

## **REVEALING THE REALITIES IN QATAR AIRWAYS' MARKETING COMMUNICATION: A CDA**

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### **Abstract**

A new product or service must be introduced publicly to attract the new users to buy. This is called a marketing communication. A YouTube channel can be one of the effective tools to maximize users' engagement and attention. Qatar Airways has promoted a new on-board Boeing 787 Dreamliner on their Youtube Channel. Through their prestigious service and facilities, and also convincing statements, the video persuades the video viewers. The study investigates how the Qatar Airways' marketing communication marginalize economy passengers and manipulate potential users. The critical discourse analysis is employed to examine the linguistics aspects and visual images. The three-dimensional model by Fairclough (1995) frames the analysis through the text analysis, discursive practice, and social practice. The data were taken from the written video caption, the transcription of the video, and also 28 scenes of the video's screen capture. The findings reveal the realities of how the video forms the identity, specifies the facilities, and distinguishes service for each class of passengers; first class, business, premium economy, and economy class. They manifest discrimination which is hidden by the claim of 5-star touch and glamorous ambient.

*Keywords:* Critical Discourse Analysis, Marketing Communications, Three-dimensional Model

### **Introduction**

Brand awareness is public's consideration of particular products and services. It is formed to create selling and marketing process. It becomes a tool to gain customers' attention and raise profit. Therefore, a brand must impress customers, so that they are interested to buy and repurchase. According to Keller (2009) brand awareness is considered as an ability of customers' cognition to remember and notice a certain brand under any circumstances. The brand image sticks to the customers' mind when they see or think similar products or services from other brands. Hoffman and Foddor (2010) says

that brand awareness can be counted. It shows the numbers of customers' recognition to the brand. MacDonald and Sharp (2000) conducted an experiment on customers' decision making and found that brand awareness has a significant effect on how customers will repurchase a product and influence their choices. They state that brand awareness has strongest effect than cheap price. The well-known brand can affect the increasing customers and orders.

Companies of brands conduct marketing strategies to sell their products and services. They will also establish advertisements and exhibitions to raise brand awareness. Vukasović (2013) suggests a triggering mechanism through advertising, promotion, selling, public relation, and direct marketing. She believes that customers must know the brand's values. Accordingly, the brand should conduct an interaction with the customers. Promotion is one of marketing activities to persuade people buying certain products or services. This is a marketing strategy to deliver the features of products or services to the potential customers so they will be hypnotized to buy the products or services. Similarly, Alexandrecu and Miladrus (2018) define promotion is marketing activities in the form of communication in order to gather attention and awareness from potential buyers through sales achievement, facts, judgement, training and maintaining a customers' interest. The communication created in the promotion becomes a smart start for new products and services to introduce themselves publicly. The communication becomes an interaction that causes a cycle of trial, good impression of the products and services, and repeating purchase.

To create brand awareness, a strong brand image must be built. It aims to interest the customers trying the products and services. Keller (2009) explains that brand image is about customers' feeling and opinion about the brand. It includes customers' impressions and feedbacks after trying the brand. The products and services of brands must have positive reputation to present strong brand image. It influences the way customers execute their money to try, buy and repurchase the products and services. Alam and Yasin (2010) also agree that brand reputation becomes one of the factors to

gain customers' trust. According to their research about online airlines ticket buyers in Malaysia, trust is formed through good brand reputation. They believe that a brand must result a trust for the customers. Brand awareness and image are correlated to create connection to customers. The strong brand image gain satisfactions and loyal customers (Vukasovič, 2013).

Qatar airways is a national airline which based in the State of Qatar. They provide flight services around Australia, Asia, Europe, Middle East, America and South America. They have an international brand awareness that serves international routes such as, departure from Jakarta to Paris or from Islamabad to Amsterdam. This airline brand has also positive brand image by winning prestige awards. In 2021, they got Airline of the Year from Skytrax and Airlineratings.com. Besides, they also won as a world's best airline by eDreams. To pursue these achievements, the brand has done many marketing strategies. One of them is directing marketing communication through a video promotion.

Since December 2006, Qatar airways created a Youtube Channel and used it as a media of marketing strategy. They build interaction through videos, captions and comments. Keller (2009) defines this marketing strategy as a marketing communication which means the 'voice'. Videos on Qatar airways Youtube Channel provide information of service knowledge needed by the potential users. The users can get information and comprehend the services, then they are persuaded to try the brand. Hoffman and Fodor (2010) has listed Youtube as one of social media applications to earn awareness, engagement and word-of-mouth objectives. Keller (2009) agrees that to collect the effective responses of customers experiences in using the brand, the brand can use on-line media especially through social media. Shwemmer and Ziewieki (2018) also argue that YouTube becomes most targeted platform to share product promotion. Therefore Qatar airways don't neglect the opportunity to promote their services on Youtube. Their channel helps them to spread knowledge and facts to the big numbers of potential customers across the world.

A video that becomes media of marketing communication implies message. It serves language on the verbal and visual aspects. Qatar airways promotes their new on-board Boeing 787 Dreamliner on their Youtube channel. They posted the promotion video completed with the caption about getting five star-touch in business or economy class. The video is also narrated by a man's voice and displayed some male, female and children models. Since this video carries meaning, there is a text that can be analysed. The video has a goal to inform, promote and persuade the viewers to experience the flight with Boeing 787 Dreamliner. The video displays the qualities and facilities that would be received by the customers in business and economy class. The message in the marketing communication used by Qatar airways has a purpose to influence the customers' choice and decision. On the other hand, the linguistics features and discursive practices are presented to play the customers and implicitly marginalize members.

As social practices, a discourse is delivered through language. CDA functions to criticize the text because it aims to uncover the language used; verbal and visual images. The analysis proves whether the events in the discourse defenses, change or fix the social structure. Haryatmoko (2016) states that language might function to order, influence, describe, manipulate or persuade. A discourse can deliver implicit meaning. The words choice, grammar, and semiotic features bring meaning that must be revealed. Van Dijk (2003) on Amoussou and Allagbe (2018) states that CDA is a device to see hidden agenda, thus it is used to reveal, uncover or disclose implicit discursive relations.

This paper aims at investigating the promotion video of Boeing 787 Dreamliner by Qatar Airways. The video is analyzed using Fairclough's three dimensional model of Critical Discourse Analysis (1995) on Haryatmoko (2016). The investigation considers the linguistics features and discursive practices on the verbal and visual discourse. The objective of the critical discourse analysis is to "identify through analysis the particular linguistic, semiotic and 'interdiscursive' features of 'texts' (in a broad sense ) which are a part of processes of social change, but in ways which facilitate the productive integration of textual analysis into multi-disciplinary research on change" (Fairclough, 2001: 1). The

video is rich of linguistics features which construct social events. They convey meaning. The analysis of the video is considered linguistics and semiotic analysis because it contains verbal and written text and also visual images. Kress and Leewen (2006) explain that a text is not only verbal but also has visual images. Those refer to visual communication that carry meaning.

### Method

The writer classified the method as a Critical Discourse Analysis. It aimed to reveal the reality on promotion video of Boeing 787 Dreamliner by Qatar Airways. Wodak (2002) specifies CDA to discover the relations of struggle and conflict the discourse of institutional, political, gender and media. Besides, the writer also carefully investigate the language use in manipulating the potential customers and viewer of the video. The data were taken from YouTube video which consisted of screenshot of 28 images, video transcription and caption. Those were studied using three-dimensional model by Fairclough (Ahmad, et al, 2015). The results were interpreted descriptively to present critical perspective.

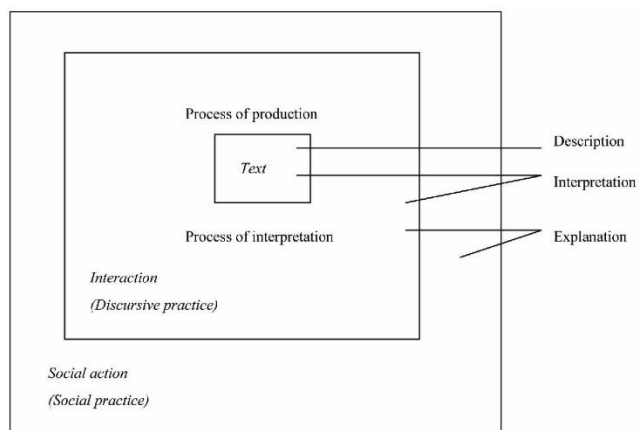


Figure1: Fairclough's Three-Dimensional Model of CDA

Text analysis relies on the text as the object of the study. It is in the form of text which is written or spoken. The object also includes visual, verbal or visual and verbal texts. The main focus of the text analysis is investigating the vocabulary, grammar,

cohesion, and text structure. There are three processes in analyzing a discursive practice. They are production, distribution and consumption. The analysis focuses on the interpretation of the text through how it is formed, allocated and consumed. The interpretation in discursive practice is elaborated to picture social activities. The explanation discover that text constructs and is constructed by social practice. In order to reveal the meaning behind the promotion video by Qatar Airways, a series of analysis was performed: 1) selected the scenes, 2) chose phrases 3) analyzed the verbal and visual aspects, 4) interpreted the results.

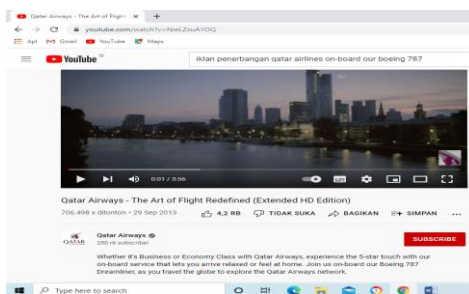
### Findings Text Analysis

A strong relationship between linguistic features and text has been reported previously. Linguistic features perform meaning thorough vocabulary, grammar, cohesion and text structure. The voice over uttered by the narrator also has important understanding.

### Vocabulary

The use of vocabulary influences the interpretation. It can symbolize objects or understandings. The transcript and caption in the promotion video have shown linguistics aspects. Moreover, the establishment of the video has specific goals, thus there must be certain implicit signs.

**Figure 1: Caption on Boeing 787 Dreamliner's Promotion Video**



(source: <https://www.youtube.com/watch?v=NieLZzuA1OQ>)

***Choice of words.***

There are three words mostly arise in the promotion video. They are 'dream', 'home', and 'world'. The promoted product in the video is Boeing 787 Dreamliner. Dreamliner comes from the root word 'dream'. This word choice could be attributed to something that really wanted. The Boeing 787 is reflected as a quality airplane that brings the passengers to the place they have planned or wish for. The 'dream' also appears in the video transcription for two times. By flying with Boeing 787, the passengers are taken to the most favorable place. The flight visualizes the fantasy of them. Another word repeated in the caption and video is 'home'. It describes comfort, warmth and easeful. It represents the comfy service and ambient. The producer of the video wants to narrate the flight attendants as the family member in the plane. They serve excellent service that makes the passengers fell like at 'home'. As serving long distance flight trips from one country to another country, the passengers are treated well. The video also keeps repeating the word 'world' four times. Since the airway serves international routes, the promotion video tends to impress the viewers. The 'world' is used to enhance the performance. Although the airways do not fly to all of the countries in the world but the promotion sets Qatar airways fly across the world. It also directs the potential customers to believe Qatar airways give the world-best quality. Taken together, these three words associate with advance level of service from Boeing 787. The objectives of the marketing communication in the promotion video are to inform the new on-board airplane but more than that, it's also going to impress the viewers and customers. The business and economy class can display most comfortable flight experience with world standard quality.

***Figurative language.***

A text uses kinds of figurative language to describe an object in comparison way. It represents symbols because it doesn't use literal meaning. The figurative language is expressed through metaphors, similes, hyperboles, or



personifications (Padilah et. al, 2016). They are written to show likeness. Besides, it simplifies complex explanation into connotative words. They will add poetic style in the text. The promotion video uses some figurative language to symbolize the strengths of Boeing 787 Dreamliner.

- Experience *5-star touch* with our on-board service  
The use of *5-star touch* symbolizes the high quality and luxury facilities. Five star is used to grade a level of service in a hotel, restaurant or flight. It implies best grade. The passengers will be treated excellently by professional flight attendants. This figurative language tends to say that by using Boeing 787 Dreamliner, the passengers will get very good service and enjoy high quality of business and economy class.
- The world is *at your fingertips*  
The narrator in the video says that the passengers who fly with Boeing 787 Dreamliner will find out that the world is easy to reach. The promotion is going to declare that Boeing 787 Dreamliner can bring all the passengers to every place in the world. They want to provide easiness and sophistication.

These two figurative language are written to attract the potential customers. The producer of the video invite the interest of people who watch the video. It aims to impress the customers then they will be interested to buy the ticket.



***Visual figurative language.***

- Symbol of globe

**Figure 2: Visual figurative language of globe**

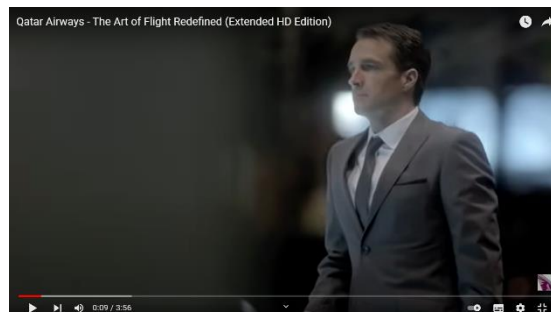


The video visualizes the figurative language to the use of globe and index finger. The kid in the video points on a place where he and his family will go. The globe and the index finger symbolize the capability of Boeing 787 Dreamliner. They are ready and able to bring the passengers to their destination expertly because every country is reachable for Boeing 787 Dreamliner.

- Symbol of businessman

In the video, there is a male model played the role as a business man. He is wearing a nice suit and carrying some electronic devices such as a phone and tablet. He has a business trip after working a whole day and he must fly from Frankfurt to Doha. This male model represents one of the most target market of Qatar airways. They portray the man as is busy and tired.

**Figure 3: Businessman passenger**



To describe excellent service of Qatar airways in Boeing 787 Dreamliner, the promotion video shows how the man passenger enjoys his business trip by closing his eyes. He sits comfortably in the cabin. The act showing the passenger model in figure 3 draws the 'comfort' of the chair. The ambience and facilities give the passenger possibility to relax. They tend to define Boeing 787 Dreamliner as the most pleasant airway.

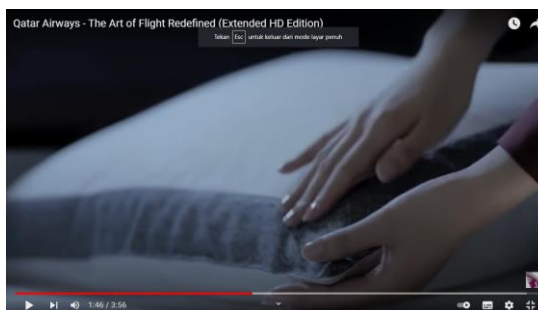
Figure 4: Businessman passenger on board



- Symbol of pillow

The word 'home' in the previous explanation is related to the visual figurative language in this section. The pillow displayed in the video symbolizes the comfort, warmth, and easeful as same as a home provides. It is shown that the flight attendance prepares a pillow for a businessman passenger to sleep in the cabin. She touches and rubs the pillow as if to make sure that the pillow is soft and tender.

Figure 5: Visual figurative language of pillow



The pillow which is generally used to sleep and relax can relieve a stressful day of work. The pillow expresses the sense of rest and low nerve anxiety. The promotion aims to provide high level of service in the cabin where the passengers can release their hard day after working. This cabin is placed in business class because it provides bed to sleep.

**Figure 6: The businessman passenger sleeps in business cabin**



The figurative language in the promotion video carries meaning. It enriches the signs in order to understand the meaning deeply. The most obvious finding to emerge from the analysis is that the video indicates the Boeing 787 Dreamliner has the best service and hospitality in the world. The figurative language describes the strengths and important point of Boeing 787 Dreamliner especially in business class cabin. They tend to claim themselves as the number one airway.

***Grammatical features.***

To critically analyse the text, the writer conducts linguistics analysis. CDA cannot be separated with linguistics features. Therefore, grammatical features are examined. In the promotion video, there are imperative and to infinitive structures that appear the most.

- Imperatives

Imperatives are action words that shape instructions, commands, requests, and advices. In the video the narrator utters positive imperatives in some

phrases. Additionally, the caption also has imperative phrases. The phrases start with the imperative that indicate instructions, request and suggestion.

**Table 1: Examples of imperatives**

1	....that lets you arrive relaxed or feel at home
2	Let our new 787 Dreamliner carry your next story
3	Join us on board Boeing 787 Dreamliner

The imperatives 'let's' and 'join' in number 1 and 3 refer to suggestion and offer. As a promotion video, Qatar Airways has a goal to invite the potential passengers to use their service. They suggest the passengers to fly with Boeing 787 Dreamliner because they will get many benefits from the airways. The word 'let' in phrase number two consists of imperative. The phrase persuades the customers by promising something.

- To infinitive

**Table 2: Examples of to-infinitives**

1	to take your story further
2	Your time to unwind
3	(your time) to rest
4	(your time) to dream
5	to refresh your spirit

To-infinitives have several forms. They can be verbs with to-infinitives, infinitive of purpose, adjectives with to-infinitives, and nouns with to-infinitives. According to Learning English British Council (2021), infinitive of purpose tends to answer a question of why. Additionally, Collins dictionary (2022) states that to-infinitive expresses necessity when it is followed by a noun. As can be seen from the table above, it concludes that the to-infinitives are uttered to describe purpose and necessity. They are implemented by the producer of the video in order to deliver intentions and demand. It allows the viewers of the

video to get the answer why they have to fly with Boeing 787 Dreamliner. The phrases convince the potential customers that when they fly with Boeing 787 Dreamliner, they can have delightful flight. Besides, the to-infinitives tend to tell the customers to not worry about flying across the country because flying with Boeing 787 Dreamliner will not make them weary and bored. The results in this analysis part indicate that the to-infinitives function to convince the viewers of the video to not to be hesitate to use Boeing 787 Dreamliner weather in business or economy class, because they will get different flight mode where they can be re-energized and refreshed.

### **Cohesion**

Cohesion serves three types of reference (Halliday & Hasan, 1976 on Latifah and Triyono, 2020). They are personal, demonstrative and comparative. As table 3 shows, there are three types of reference uttered in the video and caption. Qatar Airways addresses the viewers with personal pronoun 'you'. The pronoun 'you' appears more than five times. The use of this first person 'you' builds the connection between the airline and the viewers or potential users. The video repeatedly mention 'we're here' three times to show Boeing 787 Dreamliner's existence. The Boeing locates its distance near the customers. It states the readiness to serve. Additionally, the comparative references of 'legendary', 'extraordinary' and 'expertly' differentiate Boeing 787 Dreamliner to other airlines. They express the identical differences of the Boeing that consist of high quality service. These are their identities that claim superiority.

**Table 3: Examples of cohesion**

1	<i>You</i> turn the wheels of global business
2	<i>You</i> share new adventures
3	Qatar's <i>legendary</i> hospitality
4	We're <i>here</i>
5	<i>Extraordinary</i> cuisine
6	<i>Expertly</i> served

### Text Structure

Tandian (2018) defines a text structure as the combination of features that function to compose. What is striking about the table below is that the promotion video attaches suffixes of –ed to form adjectives. This meaning pairing changes the function of the verbs to describe a noun. The new form of the root words constitute new meaning.

**Table 4: Examples of text structure**

1	In every <i>refined detail</i>
2	Settle into <i>unparalleled comfort</i>
3	<i>Stay connected</i> to your world
4	Designed by <i>world-renowned chefs</i>

The all adjective describe positivity. They focus on the strengths of Boeing 787 Dreamliner. As serving business and economy class, Boeing 787 Dreamliner pictures the facilities the all passengers will get in the cabin. The text structure confirms the excellent service and pleasant flight.

### Discursive Practice

The discursive practice results the interpretation and interaction through the relation of the text production and consumption. It ‘forms specific configuration from various genres, discourse, and styles to overcome different significance that has varied purpose’ (Haryatmoko, 2016: 25). Fairclough (2001) names the combination as interdiscursive analysis. It requires linguistic analysis and semiotic analysis ‘for instance visual image’ (p. 6).

The video that become the discourse in this study is classified as a promotion. It becomes a marketing communication to promote the new Boeing 787 Dreamliner. As noted by Weiss (2001) promotion doesn’t sell. It distributes interest, knowledge/image, awareness, purchase, and repurchase. The company, Qatar Airways, communicates the promotion through modern tool to their potential passengers. They use YouTube as the platform of promotion. As a new Boeing, YouTube can help the company to create

positive brand image by stating facilities and service would be got. The word 'redefined' in the title of the video initiates a transformation. There is something new that owned by Boeing 787 Dreamliner. Thus, the company needs to announce it publicly.

As a promotion, the language style is suggestive and convincing. The video and caption don't use imperatives such as 'buy now', 'find us on', 'fly with us', or 'book your ticket'. These imperatives hardly sell the brand to the customers. However, the phrases on the video and caption mostly talk and picture the impressions and ambient in the cabin. The video shows how the cabin looks like and what the flight attendant will give to the passengers. The video succeed convincing the viewers by showing luxury and indulgence. However, since the video is posted to introduce business and economy class in Boeing 787 Dreamliner, the study discovers discrepancy between grade of the class and the scenes in the video. There is no evidence that economy class will also *experience the 5-star touch*. Besides, the video doesn't only promote business and economy class but also first class and premium economy class.

## Target Market

Figure 7: Businessman passenger



Figure 8: Couple passenger





The video starts with the scene where a man who is from Frankfurt, driving his car to the airport. The camera shoots his watch and steering wheel. It seems to show his status and property. The man is wearing a nice suits and interpreted as a businessman. Similarly in figure 8, the video is going to display the characteristics of their passengers. There is a couple who will have trip from Doha to London. It is viewed that the woman is holding a magazine about London and wearing a gold ring and a gold bracelet. It claims her wealth and ability to pay the ticket. Besides, she has planned the trip and gathered important information about London.

**Figure 9: A woman passenger**



Another passenger described in the video is a woman who gets a love letter and a free ticket to fly to Cape Town. She is very happy and dressy. Figure 9 describes the setting in the elegant kitchen with a big window. It seems she lives in an apartment with beautiful scenery from the top floor, hence there is a view of buildings. The woman also looks independent and successful. The last passengers in figure 10 are family members. They are preparing their luggage before going to the airport. It is written that they will fly from Singapore to Barcelona. They look busy and focus to their stuff. Their house is similar to passenger in figure 8. They live in a high floor apartment that has great view, nevertheless there are no high-end furniture and jewelries that characterize prosperity. They also dress casually without showing the professional identity of occupation.

**Figure 10: Family passenger**



Figures 7-10 represent the target market of Qatar Airways specifically Boeing 787 Dreamliner. The video defines the passengers as professional and wealthy. They can afford pricey ticket and experience international flight. The all passengers are looking good and dressed-well. They also own precious belongings and setting of place. Differently, the family in figure 10 is simpler and casual. It is concluded that Qatar Airways has defined its market and customers. Their end users are people who have business trip, romance trip or family vacation with different level of economic background.

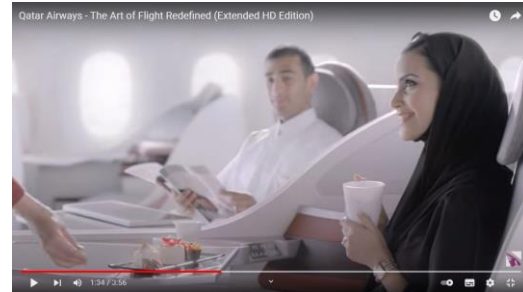
### **Signature of Hospitality and Facilities**

Airlines are type of industries which serve services. They don't sell products as their main profit, meanwhile hospitality is the key performance of what the customers will focus on. The hospitality must be satisfying and pleasant. To build impressive brand image, the marketing communication must be demonstrative. It has strong power in convincing customers and presenting strong points of brand's characters. The following figures indicate the signature of Boeing 787 Dreamliner by Qatar Airways and describe hospitality and facilities for the passengers.

**Figure 11: The female flight attendant is welcoming a passenger**



**Figure 12: The female flight attendant is serving the couple**



In the first two figures in this session discover the way the flight attendant treats the couple passengers. She looks friendly and well-mannered. She welcomes and ask them to take a seat. The setting of the cabin in figure 11 seems fancy and classy. It doesn't look like in economy class. It has a lobby and wide space from one pair of seat to another pair. The seats are in pair not in lines. The arrangement of the seats in figure 12 strengthen the idea. The arrangement of the seats are comfortable and ease. Moreover, the seats have smart design. They have a border to give privacy but don't isolate the movement. Not only giving a warm welcome, the female flight attendant also serve the couple with a glass of tea and cakes. The serving represents the facilities and hospitality owned by Boeing 787 Dreamliner. The luxury and personal treatment showed in figure 11 and 12 are stating the high grade of service and hospitality in first class.

**Figure 13: the business man is resting in**

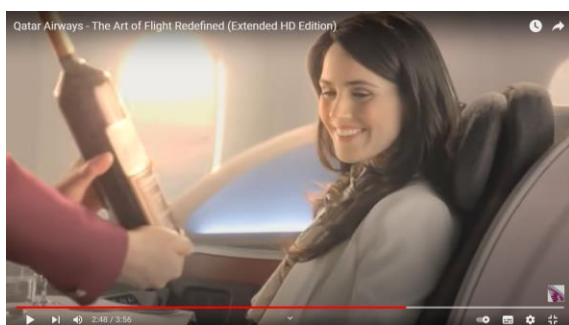
**Figure 14: The female flight attendant is helping a man**



The other figures show the businessman passenger who is resting in the cabin. The cabin facilitates him a place to rest. The flight attendant also helps him to set up the pillow and blanket. Figure 13 tells the design of the seat. It has a barrier to set a private space. According to figure 14, the seat also provides a bed to sleep and relax. These two figures describe the facility in business class. The female flight attendant shows care and attention. She is represented as a helpful and reliable staff. It signifies the excellent hospitality and service would be given to the potential passengers.

**Figure 15: The female flight attendant is serving wine**

**Figure 16: The female flight attendant is serving dessert**



The next figures depict the delightful flight enjoyed by the woman passenger. In figure 15, she is welcomed by a glass of red wine. Wine is related to western culture. They love drinking wine after having special dinner or in a certain occasion. Red wine is an expensive drink and commonly used to treat special people. It characterizes glamorous and classy. Do and Valentine (2009) defines wine consumption reflects a high social status. Moreover, the expertise of wine has developed that makes that beverage

becomes more respected and valued. Beside red wine, she also gets a treat of dessert and a glass of water. The flight attendant gently serves the dish and please her to ingest. By exposing the passenger's happy face, the promotion video implies a joyful flight will be experienced by potential customers.

Considering the design of the seat, chairs in figures 15 and 16 look different with the seats in figure 11 and 12 but similar to seat in figure 13 and 14. In figures 15 and 16, the seat has a divider that results a private space for the passenger. It also has head baring on the head position that can be helpful to overcome a long flight. The space and area in the cabin are narrower than in figure 11 and 12. However it keeps giving great service and hospitality through its wine and dessert in premium economy.

**Figure 17: The boy is playing a game**



**Figure 18: The male flight attendant is greeting the family**



The family in figure 17 and 18 characterize a different type of class and facilities. They represent passengers of economy class. It is identified through the design of the seats. The line consists of three seats without personal space. However, the flight provides a screen to every passenger in which they want to watch or play a game like in figure 17. There is no meals and beverages provided in this family scene. Furthermore, the appearance of male flight attendant becomes questionable. Previously, the female flight attendant consistently comes out in the scenes. She takes care of the passengers and



serves with patient. In figure 18, the male flight attendant only greets the family but he doesn't bring anything to the family.

### Social Practice

The promotion video constructs the activity of promoting and convincing. As the marketing communication, it organizes the structural way of gaining awareness, new customers, and profit. It also displays the social activity because as a discourse, it has an aim and work to do. The video is considered a tool to attract attention and impress the potential customers by showing positive points of the brand. The language shows the intention (Fairclough, 2001). In this context, the language tries to attract the potential customers' interest through its suggestion. It aims at resulting an agreement and trust to the service. The phrase in the caption tells 'whether it's Business or Economy class with Qatar Airways, experience the 5-star touch'. It illustrates how the best hospitality will be provided to all passengers in all classes. It convinces them to fly with Qatar Airways.

**Figure 19: 'Qatar's legendary hospitality is expressed in every refined detail.'**



**Figure 20: 'Delight and extraordinary cuisine designed by world-renowned chefs.'**



The sentences and visual images in figure 19 and 20 are used to describe the strengths and quality of Boeing 787 Dreamliner. In figure 19, the cakes are arranged beautifully that consists of several varieties. They look tasty and expensive because there is a sense of art in plating the cakes. They represent the legendary hospitality possessed

by Qatar airways. It's because the cakes are served to the passengers in figure 12. They tend to label their service as 'legendary' which means they are a qualified airline that has been doing this for a long time. In figure 20, Qatar airways claims their chefs as well-known and worldly ranked. They also claim that their cuisine is delight and extraordinary because they have experienced chefs. These two sentences refer to possession. They indicates Qatar Airways' specialty. By claiming the possession, they are showing strengths and quality to interest the potential customers. It can also interest people who can only afford economy class because they think they would be served with same food. In fact, according to the discursive analysis, passengers in economy class can't get supply of food. Perhaps, there must give extra charge for meals and beverage. Another potential prediction, those customers who will fly in international route will be provided with the meals and beverage but they would be given different kind of food and drinks compared to first and business class.

As discussed in text analysis, the word 'dream' is appeared several times in caption and video narration. It also associates with the name of the Boeing which is Dreamliner. The 'dream' creates wish and expectation. It is depicted in the way the passengers think about the place and events would be happened in their destination. The video illustrates the passengers are imagining their wish and expectation when they're arrived. It's uttered in the video 'as you live your dream'. It asks the passenger to not be afraid of dreaming because Boeing 787 Dreamliner will take the passengers to the dream place and meet the expectation.

**Figure 21: Dream of first class passengers**

**Figure 22: Dream of economy class passengers**





Figure 21 and 22 are dreams of the passengers. Considering that the passengers are the actors in the video, they reflect certain social practice. In figure 21, the actors play as the first class passengers and the woman dreams about what she will experience in London. She dreams of a romantic date with her partner and she wishes him gives her a ring. In contrary, the dream presented by economy class passengers is having a special family gathering. Comparing the setting and events depicted in the dreams, they are both opposite. Figure 21 takes place in a high class restaurant near a famous place namely London Eye. It is a luxury restaurant and has a proper set of table. The actors and people around them are well- dressed. The scene where the man gives the woman a ring adds the sense of resplendence. Differently, figure 22 takes place in a garden. Both of settings are out door but they have distinguish description. The family gathering doesn't show glamorous and pricy stuffs. They have close conversation and enjoy the snacks. All of the people in the scene wear casual attire. That implies informal occasion. The passengers in the two figures imply their identity and it constructs the social status. As the first class passengers, they are described glamor and wealthy but the economy passengers has regular appearance with no luxury touch.

**Figure 23: the couple arrive in London**







**Figure 24: the family arri**



The different dream of first class passengers and economy class passengers portray the financial limitation of economy class passengers. It also restricts them to dream. It proves how the economy passengers are marginalized and discriminated. When the all passengers arrive at their destination, the discrimination apparently appear in figure 23 and 24. Figure 23 realizes the reality of the couple after arriving in London. They wear same attire like in the dream of figure 21. They are placed in different location but it still symbolizes splendor. They are in a top floor of a building seeing the view of London city. The woman is excited because her dream comes true. Compared to figure 22 and 24, the family finally meet their relatives in the airport. There isn't intimacy because they meet in a public place. It's different with the expectation in figure 22 where they conduct a family gathering and show closeness in their own place.

**Table 4: Dream and reality of business class and premium economy passengers**

Dream	Reality
 <p>Qatar Airways - The Art of Flight Redefined (Extended HD Edition)</p>	 <p>Qatar Airways - The Art of Flight Redefined (Extended HD Edition)</p>
 <p>Qatar Airways - The Art of Flight Redefined (Extended HD Edition)</p>	 <p>Qatar Airways - The Art of Flight Redefined (Extended HD Edition)</p>

The dream and reality attached to business passengers in table 4 strengthen the relegation of economy class. The businessman who is dreaming about having comfortable bed like he's sleeping in his own house. The bedroom symbolizes his property. The city light and his nice bedroom explicitly tell that he lives in downtown. In the reality, he arrives in Doha and enjoys the scenery of city light. He goes around with a boat which needs an extra effort to rent or purchase it. Similarly, the woman finally materializes her wish to meet her lover. The same location between her dream and reality expresses her capability. However, the video decrease the sense of wealth and luxury in this woman. It must be remembered that the woman got a free ticket from her partner. It means she doesn't pay the bill. The two passengers in table 4 have different ability to purchase the tickets, however the reality they can pursue draws their privilege. Differently, the economy passengers can't afford the higher class and has no capability to make their dream comes true. It represents the dysfunction of achieving the goal. They are defined as incapable and lack of money.

### **Discussion**

The phrases in text analysis do not definitely describe how business and economy class would differently be treated. The promotion video and caption generalize the service quality provided by flight attendants. It seems that the marketing communication hides the reality. Fortunately, the study can scrutinize the discourse. There is no significant compliment would be received by economy class passengers because the text analysis results show the high quality in general term, moreover the visual figurative language presents business man who gets professional treatment in business class.

The interpretation of discursive practice implied in genre, style, and visual discourse. The promotion video implicitly addresses their target of customers and different facilities would be paid. They divide customers into businessman traveler, lover traveler and family traveler. Furthermore, every customer will be treated based on the class they pay. Boeing 787 Dreamliner classifies their types of cabin into first class, business class, premium economy class and economy class. The first class will get

excellent service and personal help which evidently imply 5-star touch. In business class, the facilities are reduced. The space is narrower but it provides food and a bed. The class is comfortable and pleasant with friendly favor from the flight attendant. In premium economy class, the passenger is facilitated with personal help and beverage. There is no bed provided but it has a comfy head barring. In economy class, there is no personal area created to passengers. They share seats and screens. There is also no special treatment or kind of food to be served. Most of the scenes describe the ambience in first class, business and premium economy class. The video also repeatedly shows the female flight attendant serving the passengers. It may show affection and attentiveness compared to male flight attendant in economy class. The 5-star touch is the highest level of service, but not all class in Boeing 787 Dreamliner will pursue it.

Marketing communication is a strategy to gain customers' attention. It's used to inform the product and service knowledge so the customers will try, purchase, and repurchase. A positive brand image will help the products or services to have loyal customers. Therefore, brand awareness must be developed to gather a mass of potential customers becomes loyal customers. Qatar Airways conducted marketing communication through their Youtube Channel. They promoted their new on-board Boeing 787 Dreamliner and claimed their capability in serving Business and Economy Class with *5-star touch*. This study set out to scrutinize the video to reveal the realities of marketing communication that were masked. To this end, three-dimensional model of CDA by Fairclough (1995) was conducted to study the caption, transcript, and scenes. Furthermore, the analysis examined the linguistics elements and visual images to find meanings, symbols, and understandings.

This study has identified the hidden realities that were concealed by professional hospitality, high-end facilities and luxury service. The critical investigation found that not the all passengers in Boeing 787 Dreamliner treated equally. It depended on their choice of class cabin. The caption claimed to serve business or economy class with 5-star touch but the results showed that the video also represented first class and premium economy

class which could conceal the significant of the video. Besides, there were signs of marginalization and discrimination attached to the economy passengers. The signs relied on the appearance, belongings, and way of hospitality in the cabin. Additionally, the video was intended to manipulate the potential users. The video generalized the class facilities and service that could play the customers' interest.

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