The analysis began with identifying and classifying the languages used in multilingual Instagram advertisements, followed by calculating the frequency of language use, and finally comparing language use across Fashion, Food and Beverage (F&B), and Retail advertisements. The results of the analysis were presented in the form of frequency tables and descriptive explanations to provide a comprehensive

understanding of multilingual language practices in Instagram advertisements.

CHAPTER 4

FINDINGS AND DISCUSSION

A. Findings

This section presents multilingual advertising data collected from fifty Instagram posts belonging to commercial brands in the Fashion, Food and Beverage, and Retail sectors. The analysis focuses on the languages used in captions, slogans, hashtags, product names, visual texts, and promotional expressions found in Instagram advertisements. The advertisements were classified based on language combinations, frequency of language use, and advertisement types.

The concepts of Virtual Linguistic Landscape and Networked Multilingualism were used to analyze the findings. Virtual Linguistic Landscape was employed to examine how multilingual signs are visually displayed in Instagram as a digital promotional space, while Networked Multilingualism was used to explain the communicative functions of different languages used in the advertisements.

1. Languages Used in Instagram Advertisements as Part of the Virtual Linguistic Landscape

This section discusses the languages used in multilingual advertisements on Instagram as part of the Virtual Linguistic Landscape within digital promotional spaces. The advertisements were collected from

Fashion, Food and Beverage, and Retail brands. The researcher identified five language combinations consisting of Indonesian-English, Indonesian-Japanese, Indonesian-English-Japanese, Indonesian-English-Korean, and Indonesian-English-Arabic. The languages found in the advertisements include Indonesian, English, Japanese, Korean, and Arabic, which appear in captions, slogans, product names, hashtags, and visual promotional texts. These findings demonstrate how multiple languages coexist and are visually displayed within Instagram as a digital promotional space.

Table 4.1 Types of Language Combinations in Multilingual Instagram Advertisements

Language Combination Type	Number of Posts	Percentage
Indonesian-English	29	58%
Indonesian-Japanese	2	4%
Indonesian-English-Japanese	14	28%
Indonesian-English-Korean	2	4%
Indonesian-English-Arabic	3	6%
Total	50	100%

Table 4.1 presents the language combinations found in multilingual advertisements on Instagram posts. The researcher identified five language combinations consisting of Indonesian-English, Indonesian-Japanese, Indonesian-English-Japanese, Indonesian-English-Korean, and Indonesian-English-Arabic.

The Indonesian-English combination is the most dominant category, appearing in twenty-nine advertisements or 58% of the total data. This language combination is found across various advertisement types, including Fashion, Food and Beverage, and Retail advertisements. Indonesian is mainly used in captions and promotional explanations, whereas English appears in slogans, product names, and visual promotional texts.

The Indonesian-English-Japanese combination ranks second with fourteen advertisements or 28% of the total data. Meanwhile, the Indonesian-English-Arabic combination appears in three advertisements or 6% of the total data. The Indonesian-Japanese and Indonesian-English-Korean combinations each appear in two advertisements or 4% of the total data. Overall, Indonesian and English are the most frequently combined languages, while Japanese, Korean, and Arabic appear in smaller numbers across the advertisements analyzed in this study.

These findings indicate that multilingual signs are visually displayed in Instagram advertisements, reflecting the concept of Virtual Linguistic Landscape in digital promotional spaces. In addition, the coexistence of different languages in the advertisements demonstrates Networked Multilingualism, in which languages are employed for different communicative purposes within digital promotional activities.

Datum 1: Indonesian-English Advertisement



The first datum was taken from an Instagram advertisement uploaded by Uniqlo Indonesia. The advertisement employs Indonesian and English in both visual texts and captions. Indonesian appears in phrases such as "Kemeja Katun Linen Lengan Pendek" and promotional sentences in the caption. Meanwhile, English is used in product names and promotional expressions, including "Linen Blend," "Flare," and "Drapey."

Indonesian is mainly used to deliver promotional information, whereas English is used to present product names and promotional expressions within the advertisement. The coexistence of Indonesian and English in a single advertisement demonstrates the multilingual nature of

Instagram promotional spaces. This finding reflects the concept of Virtual Linguistic Landscape because multilingual signs are visually displayed within Instagram advertisements. In addition, the use of Indonesian and English illustrates Networked Multilingualism, as the two languages are employed for different communicative purposes within the advertisement.

Datum 2: Indonesian–English–Japanese Advertisement



The second datum was taken from an Instagram advertisement uploaded by Gokana Resto. The advertisement employs Indonesian, Japanese, and English in visual texts and captions. Indonesian is used in the caption to provide promotional information, Japanese appears in the expression "寿司祭り" (Sushi Matsuri), and English is used in the brand identity "Ramen & Teppan."

Indonesian is mainly used to communicate promotional messages to local audiences, whereas Japanese and English are used to represent the cultural identity and brand image of the advertisement. The coexistence of Indonesian, Japanese, and English in a single advertisement demonstrates the multilingual nature of Instagram as a digital promotional space.

This finding reflects the concept of Virtual Linguistic Landscape because multilingual signs are visually displayed within Instagram advertisements. In addition, the use of Indonesian, Japanese, and English illustrates Networked Multilingualism, as the three languages are employed for different communicative purposes within the advertisement.

Datum 3: Indonesian-English-Korean Advertisement



The third datum was taken from an Instagram food promotion post uploaded by MOON CHICKEN. The advertisement employs Indonesian, English, and Korean in both visual texts and captions. Indonesian is used in the caption to describe the flavors of the products and to invite audiences to interact by asking about their preferred flavors. English appears in the brand names "Moon Chicken" and "Moon Fried Chicken," while Korean appears in the expression "맛있어요" displayed in the main visual of the advertisement.

Indonesian is mainly used to deliver promotional information and engage with audiences, whereas English and Korean are used to present the brand identity and cultural characteristics within the advertisement. The coexistence of Indonesian, English, and Korean in a single

advertisement demonstrates the multilingual nature of Instagram as a digital promotional space.

This finding reflects the concept of Virtual Linguistic Landscape because multilingual signs are visually displayed within Instagram advertisements. In addition, the use of Indonesian, English, and Korean illustrates Networked Multilingualism, as the three languages are employed for different communicative purposes within the advertisement

Datum 4: Indonesian-English-Arabic Advertisement



Datum Fourth was taken from an Instagram advertisement uploaded by ALMAZ Fried Chicken. The advertisement employs Indonesian, English, and Arabic within a Ramadan package promotion. Indonesian is the primary language used in the caption and promotional texts, providing information about the menu, prices, and promotion period. English is used in product names and promotional expressions, such as

"Beef Burger" and "Premium." Meanwhile, Arabic appears in the brand logo through the Arabic script "المار" and in the word "Qahwa" included in the promotional menu.

Indonesian is mainly used to deliver promotional information, whereas English and Arabic are used to present product names and cultural characteristics within the advertisement. The coexistence of Indonesian, English, and Arabic in a single advertisement demonstrates the multilingual nature of Instagram as a digital promotional space.

This finding reflects the concept of Virtual Linguistic Landscape because multilingual signs are visually displayed within Instagram advertisements. In addition, the use of Indonesian, English, and Arabic illustrates Networked Multilingualism, as the three languages are employed for different communicative purposes within the advertisement.

2. Language Frequency Across Advertisement Types in Multilingual Instagram

This section discusses the frequency of languages used across different advertisement types in multilingual Instagram advertisements. The analysis focuses on the distribution of Indonesian, English, Japanese, Korean, and Arabic in Fashion, Food and Beverage, and Retail advertisements. The frequency was calculated based on the occurrence of each language in captions, slogans, hashtags, product names, and visual promotional texts. The distribution of languages across advertisement types illustrates different levels of language visibility within Instagram

advertisements, reflecting the concept of Virtual Linguistic Landscape in digital promotional space.

Table 4.2 Frequency Across Advertisement Types in Multilingual Instagram Advertisements

Advertisement Type	Language Frequency	Number of Posts
Fashion	Indonesia 100%, English 100%, Japanese 10.5%	19
Food & Beverage	Indonesian (100%), English (100%), Japanese (64.3%), Korean (7.1%), Arabic (7.1%)	27
Retail	Indonesian (100%), English (100%)	4
		50

In Table 4.2 presents the frequency of language use in multilingual Instagram advertisements across three advertisement types, namely Fashion, Food and Beverage, and Retail. The findings show that Indonesian is the most frequently used language and appears in all advertisement categories. English ranks as the second most frequently used language and is also found across all advertisement types.

In addition to Indonesian and English, Japanese, Korean, and Arabic appear with lower frequencies. Japanese occurs in a number of advertisements, while Korean and Arabic appear only in a limited number

of posts. Compared with Indonesian and English, these languages have a much lower level of occurrence across the dataset.

Based on the distribution of languages across advertisement types, Food and Beverage advertisements demonstrate the greatest linguistic diversity, containing Indonesian, English, Japanese, Korean, and Arabic. In contrast, Fashion advertisements are primarily dominated by Indonesian and English, with only limited occurrences of Japanese. Retail advertisements show the least linguistic variation, relying mainly on Indonesian and English.

Overall, the findings indicate that language frequencies differ across advertisement types. Indonesian and English maintain the highest visibility across all categories, whereas Japanese, Korean, and Arabic are concentrated in specific advertisement types. This distribution reflects the concept of *Virtual Linguistic Landscape*, where languages appear with different levels of visibility within digital promotional spaces.

Datum 5: Fashion Advertisement



In The Fifth datum was taken from a Fashion advertisement uploaded by Uniqlo Indonesia. The advertisement contains Indonesian, English, and Japanese in both the visual text and caption. Indonesian appears in promotional information regarding products and special offers. English is used in expressions such as “40th Anniversary,” “We Appreciate Each and Every One of You,” and several product names. Japanese appears in the word “Arigato” and the Japanese script displayed in the visual text.

This datum reflects the language frequency pattern found in Fashion advertisements, where Indonesian and English are the dominant languages. Although Japanese also appears in the advertisement, its occurrence is less frequent compared to Indonesian and English across the Fashion category. The presence of these three languages demonstrates the multilingual character of Fashion advertisements on Instagram, while the

higher visibility of Indonesian and English indicates their dominant position within this advertisement type.

Datum 6: Food & Beverage advertisement



The sixth datum was taken from a Food and Beverage advertisement uploaded by Moon Chicken Indonesia. The advertisement contains Indonesian, English, and Korean in both the visual text and caption. Indonesian appears in audience engagement expressions such as “Siapa disini pecinta honey!?” and “Komen di bawah dong!”. English is used in the product name “Honey Garlaxy,” the word “Sweet,” and several hashtags, including #FlavorsOfTheGalaxy. Korean appears in the expression “달콤해요!” displayed in the visual text and the greeting “Annyeong” in the caption.

This datum reflects the language frequency pattern found in Food and Beverage advertisements, which demonstrate greater linguistic

diversity than other advertisement types. Unlike Fashion and Retail advertisements that are primarily dominated by Indonesian and English, this advertisement incorporates an additional language, namely Korean. The coexistence of Indonesian, English, and Korean in a single advertisement contributes to the multilingual character of Food and Beverage advertisements. This finding indicates that Food and Beverage advertisements display a higher level of language visibility and diversity, reflecting the broader distribution of languages within this advertisement category.

Datum 8: Retail Advertisement



The Seventh datum was taken from a Retail advertisement uploaded by Lotte Mart Indonesia. The advertisement contains Indonesian and English in both the visual text and caption. Indonesian appears in

promotional information, product descriptions, prices, and shopping instructions, such as “Banjir promo hemat yang bikin belanja makin seru!” and information regarding promotional periods and product offers. English appears in expressions such as “Viral Deals” and several promotional hashtags, including #OnlineShopping and #BelanjaSmartKekinian.

This datum reflects the language frequency pattern found in Retail advertisements, where Indonesian and English are the primary languages used in promotional content. Unlike Food and Beverage advertisements, Retail advertisements do not incorporate additional languages such as Japanese, Korean, or Arabic. The use of only Indonesian and English indicates a lower level of linguistic diversity within this advertisement type. This finding suggests that Retail advertisements tend to rely on a more limited range of languages, while maintaining the visibility of the two most dominant languages identified in this study.

3. Language Use and Brand Identity in Multilingual Instagram Advertisements

This section discusses the relationship between language use and brand identity in multilingual Instagram advertisements. The analysis focuses on how different languages are employed by brands to represent their cultural background, commercial image, and market positioning. The findings show that language choice is not only used to communicate promotional messages but also serves as a resource for constructing and reinforcing brand identity within digital promotional spaces. Through the

use of Indonesian, English, Japanese, Korean, and Arabic, brands project distinctive identities that reflect their values, origins, and target audiences.

The findings indicate that the selection of particular languages is closely related to how brands position themselves in the digital marketplace. While Indonesian is commonly used to communicate with local audiences, other languages often function as symbolic resources that represent specific cultural, global, or religious associations. This pattern reflects the concept of Networked Multilingualism, which views language use in digital spaces as a strategic practice through which different linguistic resources are combined to create meaning and identity. The relationship between language use and brand identity can be observed in several advertisements analyzed in this study, as presented in the following data

Table 4.3 Language Use and Brand Identity in Multilingual Instagram Advertisements

Brand	Origin	Advertisement Type	Identity Represented
Uniqlo	Japan	Fashion	Japanese global fashion identity
Moon Chicken	Korean-themed	Food and Beverage	Korean food identity
Almaz Fried Chicken	Korean-themed	Food and Beverage	Korean food identity
Miniso	China	Retail	International retail identity

The identities presented in Table 4.3 were interpreted based on the linguistic resources displayed in the advertisements and the cultural associations represented by the brands. Table

4.3 presents the relationship between language use and brand identity in multilingual Instagram advertisements. The findings show that language choice is closely associated with the identities projected by the brands. While Indonesian is consistently used to communicate promotional messages to local audiences, additional languages such as Japanese, Korean, and Arabic are employed to reinforce specific cultural and symbolic identities.

The table indicates that brands tend to select languages that align with their origin, thematic concept, or market positioning. For example, Uniqlo incorporates Japanese elements that reflect its Japanese origin and global fashion image. Similarly, Moon Chicken employs Korean expressions to strengthen its Korean-themed food identity, while Almaz Fried Chicken uses Arabic elements to emphasize its Islamic identity. In contrast, Lotte Mart primarily uses Indonesian and English to maintain an international retail image while remaining accessible to Indonesian consumers.

These findings suggest that language functions not only as a means of communication but also as a symbolic resource for representing brand identity. The use of different linguistic resources allows brands to construct

particular cultural, commercial, and social associations that distinguish them from competitors in digital promotional spaces.

This pattern reflects the concept of Networked Multilingualism, which argues that multiple languages in digital environments are strategically combined to create meanings, identities, and social connections. Through the integration of Indonesian, English, Japanese, Korean, and Arabic, brands are able to communicate promotional messages while simultaneously projecting distinctive identities to their target audiences. The relationship between language use and brand identity can be observed in the following data.

Datum 8: Uniqlo



The Eighth datum was taken from an Instagram advertisement uploaded by Uniqlo Indonesia. The advertisement contains Indonesian, English, and Japanese in both the visual text and caption. Indonesian appears in promotional information such as product descriptions and purchasing requirements, including “Dapatkan Kemeja Flannel, Jaket Fleece, AIRism T-Shirt Oversize” and “Dapatkan GRATIS 40th Anniversary Mug.” English is used in expressions such as “40th Anniversary” and “We Appreciate Each and Every One of You,” while Japanese appears in the word “Arigato” displayed prominently in the visual text and caption.

The use of these three languages is closely related to the brand identity projected by Uniqlo. As a Japanese fashion brand, Uniqlo incorporates the Japanese expression “Arigato” to emphasize its Japanese origin and cultural identity. At the same time, English contributes to the brand’s global image and international market presence, while Indonesian is used to communicate promotional information effectively to local consumers. Through the combination of Indonesian, English, and Japanese, the advertisement reflects both the global and cultural dimensions of the brand’s identity.

This finding reflects the concept of Networked Multilingualism, which emphasizes how multiple linguistic resources are strategically employed in digital spaces to construct meaning and identity. In this advertisement, Indonesian, English, and Japanese are not used solely for

communication purposes but also function as symbolic resources that reinforce Uniqlo's identity as a Japanese global fashion brand.

Datum 9: Moon Chicken



This datum was taken from an Instagram advertisement uploaded by Moon Chicken Indonesia. The advertisement contains Indonesian, English, and Korean in both the visual text and caption. Indonesian appears in audience engagement expressions such as “Siapa disini pecinta honey!?” and “Komen di bawah dong!”. English is used in the product name “Honey Garlaxy,” the word “Sweet,” and hashtags such as #FlavorsOfTheGalaxy. Korean appears in the expression “달콤해요!” displayed prominently in the visual text and the greeting “Annyeong” in the caption.

The use of these languages is closely related to the brand identity projected by Moon Chicken. Although the brand targets Indonesian consumers, it incorporates Korean linguistic elements to reinforce its Korean-themed food identity. The use of Korean expressions creates an

association with Korean food culture, which has gained popularity among Indonesian consumers through the influence of digital media and contemporary food trends. Meanwhile, English contributes to a modern and attractive brand image, while Indonesian functions as the primary language for delivering promotional messages and encouraging audience interaction.

This combination of languages demonstrates how linguistic resources are strategically employed to construct a distinctive brand identity. The presence of Korean alongside Indonesian and English enables the brand to maintain its local accessibility while simultaneously emphasizing its Korean cultural association.

This finding reflects the concept of Networked Multilingualism, which highlights how multiple languages are combined in digital communication to create meaning and identity. In this advertisement, Indonesian, English, and Korean function not only as communication tools but also as symbolic resources that reinforce Moon Chicken's Korean food identity within Instagram promotional spaces.

Datum 10: Almaz Fried Chicken



The Tenth datum was taken from an Instagram advertisement uploaded by Almaz Fried Chicken. The advertisement contains Indonesian, English, and Arabic in its visual text. Indonesian appears in the slogan “Ayam Goreng Saudi No 1 di Indonesia,” English is used in the product name “Beef Burger,” and Arabic appears in the brand logo through the Arabic script “الماز.”

The use of these languages is closely related to the brand identity projected by Almaz Fried Chicken. Indonesian is used to communicate with local consumers, English contributes to a modern commercial image, and Arabic reflects the brand’s Saudi and Islamic cultural associations. The combination of these languages helps strengthen the brand’s distinctive identity in digital promotional spaces.

This finding reflects the concept of Networked Multilingualism, as Indonesian, English, and Arabic are strategically combined to construct and reinforce the brand's identity within Instagram advertisements.

Datum 12: Minisoindo



The Eleventh datum was taken from an Instagram advertisement uploaded by MinisoIndo. The advertisement contains Indonesian and English in both the visual text and caption. English appears in expressions such as “New Arrival,” “Sanrio Characters Afternoon Tea Blind Box,” and “A Little Surprise, A Lot of Cuteness.” Indonesian is used in the caption to provide information about the product launch, promotional details, and audience interaction.

The use of Indonesian and English is closely related to the brand identity projected by Minisoindo. Indonesian functions as the primary language for communicating promotional information to local consumers, while English contributes to a modern and international retail image. In addition, the promotion of Sanrio-themed products reinforces associations with Japanese popular culture, which is widely recognized among consumers. Through the combination of Indonesian and English, the advertisement presents a contemporary retail identity that connects global popular culture with local consumers.

This finding reflects the concept of Networked Multilingualism, as different linguistic resources are strategically employed to construct and reinforce brand identity in digital promotional spaces. In this advertisement, Indonesian and English function not only as communication tools but also as symbolic resources that support Minisoindo international retail identity.

B. Discussion

Indonesian language prevails across all advertisements since all brands employ Indonesian for captions, purchasing directions, promotional requirements, product descriptions, and audience engagement activities directed at Instagram users in Indonesia. The extensive use of Indonesian indicates that promotional information is primarily delivered through the national language rather than through foreign languages. This finding suggests that, despite the presence of multilingual practices, Instagram

advertisements remain strongly oriented toward local consumers. Indonesian functions as the primary linguistic resource that ensures accessibility and comprehensibility of promotional messages. This finding supports the study conducted by Winarti et al. (2024), which found that Indonesian is the most dominant language in advertising linguistic landscapes because it is used to communicate the main promotional content to the public. Similarly, the present study found that Indonesian was consistently used across all advertisement categories, indicating that local language remains essential in digital promotional communication.

English appears in almost all language combinations found in Instagram advertisements because many brands use English vocabulary in slogans, product names, hashtags, and promotional visual elements. Expressions such as “New Arrival,” “Flash Sale,” and “Special Deals” contribute to the construction of a modern commercial image within Instagram’s digital promotional space. The Indonesian-English language combination also generates the highest engagement compared to other language combinations in this research dataset. This finding indicates that English is not only employed as a communication tool but also serves as a symbolic resource for projecting modernity, internationalism, and commercial attractiveness. This finding is consistent with Savitri et al. (2022), who argued that English is frequently used in promotional contexts to attract wider audiences and enhance brand prestige. Similarly, the present study found that English was widely used in visual promotional elements

and branding expressions, demonstrating its important role in constructing a global and contemporary brand image on Instagram.

Japanese mainly appears in advertisements related to Japanese food products, fashion brands, and Japanese culture-themed promotional content. The language is represented through kana scripts, Japanese romanization, and culturally specific expressions such as “Arigato.” The use of Japanese elements strengthens the thematic identity of products and builds associations with Japanese culture within Instagram advertisement visuals. Brands such as Gokana and Uniqlo prominently display Japanese linguistic elements to emphasize authenticity and cultural affiliation. This finding demonstrates that Japanese is often used for symbolic rather than informational purposes. Instead of conveying detailed promotional information, Japanese functions as a marker of cultural identity that helps brands differentiate themselves and strengthen product positioning. This finding is similar to the study conducted by Li and Wang (2026), which found that Japanese is frequently employed in multilingual commercial spaces to construct cultural identity, visual appeal, and thematic associations with particular products and services. Both studies indicate that Japanese serves as a symbolic resource for representing cultural authenticity in promotional contexts.

Korean appears in limited frequency but is prominently placed in promotional visuals and interactive greetings directed at Instagram audiences. In the Moon Chicken advertisements, Hangul scripts and Korean expressions are used to construct the image of Korean fried chicken and reinforce associations with Korean popular culture. Although Korean appears in only a small number of advertisements, its presence creates a strong cultural connection with the Korean Wave, which remains highly influential among Indonesian social media users. This finding suggests that language choice is influenced not only by product characteristics but also by contemporary cultural trends that shape consumer preferences. Korean therefore functions as a symbolic resource for constructing Korean culture-based brand identity and creating popular cultural imagery within digital promotional spaces. This finding supports Kim et al. (2025), who found that Korean linguistic elements are frequently used to strengthen associations with Korean popular culture. Likewise, the present study demonstrates that Korean is strategically employed to reinforce Korean-themed branding and attract consumers familiar with Korean cultural products.

Arabic is mostly found in advertisements related to Islamic-themed products and brands targeting the Indonesian Muslim market. For example, Almaz Fried Chicken incorporates Arabic script, Islamic references, and Middle Eastern linguistic elements in its promotional content. However, Arabic does not dominate the advertisements because essential promotional information continues to be delivered in Indonesian. This finding indicates

that Arabic serves primarily a symbolic rather than communicative function. The language is employed to evoke religious values, cultural authenticity, and Islamic identity, helping brands establish stronger connections with Muslim consumers. The limited frequency of Arabic demonstrates that its importance lies not in information delivery but in its ability to create meaningful cultural and religious associations within Instagram advertising spaces. This finding is consistent with Rohmah et al. (2024), who emphasized the symbolic role of Arabic in representing Islamic identity within digital linguistic landscapes. Both studies suggest that Arabic functions as a cultural and religious marker rather than as the primary language of communication.

Overall, the findings demonstrate that multilingual practices in Instagram advertisements are not merely linguistic variations but strategic resources for communication, branding, and identity construction. Indonesian functions as the primary medium for delivering promotional information, while English contributes to modernity and international appeal. Japanese, Korean, and Arabic serve more symbolic functions by reinforcing cultural, commercial, and religious identities associated with particular brands and products. These findings support the concept of Virtual Linguistic Landscape, which views social media as a space where languages become visible resources for representing identities and meanings in digital environments (Maharani, 2025). Furthermore, the present study supports previous research on Virtual Linguistic Landscape

and digital multilingualism by demonstrating that language choice in social media advertising serves not only communicative purposes but also symbolic functions related to identity construction, branding, and audience engagement (Maseko & Siziba, 2023; Rohmah & La Roiba, 2025).

CHAPTER V

CONCLUSION AND SUGGESTIONS

A. Conclusion

This study investigated multilingual language use in Instagram advertisements through the perspectives of Virtual Linguistic Landscape and Networked Multilingualism. Based on the findings and discussion, three conclusions can be drawn.

First, this study found that multilingual Instagram advertisements employ five languages, namely Indonesian, English, Japanese, Korean, and Arabic. These languages appear in captions, slogans, hashtags, product names, visual texts, and brand-related expressions. The findings indicate that Instagram functions as a Virtual Linguistic Landscape where multiple linguistic resources are displayed and interact within digital promotional spaces. Indonesian and English frequently co-occur, while Japanese, Korean, and Arabic appear in specific advertisements associated with particular cultural or thematic contexts.

Second, the frequency of language use differs across advertisement types. Indonesian and English are the most frequently used languages across Fashion, Food and Beverage, and Retail advertisements. Indonesian serves as the primary language for delivering promotional information, whereas English is commonly used in slogans, product names, and branding expressions. Food and Beverage

advertisements demonstrate the greatest linguistic diversity, incorporating all five languages identified in this study. In contrast, Fashion and Retail advertisements rely primarily on Indonesian and English, with fewer occurrences of other languages. These findings suggest that language choice is influenced by the characteristics of the products and promotional strategies employed by different advertisement types.

Third, beyond the differences in language use across advertisement types, the findings also reveal that multilingual language use contributes to the construction of brand identity. Brands strategically employ different languages to project particular cultural, commercial, and symbolic identities. Japanese is used to reinforce Japanese-related brand identity in Uniqlo advertisements, Korean strengthens Korean food identity in Moon Chicken advertisements, and Arabic contributes to the construction of Islamic identity in Almaz Fried Chicken advertisements. Meanwhile, Indonesian and English support communication with local consumers while maintaining a modern and international brand image. These findings demonstrate that languages in Instagram advertisements function not only as tools for communication but also as symbolic resources for constructing and reinforcing brand identity. This reflects the concept of Networked Multilingualism, in which multiple linguistic resources are strategically combined to create meaning and identity in digital communication.

B. Suggestion

Based on the findings and discussion of this study, several suggestions are proposed. For advertisers and brand managers, the findings demonstrate that the strategic use of multiple languages can strengthen promotional communication and brand identity on Instagram. Therefore, brands are encouraged to carefully select linguistic resources that align with their target audiences and the identities they wish to project in digital promotional spaces.

For future researchers, it is recommended to investigate multilingual practices using a larger dataset and a wider variety of brands and advertisement categories. Since this study focused on Fashion, Food and Beverage, and Retail advertisements, future studies may examine other sectors to identify similarities and differences in multilingual language use across digital promotional contexts.

Future researchers are also encouraged to explore the relationship between multilingual language use and audience engagement in greater depth. The findings of this study indicate that certain language combinations, particularly Indonesian and English, appeared more frequently than other language combinations. Future studies may investigate whether these language combinations influence audience engagement in social media advertising. Further investigation may provide

a deeper understanding of how language choice influences audience interaction and participation in social media advertising.

In addition, future studies may expand the discussion of language and identity by examining how multilingual resources contribute to the construction of cultural, commercial, and religious identities in digital environments. Such studies would further enrich research on Virtual Linguistic Landscape and Networked Multilingualism in social media contexts.

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CURRICULUM VITAE



Arjuna Mulyonang Budi was born in Sidoarjo, Indonesia, on March 10, 2002. He graduated from SMA Hang Tuah 5 Sidoarjo in 2020 and began his undergraduate studies in the Department of English Literature at UIN Maulana Malik Ibrahim Malang in the same year, completing his bachelor's degree in 2026. During his studies, he actively participated in the English Literature Student Association (HMPS), serving as the Coordinator of the Student Relationship Division from 2021 to 2022. In this role, he organized and managed various student activities and played a key role in major departmental events, including serving as the Chairperson and Concept Developer of the Maliki English Festival. In addition to his undergraduate studies, he completed a Professional Diploma program and undertook an internship at BP3MI Surabaya, where he gained practical experience in professional communication and public service. His academic interests include linguistics, sociolinguistics, bilingualism, Psikolinguistic and language use in digital media, as reflected in his undergraduate research on code-mixing in Instagram advertisements. After graduation, he hopes to apply the knowledge and experience he has gained to contribute to the development of Indonesian society through education and international diplomacy, while also organizing impactful events that promote collaboration, cultural exchange, and stronger connections between Indonesia and the international community.

Appendix

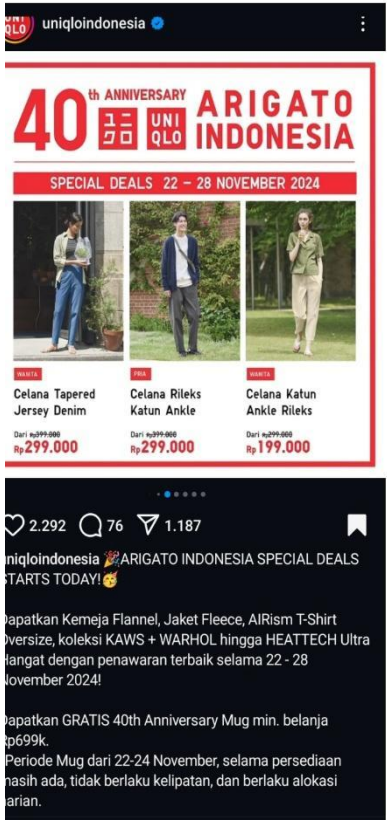
Brand	Language combination	Screenshot of Advertisement	Captions
1. Uniqlo Indonesia	Indonesia-English		-In Picture Kemeja Katun Linen Lengan Pendek. Kemeja Katun Linen Lengan Pendek. Kemeja Linen Blend Kerah Tegak 3/4. Celana Rileks Linen Blend Jeans Flare Lebar Drapey. -Captions uniqloindonesia Pastinya udah pada liat dong <i>pre-wed</i> nya @lunamaya & @bouttier_maxime 📸 Sekarang, saatnya kita spill styling nya! 🥰 Yuk, dapetin koleksi Linen UNIQLO di seluruh Toko UNIQLO, UNIQLO App dan UNIQLO.com #UniqloIndonesia #UniqloLifeWear #UniqloLinen Sekarang, saatnya kita spill styling nya! Yuk, dapetin koleksi Linen UNIQLO di seluruh Toko UNIQLO, UNIQLO App dan UNIQLO.com #UniqloIndonesia #UniqloLifeWear #UniqloLinen

2. Uniqlo Indonesia	Indonesia-English		-In Picture × Don'ts Motif ramai ✓ Do's Motif halus Motif yang besar dan tebal akan menambah volume lebih pada tubuh sehingga akan terlihat lebih pendek -Captions Swipe sampai akhir buat ciwi-ciwi petite yang suka insecure sama daily outfit kamu Biar bisa mix & match outfit kamu, mending langsung check di UNIQLO App atau datang langsung ke Toko UNIQLO terdekat yuk!
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3. Uniqlo Indonesia	Indonesia-English		-In Picture REVIEW & WIN! Contoh Valuable Review AIRism Dalaman Hijab Campuran Sutra (Ciput) Memang nyaman banget sih ciput uniqlo ini, meskipun agak longgar dikepalaku yang kecil, tapi masih nyaman banget dan plek di kepala nggak mudah bau dan sangat ringan jadi gak bikin kepala pusing atau terasa berat di kepala. Kota Tangerang Selatan / Female Shop your favorite UNIQLO and review now! ✓ SHOP & REVIEW NOW!
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4. Uniqlo Indonesia	Indonesia-English		-In Picture LIVE STATION 24 April UNIQLO LIVE STATION BELANJA STARTER PACK PEJUANG TRANSUM! LIVE on UNIQLO APP, Instagram & TikTok Tune In Fri, 25 April
5. Uniqlo Indonesia	Indonesia-English		-In Picture Gloomy Weekend Activity Sesuai Pilihan Sweater -Captions It's time for the girls day go out of group chat with UNIQLO Kira-kira kamu mau pilih yang mana nih? Tag your besties! #UNIQLOIndonesia #UNIQLOLifeWear

6. Uniqlo Indonesia	Indonesia-English		-In Picture SHOPPING PERNAK & PERNIK DI BAZAR Sweater Rajut 3D Katun Kerah Bulat <i>Siluet loose nyaman buat muter-muter di bazar cari bag charms gemes.</i> -Captions It's time for the girls day go out of group chat with UNIQLO Kira-kira kamu mau pilih yang mana nih? Tag your besties! #UNIQLOIndonesia #UNIQLOLifeWear
7. Uniqlo Indonesia	Japan-Indonesia-English		-In Picture 40 th ANNIVERSARY 萬 UNIQLO ARIGATO INDONESIA 22.11 FRI-28.11 THU WE APPRECIATE EACH AND EVERY ONE OF YOU. -Captions ARIGATO INDONESIA SPECIAL DEALS STARTS TODAY! Dapatkan Kemeja Flannel, Jaket Fleece, AIRism T-Shirt Oversize, koleksi KAWS + WARHOL hingga HEATTECH Ultra Hangat dengan penawaran terbaik selama 22 - 28 November 2024! Dapatkan GRATIS 40th Anniversary Mug min. belanja Rp699k. *Periode Mug dari 22-24 November, selama persediaan masih ada, tidak berlaku kelipatan, dan berlaku alokasi harian. Dapatkan Kemeja Flannel, Jaket Fleece, AIRism

			T-Shirt Oversize, koleksi KAWS + WARHOL hingga HEATTECH Ultra Hangat dengan penawaran terbaik selama 22-28 November 2024! Dapatkan GRATIS 40th Anniversary Mug min. belanja Rp699k. *Periode Mug dari 22-24 November, selama persediaan masih ada, tidak berlaku kelipatan, dan berlaku alokasi harian.
8. Uniqlo Indonesia	Japan-Indonesia-English		-In Picture 40 th ANNIVERSARY ARIGATO UNIQLO INDONESIA SPECIAL DEALS 22-28 NOVEMBER 2024 WANITA Celana Tapered Jersey Denim Dari Rp399.000 Rp 299.000 PRIA Celana Rileks Katun Ankle Dari Rp399.000 Rp 299.000 WANITA Celana Katun Ankle Rileks Dari Rp399.000 Rp 299.000

			Rp 199.000 -Captions ARIGATO INDONESIA SPECIAL DEALS STARTS TODAY! Dapatkan Kemeja Flannel, Jaket Fleece, AIRism T- Shirt Oversize, koleksi KAWS + WARHOL hingga HEATTECH Ultra Hangat dengan penawaran terbaik selama 22-28 November 2024! Dapatkan GRATIS 40th Anniversary Mug min. belanja Rp699k. Periode Mug dari 22-24 November, selama persediaan masih ada, tidak berlaku kelipatan, dan berlaku alokasi harian.

9. GokanaResto	Japan- Indonesia- English		-In Picture GOKANA RAMEN & TEPPAN 寿司祭り -Captions gokanaresto Hayoo, udah pada tahu gak kalau di GOKANA ada menu Sushi yang bisa kamu nikmatin, mulai dari 18rb aja lho! Absen dulu buat yang sudah cobain *Saat ini tersedia di outlet Gokana Sarinah, Citraland, Blok M Plaza, Metmall Bekasi, Metland Cileungsi, dan Vasanta Cibitung. Nantikan di outlet selanjutnya #gokana #gokanaramenteppan #14084 #infomakan #giladiskon #katalogpromosi #tastegoodfeelgood #ramenhalal #japanesefood
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10. GokanaResto	Indonesia-English	 gokanaresto RAME-an makan GOKANA di rumah, mumpung ada promo RAME, mulai 38 rb*-an / menu lho 🤗 Order sekarang via Champ delivery 14084 / WA 08112 14084 ya! *Syarat & Ketentuan 1. Promo berlaku 12-30 April 2025 2. Promo berlaku diseluruh store Gokana Ramen & Teppan 3. Promo berlaku untuk Champ delivery 14084 / WA 08112 14084! 4. Promo berlaku selama persediaan masih ada 5. Promo tidak dapat digabung dengan penggunaan voucher apapun #gokana #gokanaramenteppan #14084 #infomakan #giladiskon #katalogpromosi #tastegoodfeelgood #ramenhalal #japanesefood 20 April	-In Picture GOKANA RAMEN & TEPPAN Mulai dari 38 rb*-an /pax MAGER DI RUMAH BARENG GOKANA! -Captions RAME-an makan GOKANA di rumah, mumpung ada promo RAME, mulai 38 rb*-an / menu lho Order sekarang via Champ delivery 14084 / WA 08112 14084 ya! *Syarat & Ketentuan 1. Promo berlaku 12-30 April 2025 2. Promo berlaku diseluruh store Gokana Ramen & Teppan 3. Promo berlaku untuk Champ delivery 14084 / WA 08112 14084! 4. Promo berlaku selama persediaan masih ada 5. Promo tidak dapat digabung dengan penggunaan voucher apapun #gokana #gokanaramenteppan
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			#14084 #infomakan #giladiskon #katalogpromosi #tastegoodfeelgood #ramenhalal #japanesefood
11. Gokana Resto	Japan-Indonesia-English	 The image is a screenshot of an Instagram post from the account 'gokanaresto'. It features a bowl of ramen with various toppings like meat, vegetables, and a soft-boiled egg. Overlaid on the image is the Japanese text 'うまいな ラーメン' (Umai na Ramen) in a large, stylized font, along with a cartoon character of a chef. The post has 144 likes, 1 comment, and 2 shares. The caption reads: 'gokanaresto Delicious Ramen for the win! Nyaman banget deh makan semangkuk Ramen di GOKANA untuk awali minggu yang baru! So heartwarming!'. The hashtags are: #gokana #gokanaramenteppan #14084 #infomakan #giladiskon #katalogpromosi #tastegoodfeelgood #ramenhalal #japanesefood lebih sedikit.	-In Picture うまいな ラーメン -Captions Delicious Ramen for the win! Nyaman banget deh makan semangkuk Ramen di GOKANA untuk awali minggu yang baru! So heartwarming! #gokana #gokanaramenteppan #14084 #infomakan #giladiskon #katalogpromosi #tastegoodfeelgood #ramenhalal #japanesefood

12. Gokana Resto	Japan- Indonesia- English		-In Picture カレーライス Chicken Katsu Curry Rice -Captions OG Chicken Katsu Curry Rice buat kamu si penggemar nasi! Siapa yang selalu pesan menu ini juga? Hands up #gokana #gokanaramenteppan #14084 #infomakan #giladiskon #katalogpromosi #tastegoodfeelgood #ramenhalal #japanesefood

13. Gokana Resto	Japan- Indonesia- English		-In Picture NORI TEMPURA のり天ぷら -Captions Fix tiap makan Ramen di GOKANA selalu dibarengin dengan Nori Tempura ini deh Siapa yang dah cobain juga? #gokana #gokanaramenteppan #14084 #infomakan #giladiskon #katalogpromosi #tastegoodfeelgood
14. GokanaResto	English- Japan- Indonesia		-In Picture SERVE with CARE -Captions いらっしやいませ! Crew GOKANA pastinya selalu siap melayani Gokana-san dengan yang terbaik! Sst, spill dong outlet @gokanaresto favoritmu di mana nih? #gokana #gokanaramenteppan #14084 #infomakan

			#giladiskon #katalogpromosi #tastegoodfeelgood #ramenhalal #japanesefood
15. GokanaResto	English-Japan-Indonesia		-In Picture COMING SOON!! 近日公開 Tebak Outlet Baru GOKANA Ada di Kota Mana? -Captions Outlet baru GOKANA, coming soon to you! Ada yang bisa tebak nggak nih di kota mana? #gokana #gokanaramenteppan #14084 #infomakan #giladiskon #katalogpromosi #tastegoodfeelgood

16. GokanaResto	English-Indonesia		-In Picture NOW OPEN LIPPO MALL CIKARANG - LANTAI 2 Banyak Promo -Captions NOW OPEN GOKANA kini hadir di @lippomallcikarang lantai 1 Yuk Gokana-san, nikmati berbagai variasi masakan Jepang dengan citarasa Indonesia yang Halal di GOKANA, dan jangan ketinggalan Opening Promo seru ini - GRATIS* menu tiap hari! setiap transaksi min. 100 ribu sebelum pajak akan mendapatkan voucher FREE menu, berlaku selama periode promo - Paket SUPER VALUE mulai dari 40rb*-an Tersedia 2 pilihan paket yang berisi menu best seller GOKANA lengkap dengan minum juga! Yuk, ke @gokanaresto sekarang juga! GOKANA Ramen & Teppan Lippo Mall Cikarang lantai 1
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			*S&K Berlaku #GOKANA #GokanaRamenTeppan #RamenHalal
17. Gokana Resto	Japan- Indonesia- English		-In Picture 2025 良い年に なりますように! 明けまして おめでとう -Captions Selamat Tahun Baru 2025, Gokana-san Terima kasih telah menjadi bagian penting dalam perjalanan @gokanaresto selama ini, let's welcome 2025 stronger and brighter #gokana #gokanaramenteppan #14084 #infomakan #giladiskon #katalogpromosi #tastegoodfeelgood #ramenhalal #japanesefood

18. Gokana Resto	Japan-English-Indonesia	 The image is a screenshot of an Instagram post from the account 'gokanaresto'. It features a close-up of several golden-brown, fried gyoza (dumpling) skins arranged on a black rectangular plate. The skins are thick and appear very crispy. In the background, a small bowl of red dipping sauce is visible. The post has a caption in Indonesian and English, and a list of hashtags. The text 'So crispy!' is written in a stylized font with a pointer, and the Japanese characters 'サクサク' (sakusaku) are written vertically on the left side of the image.	-In Picture サクサク So crispy! -Captions Fried Gyoza Skin super crunchy, nikmat banget untuk menemani menu makanmu di GOKANA! Fix langsung jadi Side Dish baru kesukaan Gosumo nihh #gokana #gokanaramenteppan #14084 #infomakan #giladiskon #katalogpromosi #japanesefood #ramenhalal #tastegoodfeelgood #ramenday
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19. GokanaResto	Japan-English-Indonesia		-In Picture カレーライス Chicken Katsu Curry Rice -Captions OG Chicken Katsu Curry Rice buat kamu si penggemar nasi! Siapa yang selalu pesan menu ini juga? Hands up #gokana #gokanaramenteppan #14084 #infomakan #giladiskon #katalogpromosi #tastegoodfeelgood #ramenhalal #japanesefood
20. GokanaResto	Japan-English-Indonesia		-In Picture GYOZA 餃子 MARUMI まるみ EGG ROLL エッグロール SPICY CHICKEN 鳥から -Captions

			Ini dia deretan Side Dish kesukaan Gosumo di @gokanaresto! Ada yang jadi favoritmu juga? #gokana #gokanaramenteppan #14084 #infomakan #giladiskon #katalogpromosi #tastegoodfeelgood #ramenhalal #japanesefood
21. GokanaResto	Japan-English-Indonesia		-In Picture チキン 南蛮 CHICKEN NANBAN - Captions Juicy, creamy, crunchy >> best description for our CHICKEN NANBAN! Ga pernah skip deh pesen menu yang satu ini #gokana #gokanaramenteppan #14084 #infomakan #giladiskon #katalogpromosi #japanesefood #ramenhalal #tastegoodfeelgood

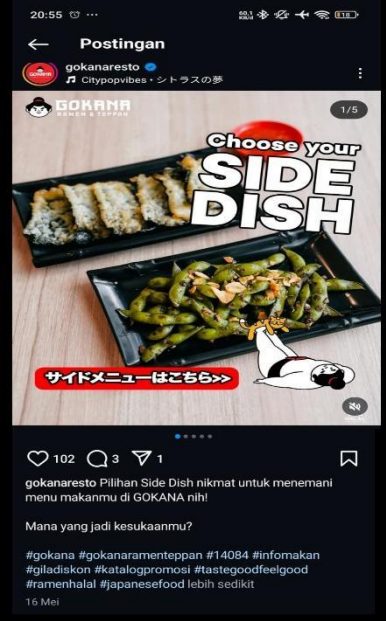
22. GokanaResto	Japan-English-Indonesia	 gokanaresto GOKANA RAMEN & TEPPAN GO-YANG PROMO GOKANA KENYANG Chicken Soyu/Miso Ramen 37.273 Katsu Bento 35.000 Beef Sukiyaki Don 35.000 SERBA 25.000 14084 DINE-IN TAKEAWAY DELIVERY 2.277 112 1.174 gokanaresto Setiap tanggal 25 wajib berGOYANG bareng di @gokanaresto! 🍜 Gokana kenYANG, makan enak cuma 25 RIBU 🍽️ Ada 3 best seller menu GOKANA yang bisa kamu pilih : 🍜 Chicken Soyu/Miso Ramen 🍱 Katsu Bento 🍖 Beef Sukiyaki Don Yuk tunggu apalagi, catat tanggalnya dan serbu promonya di outlet @gokanaresto terdekat ya! *S&K berlaku - Hanya berlaku pada 25 Januari 2025 - Harga belum termasuk pajak - Promo berlaku dengan pembelian min. 75 ribu sebelum pajak #gokana #gokanaramenteppan #14084 #informakan #gladiskon #katalogpromosi #tastegoodfeelgood #ramenhalal #japanesefood 23 Januari	-In Picture GOKANA RAMEN & TEPPAN GO-YANG PROMO GOKANA KENYANG Chicken Soyu/Miso Ramen 37.273 Katsu Bento 35.000 Beef Sukiyaki Don 35.000 SERBA 25.000 DINE-IN I TAKEAWAY I DELIVERY 08112-14084 By PT CHAMP RESTO INDONESIA Tbk. @GokanaResto "Syarat & Ketentuan Berlaku Gambar diatas hanya untuk tujuan ilustrasi www.champ-group.com -Captions Setiap tanggal 25 wajib berGOYANG bareng di @gokanaresto! GOkana kenYANG, makan enak cuma 25 RIBU Ada 3 best seller menu GOKANA yang bisa kamu
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			pilih : Chicken Soyu/Miso Ramen Katsu Bento Beef Sukiyaki Don Yuk tunggu apalagi, catat tanggalnya dan serbu promonya di outlet @gokanaresto terdekat ya! *S&K berlaku - Hanya berlaku pada 25 Januari 2025 - Harga belum termasuk pajak - Promo berlaku dengan pembelian min. 75 ribu sebelum pajak #gokana #gokanaramenteppan #14084 #infomakan #giladiskon #katalogpromosi #tastegoodfeelgood #ramenhalal #japanesefood
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23. GokanaResto	English-Indonesia	 gokanaresto Flash Sale EXPRESS A 23.000 GOKANA 1 39.000 CHICKEN ORIGINAL BENTO 41.500 Discount 20% 1 - 31 MEI 2025 gokanaresto FLASH SALE ALERT Nikmati menu spesial di GOKANA dengan harga lebih hemat 20% Order sekarang dan dapatkan promonya SETIAP HARI di Shopee Food, khusus di jam 13:00-16:00 *Syarat & Ketentuan 1. Periode promo mulai 1-31 Mei 2025, khusus di jam 13:00-16:00 2. Promo berlaku setiap hari 3. Promo berlaku di Gokana Ramen & Teppan area Jawa & Bali 4. Promo berlaku di aplikasi Shopee Food #gokana #gokanaramenteppan #14884 #infomakan #giladiskon #katalogpromosi #tastegoodfeelgood #ramenhalal #japanesefood 4 hari yang lalu	-In Picture GOKANA RAMEN & TEPPAN Available only on ShopeeFood <i>Flash Sale</i> EXPRESS A 29.000 23.000 GOKANA 1 49.000 39.000 CHICKEN ORIGINAL BENTO 52.000 41.500 Discount *20%* 1-31 MEI 2025 "Syarat & Ketentuan Berlaku Berlaku untuk area Pulau Jawa & Bali -Captions FLASH SALE ALERT Nikmati menu spesial di GOKANA dengan harga lebih hemat 20% Order sekarang dan dapatkan promonya SETIAP HARI di Shopee Food, khusus di jam 13:00-16:00
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			*Syarat & Ketentuan 1. Periode promo mulai 1-31 Mei 2025, khusus di jam 13.00-16.00 2. Promo berlaku setiap hari 3. Promo berlaku di Gokana Ramen & Teppan area Jawa & Bali 4. Promo berlaku di aplikasi Shopee Food #gokana #gokanaramenteppan #14084 #infomakan #giladiskon #katalogpromosi #tastegoodfeelgood #ramenhalal #japanesefood
24. GokanaResto	English-Indonesia	 -In Picture Promo Bundling Hemat 1-31 Mei 2025 Bundling Hemat 3 -GOKANA 1 -KATSU BENTO -BEEF ORIGINAL BENTO 153.000 137.000 -Captions BUNDLING HEMAT di @gokanaresto, 2-3 menu mulai dari 45rb*-an / menu lho m Tunggu apa lagi? Langsung order sekarang dan dapatkan promonya SETIAP HARI via Shopee Food/GoFood/ GrabFood! *Syarat & Ketentuan 1. Periode promo mulai 1-31 Mei 2025 2. Promo berlaku setiap hari 3. Promo berlaku di Gokana Ramen & Teppan 4. Berlaku diseluruh area 5. Promo berlaku di aplikasi Go Food, Grab Food dan Shopee Food #gokana #gokanaramenteppan #14084 #infomakan	-In Picture Promo Bundling Hemat 1-31 Mei 2025 Bundling Hemat 3 -GOKANA 1 -KATSU BENTO -BEEF ORIGINAL BENTO 153.000 137.000 -Captions BUNDLING HEMAT di @gokanaresto, 2-3 menu mulai dari 45rb*-an / menu lho m Tunggu apa lagi? Langsung order sekarang dan dapatkan promonya SETIAP HARI via Shopee Food/GoFood/ GrabFood!

			*Syarat & Ketentuan 1. Periode promo mulai 1-31 Mei 2025 2. Promo berlaku setiap hari 3. Promo berlaku di Gokana Ramen & Teppan 4. Berlaku diseluruh area 5. Promo berlaku di aplikasi Go Food, Grab Food dan Shopee Food
25. GokanaResto	English-Indonesia		-In Picture GOKANA RAMEN & TEPPAN -Captions Siapa yang udah cobain Beef Blackpepper Don ini?? Kalau Gosumo pasti banget tambahin extra Spicy Chicken, cukup nambah Rp 9.990* aja 🍲 #gokana #gokanaramenteppan #14084 #infomakan #giladiskon #katalogpromosi #tastegoodfeelgood #ramenhalal #iananesefood

26. GokanaResto	Japan- English- Indonesia		-In Picture Choose your SIDE DISH サイドメニューはこちら >> -Captions Pilihan Side Dish nikmat untuk menemani menu makanmu di GOKANA nih! Mana yang jadi kesukaanmu? #gokana #gokanaramenteppan #14084 #infomakan #giladiskon #katalogpromosi #tastegoodfeelgood #ramenhalal #japanesefood
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27. Minisoindo	English-Indonesia	 minisoindo Fans Sanrio wajib kumpul! 📢 New exclusive launch of Blind Box Sanrio Elf Bunny Baby V3 Third Generation besok 14 Maret 2025 di Miniso Land Central Park Mall! 🐰👀 Komen kamu mau yang mana? Siapa tau mimin kirimin!👉👈	-In Picture MINI SO New Arrival Sanrio characters Elf Bunny Baby Only at Miniso Land, Central Park -Captions Fans Sanrio wajib kumpul! New exclusive launch of Blind Box Sanrio Elf Bunny Baby V3 Third Generation besok 14 Maret 2025 di Miniso Land Central Park Mall! M Komen kamu mau yang mana? Siapa tau mimin kirimin!00 #MinisoIndonesia2025 #MinisoxSanrio #Sanrio
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28. minisoindo



-In Picture

ONLY AVAILABLE AT

MINISO LAND

PARK

CENTRAL PARK

JAKARTA

NEW ARRIVAL

SANRIO CHARACTERS

AFTERNOON TEA

BLIND BOX

A LITTLE SURPRISE, A

LOT OF CUTENESS

-Captions

Calling out Sanrio fans!

New Exclusive Launch of
Blind Box Sanrio

Afternoon Tea V2 Second
Generation besok 13

Februari 2025 akan ada di
Miniso Land Central Park
Mall!!

Setiap pembelian 6 Blind
Box Sanrio Afternoon Tea
kamu akan dapat FREE
fluffy bag loh, hadiah ini
Limited Stock jadi jangan
sampai kehabisan!

Mana yang jadi favorite
kamu? Komen!

#MinisoIndonesia2025

#MinisoxSanrio #Sanrio

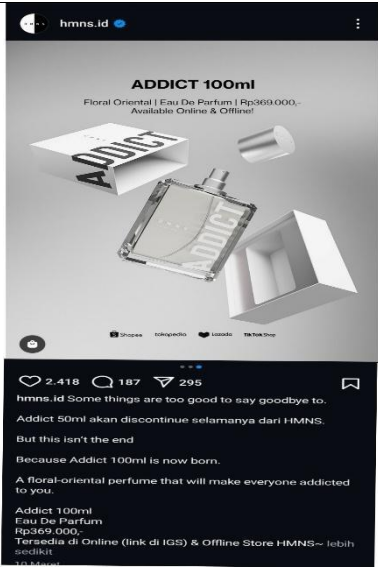
29. minisoindo			-Captions One Piece Mighty Jaxx! Miniso friends, Fans One Piece wajib punya karna koleksi ini Limited Stock at Indonesia! Only at Miniso Land Central Park Mall Minggu, 15 Desember 2024 Jangan sampai kehabisan! #minisoindonesia2024 #onepiece #luffy
30. Moonchicken.id	Korean-English-Indonesia		-In Picture MASISSEYOY 문치킨 MOON CHICKEN -Captions <i>Savoring every bite of the</i> <i>juicyness Moon Fried Chicken 맛있어요.</i> Perpaduan rasa antara <i>flavors</i> ala Korea dengan Fried Chicken yang juicy. Moonlanders, apa <i>flavor</i> favorite kalian? Coba kasih tau <i>Moon Min!</i> #MoonChicken#EatingHungry #MoonFriedChicken#koreanfriedchicken

31. Moonchicken.id	Korean- English- Indonesia		-In Picture 달콤해요! SWEET HONEY GARLAXY MOON CHICKEN SPILL 3 KATA BUAT HONEY GARLAXY! KOMEN DI BAWAH! #FlavorsOfTheGalaxy -Captions Annyeong Moonlanders! Siapa disini pecinta honey!? Kalau kamu pecinta manis & gurih, gak mungkin belum pernah cobain flavor HONEY GARLAXY yang satu ini! Kira-kira apa sih 3 kata yang cocok buat deskripsiin HONEY GARLAXY? Komen di bawah dong! #MoonChicken #FlavorsOfTheGalaxy #HoneyGarlaxy #MoonFried Chicken #engagement
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32. Guriramen.id	English-Japan-Indonesia		-In Picture <i>GRAND OPENING.</i> <i>Biggest Japan Hobby Museum Ramen House</i> <i>BUY 1 GET 1</i> <i>FREE®</i> <i>ENJOY OUR BIGGEST JAPAN HOBBY MUSEUM RAMEN HOUSE.</i> <i>BERLAKU</i> <i>18-20</i> <i>APR 2023 15.00-17.00</i> <i>あオープンングた.</i> Jl. Raya Mulyosari No.366 A, Surabaya. <i>Terms & Condition Grand Opening:</i> Beli 1 Ramen varian apa saja (kecuali Kake Ramen, Saitama Kake Ramen, Yaki Ramen Ori). maka akan mendapatkan <i>FREE!</i> I porsi Yaki Ramen ORI Hanya berlaku untuk dine-in di outlet GURI Ramen Mulyosari <i>East Market</i> - Tidak dapat digabungkan dengan Promo yang lain. <i>Follow @guriramen.id @eastmarket.sby Share dan mention di social media</i>
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			kalian keseruan di <i>moment Grand Opening</i> - Selama persediaan masih ada Berlaku di jam 15.00-17.00 saja selama masa <i>Grand Opening</i> ぐりラーメン -Captions Promo Panas <i>Grand Opening</i> Guri Ramen Mulyosari
33. Guriramen.id	Japan-English-Indonesia		-In Picture ルールーキッズ童謡・おたんじょうびおめでと BIRTHDAY TREATS A WARM BOWL TO CELEBRATE YOUR SPECIAL DAY! FREE 1 TORINIKU RAMEN お誕生日おめでとう SYARAT DAN KETENTUAN: -PROMO BERLAKU DI HARI H ULANG TAHUN DENGAN MENUNJUKKAN IDENTITAS KTP - PROMO BERLAKU UNTUK DINE IN.

			-PROMO TIDAK DAPAT DIGABUNGKAN DENGAN PROMO LAINNYA. BERLAKU DISELURUH CABANG GURI RAMEN INDONESIA CEK KETERSEDIAAN PROMO INI DI OUTLET YANG DIKUNJUNGI SNAP, SHARE AND MENTION @GURIRAMEN.ID
34. hmns.id	Indonesia-English		-In Picture Aroma 02. Hari ini. 16.00 WIB 100ml Eau De Parfum Rp385.000,- -Captions [THIRD LIMITED RELEASE UNTITLED HUMANS AROMA 02] Hari ini, Untitled Humans Aroma 02 siap jadi milik kamu Third Batch Aroma 02 Hari ini jam 16.00 WIB 100ml Eau De Parfum Rp385.000

			Shopee & Tokopedia "HMNS Perfume" Coba dong ceritain apa yang bikin kamu pengen punya Aroma 02?
35. hnms.id	English - Indonesia		-In Picture ADDICT 100ml Floral Oriental Eau De Parfum Rp369.000,- Available Online & Offline! -Captions Some things are too good to say goodbye to. Addict 50ml akan discontinue selamanya dari HMNS. But this isn't the end Because Addict 100ml is now born. A floral-oriental perfume that will make everyone addicted to you. Addict 100ml Eau De Parfum Rp369.000,- Tersedia di Online (link di IGS) & Offline Store HMNS

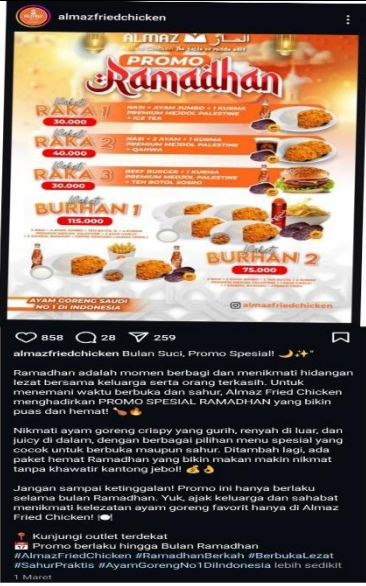
36. hnms.id	English - Indonesia	 The screenshot shows a social media post from the account 'hnms.id'. The post features a red background with a perfume bottle in the center. The text on the image reads: 'Here's Why You Won't Get Enough of Aroma 02'. Below the image, the post has 1,655 likes, 50 comments, and 360 shares. The caption in Indonesian says: 'Bahagia itu beneran sederhana ya... Apalagi pas baca komen-komen kamu kalau wangi Aroma 02 bisa sespesial itu 🤔'. It then states: 'That's why kita decide to make your love bloom even more dengan Third Batch Aroma 02. Rabu, 22 Januari 2025. 16.00 WIB. 100ml Eau De Parfum. Rp385.000. Shopee & Tokopedia "HMNS Perfume"'. At the bottom, it asks: 'Ada yang bisa tebak stoknya berapa? 🤔 lebih sedikit 21 Januari'.	-In picture Here's Why You Won't Get Enough of Aroma 02 -Captions [H-1 THIRD LIMITED RELEASE UNTITLED HUMANS AROMA 02] Bahagia itu beneran sederhana ya... Apalagi pas baca komen-komen kamu kalau wangi Aroma 02 bisa sespesial itu That's why kita decide to make your love bloom even more dengan Third Batch Aroma 02 Rabu, 22 Januari 2025. 16.00 WIB 100ml Eau De Parfum Rp385.000 Shopee & Tokopedia “HMNS Perfume” Ada yang bisa tebak stoknya berapa?
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37. Eigeradventure	English-Indonesia		-In Picture Tropic Dry Cepat Kering, Badan Tetap Nyaman Saat Hiking -Captions Di tengah lembapnya hutan, teriknya siang, atau dinginnya pagi di alam tropis, kenyamanan adalah kunci untuk terus melangkah. Dengan pakaian yang cepat kering dan ringan, setiap perjalanan terasa lebih bebas, membuatmu fokus menikmati setiap momen petualangan. Temukan produk EIGER dengan teknologi Tropic Dry di EIGER Adventure Store atau Mobile App! #EIGERAdventure #EIGERTechnology #TropicDry
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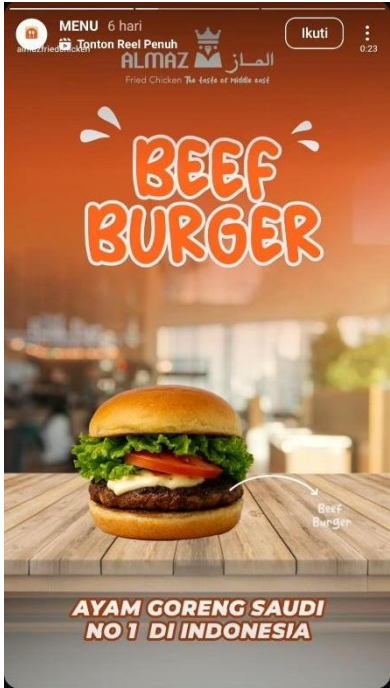
38. Erigostore	English-Indonesia	 The image is a screenshot of an Instagram post from the account 'erigostore'. The main visual is a photograph of several hoodies hanging on a rack in a store. Overlaid on the image in large, bold, yellow and white text are the phrases 'SEMUA PASTI BISA DIRAPIHIN,' and 'ASAL ADA USAHA'. Below the image, the post's interface shows 456 likes, 9 comments, and 11 shares. The caption in Indonesian reads: 'erigostore Tim gaji awal bulan, mending... invest ke hoodie yang bisa nemenin 24/7. Kenalin Hoodie PE Embro yang materialnya lembut dan adem, tetap nyaman kalian pakai untuk siang ataupun malam. Swipe, buat pilih warna yang sesuai kalian banget! lebih sedikit'. The date '1 Mei' is at the bottom.	-In Picture #WorkHardDressSmart SEMUA PASTI BISA DIRAPIHIN, ASAL ADA USAHA -Captions Tim gaji awal bulan, mending... invest ke hoodie yang bisa nemenin 24/7. Kenalin Hoodie PE Embro yang materialnya lembut dan adem, tetap nyaman kalian pakai untuk siang ataupun malam. Swipe, buat pilih warna yang sesuai kalian banget!
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39. Erigostore	English-Indonesia		-In Picture Ramadan Bareng Erigo ON-GOING ERIGO TOUR 2025 Belanja Banyak Pasti Lebih Hemat! Geser untuk melihat ERIGO // #Bergerak Bebas // ©2025 -Captions PERSIAPAN MUDIK DAN LEBARAN DI ERIGO TOUR!! Erigo Tour is here! Erigo hadir di beberapa titik untuk kota kalian. Swipe sampai akhir buat tau lokasinya Temukan lokasi Erigo Tour terdekat dan nikmati promo spesial!
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40. Erigostore	English-Indonesia		-In Picture ON-GOING ERIGO TOUR 2024 YEAR END SALE! DISKON S.D. 70% ERIGO TOUR 2024 GESER UNTUK MELIHAT WWW.ERIGOSTORE.CO.ID -Captions YEAR END SALE DI ERIGO TOUR!! Erigo hadir dari Sabang sampai Merauke di beberapa titik untuk kota kalian. Temukan lokasi Erigo Tour terdekat dan nikmati diskon spesial hingga 70%. Ayo langsung di geser sampai akhir buat cek lokasinya sekarang!👀👉 lebih sedikit
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41. Almazfriedchicken	English-Indonesia		-In Picture Fried Chicken The taste of Middle east <i>PROMO</i> Ramadhan Paket RAKA 1 30.000 Paket RAKA 2 40.000 Paket RAKA 3 30.000 Paket NASI + AYAM JUMBO + 1 KURMA PREMIUM MEJDOL PALESTINE + ICE TEA NASI + 2 AYAM +1 KURMA PREMIUM MEDJOL PALESTINE + QAHWA BEEF BURGER + 1 KURMA PREMIUM MEDJOL PALESTINE + TEH BOTOL SOSRO BURHAN 1 115.000 4 NASI AYAM JUMBO TEN BOTOL IL-4 KURMA PREMIUM MEDJOL PALESTINE 2 SAUS GARLIC + 2 SAMBAL BAWANG KRIPIK KENTANG (ALMAZ CHIPS)
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			AYAM GORENG SAUDI NO 1 DI INDONESIA ... Paket BURHAN 2 75.000 2 NASI 2 AYAM JUMBO 2 TEN BOTOL 2 KURMA PREMIUM MEDJOL PALESTINE 1 SAUS CARLIC +1 SAMBAL BAWANG FRENCH FRIES -Captions Bulan Suci, Promo Spesial!" Ramadhan adalah momen berbagi dan menikmati hidangan lezat bersama keluarga serta orang terkasih. Untuk menemani waktu berbuka dan sahur, Almaz Fried Chicken menghadirkan PROMO SPESIAL RAMADHAN yang bikin puas dan hemat! Nikmati ayam goreng crispy yang gurih, renyah di luar, dan juicy di dalam, dengan berbagai pilihan menu spesial yang cocok untuk berbuka maupun sahur. Ditambah lagi, ada paket hemat Ramadhan yang bikin makan makin
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			nikmat tanpa khawatir kantong jebol! Jangan sampai ketinggalan! Promo ini hanya berlaku selama bulan Ramadhan. Yuk, ajak keluarga dan sahabat menikmati kelezatan ayam goreng favorit hanya di Almaz Fried Chicken! Kunjungi outlet terdekat 17 Promo berlaku hingga Bulan Ramadhan #AlmazFried Chicken #RamadhanBerkah #BerbukaLezat #SahurPraktis #Ayam Goreng No1 DiIndonesia
42. Almazfriedchicken	Arabic- English- Indonesia		-In Picture ALMAZ المأزة Fried Chicken The taste of middle east “BEEF BURGER” Beef Burger <i>AYAM GORENG SAUDI NO 1 DI INDONESIA</i>

43. Lotte mart indo.	English-Indonesia		LOTTE MART -In Picture VIRAL DEALS Periode: 8–14 Mei 2025 Produk Promo: Ayam Pejantan Harga: Rp84.500/ekor <i>Maks. potongan 2x/transaksi/hari. Harga berlaku untuk Jakarta & Tangerang.</i> Udang Vanamae AK40–50 Harga: Rp84.500/kg <i>Maks. potongan 2x/transaksi/hari. Harga berlaku untuk Jakarta & Tangerang.</i> Jeruk Wokam Harga: Rp29.900/kg <i>Maks. potongan 2x/transaksi/hari. Harga berlaku untuk Jakarta & Tangerang.</i> Enokinake China 100g Harga: Rp24.000/pack <i>Maks. potongan 2x/transaksi/hari. Harga berlaku untuk Jakarta & Tangerang.</i> -In Captions VIRAL DEALS di LOTTE MART! Periode: 8–14 Mei 2025 Banjir promo hemat yang bikin belanja makin seru! Buruan ke LOTTE MART sebelum kehabisan! #LotteMart
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			#ViralDeals#PromoHemat#BelanjaMurah#DiskonSpecial#LOTTEMART27#PromoLOTTEMART#Funtastic27#YukKeLOTTEMART#LOTTEMART#BelanjaSmartKekinian#OnlineShopping#LotteChoice#BelanjaHepiDiLOTTEMART
44. yoshinoyaid	English-Indonesia	 yoshinoyaid Taro Pandan Crispy Roll Ranggi dengan isi taro & pandan yang lembut Taro Crunchy Nest Roll Extra crunchy dengan isi taro yang lembut Taro Salted Egg Lava Ball Crispy taro dengan lelehan saus telur asin gurih Chill Bareng Gorengan Taro Rp 8.181 per pcs Rp 22.727 per 3 pcs Takeaway, Delivery, & Ojol: Hanya tersedia dalam paket 3 pcs 3 pcs dengan varian yang sama atau 3 pcs mix: 1 Salted Egg + 1 Crunchy + 1 Pandan 116 10 5 yoshinoyaid Sore-sore paling enak nyemil yang renyah-renyah 🍤 Apalagi sambil leyeh-leyeh, gorengan taro dari Yoshinoya cocok banget buat nemenin. Coba deh: - Taro Crunchy Nest Roll – kulitnya garing, dalamnya taro lembut - Taro Pandan Crispy Roll – wangi pandan, isi taro yang manis - Taro Salted Egg Lava Ball – onde goreng dengan lelehan saus telur asin Mau satuan atau langsung mix 3 juga bisa: 👉 1 pcs: Rp 8.181,- 👉 3 pcs: Rp 22.727,- Yuk cobain! *Harga belum termasuk pajak pembangunan #Yoshinoya #YoshinoyaIndonesia #KatalogPromosi #ComfortFood 10 April	-In Picture YOSHINOYA JAPANESE RESTAURANT <i>Taro Pandan Crispy Roll</i> Renyah dengan isi taro & pandan yang lembut <i>Taro Crunchy Nest Roll</i> Extra crunchy dengan isi taro yang lembut Taro Salted Egg Lava Ball Onde taro dengan lelehan saus telur asin gurih Chill Bareng Gorengan Rp 8.181 per pcs Rp 22.727 per 3 pcs Takeaway, Delivery, & Ojol: Hanya tersedia dalam paket 3 pcs 3 pcs dengan varian yang sama atau 3 pcs mix: 1 Salted Egg + 1 Crunchy + 1 Pandan

			-Captions Sore-sore paling enak nyemil yang renyah-renyah Apalagi sambil leye-leyeh, gorengan taro dari Yoshinoya cocok banget buat nemenin. Coba deh: - Taro Crunchy Nest Roll – kulitnya garing, dalamnya taro lembut - Taro Pandan Crispy Roll - wangi pandan, isi taro yang manis - Taro Salted Egg Lava Ball - onde goreng dengan lelehan saus telur asin Mau satuan atau langsung mix 3 juga bisa: 1 pcs: Rp 8.181,- 3 pcs: Rp 22.727,- Yuk cobain! *Harga belum termasuk pajak pembangunan #Yoshinoya #YoshinoyaIndonesia #KatalogPromosi #ComfortFood
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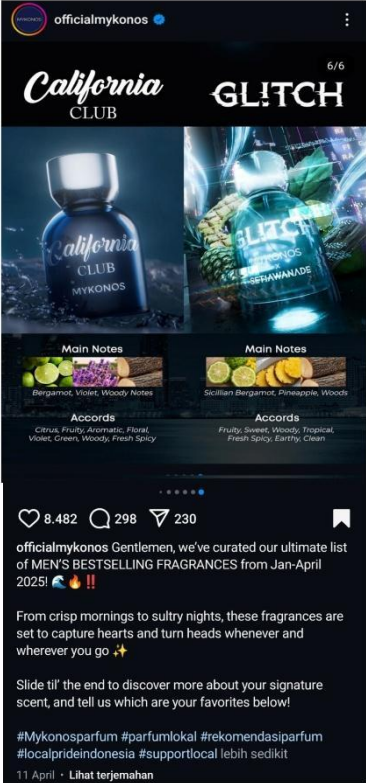
45. yoshinoyaid	English-Indonesia	 GURIH JUICY NAGIH Garlic Chicken Teriyaki Exclusive Set hanya 39 Ribu 291 10 36 yoshinoyaid Ide menu anti mainstream di Yoshinoya: Garlic Chicken Teriyaki Exclusive Set! 🍴 Isi paketrnya lengkap: ☒ Garlic Chicken Teriyaki ☒ Crispy Greens ☒ Nasi ☒ Pickle Mayo Perpaduan saus teriyaki yang khas dan gurihnya ayam bikin setiap gigitan terasa nyaman di lidah. Cocok banget jadi comfort food pilihan kamu! Apalagi harganya cuma Rp 39.000 aja! 😊 Siapa aja nih yang udah coba? #Yoshinoyaid #YoshinoyaIndonesia #GarlicChickenTeriyaki #ComfortFood #KulinerIndonesia #KulinerJakarta #JktCulinary 31 Januari	-In Picture GURIH JUICY NAGIH Garlic Chicken Teriyaki Exclusive Set hanya 39 Ribu -Captions Ide menu anti mainstream di Yoshinoya: Garlic Chicken Teriyaki Exclusive Set! ** Isi paketrnya lengkap: Garlic Chicken Teriyaki Crispy Greens Nasi Pickle Mayo Perpaduan saus teriyaki yang khas dan gurihnya ayam bikin setiap gigitan terasa nyaman di lidah. Cocok banget jadi comfort food pilihan kamu! Apalagi harganya cuma Rp 39.000 aja! Siapa aja nih yang udah coba? #Yoshinoyaid #YoshinoyaIndonesia #Garlic Chicken Teriyaki #ComfortFood #KulinerIndonesia #Kuliner Jakarta #JktCulinary
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46. yoshinoyaid	English-Indonesia	 161 10 7 yoshinoyaid SERIUSAN, Menu Ini super praktis dan super puas! 🍗🔥 Kalau lagi lapar, butuh yang praktis dan , puas, dan gak bikin nyesel, ini jawabannya: - Super Deal Big Fried Chicken – Ayam goreng besar tanpa tulang, crispy di luar, juicy di dalam, plus nasi hangat. - Super Deal Chicken Karaage – Ayam goreng dengan bumbu khas Jepang, gurih dan lembut, bikin nagih di setiap suapan. Seriusan enak, seriusan puas, seriusan wajib coba! #Yoshinoya #YoshinoyaIndonesia #KatalogPromosi #ComfortFood 13 April	-In Picture YOSHINOYA JAPANESE RESTAURANT MENU-MENU SUPER DEAL DI YOSHINOYA YUMMY! SUPER DEAL CHICKEN KARAAGE Potongan daging ayam super juicy dibalut tepung khas Jepang SUPER DEAL BIG FRIED CHICKEN Potongan ayam goreng besar disajikan di atas nasi hangat dengan saus spesial YUMMY! -Captions SERIUSAN, Menu Ini super praktis dan super puas! Kalau lagi lapar, butuh yang praktis dan, puas, dan gak bikin nyesel, ini jawabannya: - Super Deal Big Fried Chicken – Ayam goreng besar tanpa tulang, crispy di luar, juicy di dalam, plus nasi hangat.
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			- Super Deal Chicken Karaage – Ayam goreng dengan bumbu khas Jepang, gurih dan lembut, bikin nagih di setiap suapan. Seriusan enak, seriusan puas, seriusan wajib coba! #Yoshinoya #YoshinoyaIndonesia #KatalogPromosi #ComfortFood
47. officialnykonos	English-Indonesia		-In Picture GRAND ONLINE LAUNCH <i>THE RHYTHM OF THE OCEAN COLLECTION</i> 14:30 WIB 14.03.25 @MYKONOSOFFICIAL -Captions CALIFORNIA BLUE AND CALIFORNIA GRAND ONLINE LAUNCH TODAY AT 14:30 WIB! Warga online, siapin jari dan set alarm kalian, jangan sampai ketinggalan karena STOCK SANGAT LIMITED !!

			Why buy 1, if you can buy 2? EXCLUSIVE PR PACK juga available dengan harga special! Jadi, varian apa nih yang kalian incar? Kasih tau minko di comment section! GRAND ONLINE LAUNCH CALIFORNIA BLUE & CALIFORNIA CLUB 14.03.2025 14:30 WIB at Shopee and Tiktok only #Mykonosparfum #parfumlokal #rekomendasiparfum #localprideindonesia #supportlocal
48. officialnykonos	English- Indonesia		-In picture HARGA BUNDLE OF 2 Harga khusus bundle Glitch dan Invade 50ml 209K Each Pembelian Minimal 5 PCS per Variant -Captions ATTENTION, ALL PLAYERS! The most-awaited collaboration of MYKONOS x @set1awanade is finally

			LAUNCHING TOMORROW! Swipe sampai akhir dan baca semua informasi dan T&C mengenai Grand Offline Launch besok dengan seksama dan teliti. Jika kalian punya pertanyaan tambahan, boleh comment dibawah, sampai ketemu besok! GRAND OFFLINE LAUNCH GLITCH & INVADE Mykonos x @setlawanade Transmart, Mall Kota Kasablanka 22.01.2025 at 15:00 WIB #MykonosxSetiawanAde #ConquerTheGame
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49. officialmykonos	English- Indonesia	 The screenshot shows an Instagram post from the account 'officialmykonos'. The post features two fragrances: 'California CLUB' and 'GLITCH'. Below the product images, there are sections for 'Main Notes' and 'Accords' for each fragrance. The 'California CLUB' fragrance has main notes of Bergamot, Violet, and Woody notes, and accords of Citrus, Fruity, Aromatic, Floral, Violet, Green, Woody, and Fresh Spicy. The 'GLITCH' fragrance has main notes of Sicilian Bergamot, Pineapple, and Woods, and accords of Fruity, Sweet, Woody, Tropical, Fresh Spicy, Earthy, and Clean. The post also includes engagement metrics (8,482 likes, 298 comments, 230 saves) and a caption in Indonesian that has been translated into English.	-In Picture California CLUB GLITCH Main Notes <i>Bergamot, Violet, Woody Notes</i> Accords Citrus, Fruity, Aromatic, Floral, Violet, Green, Woody, Fresh Spicy Main Notes <i>Sicillian Bergamot, Pineapple, Woods</i> Accords <i>Fruity, Sweet, Woody, Tropical, Fresh Spicy, Earthy, Clean</i> -Captions Gentlemen, we've curated our ultimate list of MEN'S BESTSELLING FRAGRANCES from Jan-April 2025! From crisp mornings to sultry nights, these fragrances are set to capture hearts and turn heads whenever and wherever you go Slide til' the end to discover more about your signature scent, and tell us which are your favorites below!
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			#Mykonosparfum #parfumlokal #rekomendasiparfum #localprideindonesia #supportlocal
50. officialmykonos	English- Indonesia	 officialmykonos H-3 to OH BEAUTY FESTIVAL 2025! 🌟 Celebrate the GRAND LAUNCH of the most anticipated The Rhythm of The Ocean Collection, "CALIFORNIA BLUE" and "CALIFORNIA CLUB" 🌊 with 1 more SECRET LAUNCH! Can you guess who we're collaborating with? 🤔 Swipe til' the end to discover ALL THE FUN AND EXCITING DISCOUNTS AND RESTOCK SURPRISES exclusively at @oh.beautyid 🌟 What are you most excited for? Let us know in the comments! OH BEAUTY FESTIVAL 13.03.2025 at Pasaraya Blok M, Jakarta #Mykonosparfum #parfumlokal #rekomendasiparfum #localprideindonesia #supportlocal lebih sedikit 10 Maret • Lihat terjemahan	-In Picture MYKONOS 13-16 MARCH & 20-23MARCH oh.CO Beauty FESTIVAL 2025 GRAND LAUNCH California Extrait de Parfum ON FLASH SALE 229K 179K <i>A fresh and adventurous blend of grapefruit, pink salt, water blossom, and softwood.</i> LIMITED STOCKS! BOOTH BG7 PASARAYA BLOK M, JAKARTA -Captions H-3 to OH BEAUTY FESTIVAL 2025! Celebrate the GRAND LAUNCH of the most anticipated The Rhythm of The Ocean Collection,

			“CALIFORNIA BLUE” and "CALIFORNIA CLUB" with 1 more SECRET LAUNCH! Can you guess who we're collaborating with? Swipe til' the end to discover ALL THE FUN AND EXCITING DISCOUNTS AND RESTOCK SURPRISES exclusively at @oh.beautyid → What are you most excited for? Let us know in the comments! OH BEAUTY FESTIVAL 13.03.2025 at Pasaraya Blok M, Jakarta #Mykonosparfum #parfumlokal #rekomendasiparfum #localprideindonesia #supportlocal
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