

SYNTACTIC FRAMING: A CONTRASTIVE ECOLINGUISTIC STUDY OF ENGLISH AND INDONESIAN ECO-FRIENDLY ADVERTISEMENTS

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Abstract

This study explores the syntactic framing strategies used in eco-friendly product advertisements by multinational brands in both English and Indonesian. Grounded in Leech's syntactic theory and Stibbe's ecolinguistic approach, the analysis focuses on grammatical features such as passive voice, nominalization, modality, purpose clauses, evaluative lexis, and thematic fronting to understand how environmental meanings are constructed. Data were collected from social media advertisements of brands including Unilever, Nestlé, Garnier, P&G, and Coca-Cola. The analysis shows that syntactic choices are used to emphasize ecological responsibility while often backgrounding corporate agency. This study introduces syntactic framing as the use of grammatical structure to influence perceptions of responsibility, agency, and environmental value. From the data, a typology of seven syntactic frames is identified including Heroic, Green Utopia, Harmony with Nature, Technological Fix, Individual Responsibility, Obfuscation, and Displacement. The comparison reveals that English advertisements tend to promote assertive agency and innovation, while Indonesian versions highlight moral responsibility and collective action. These findings demonstrate that syntactic structures play a crucial role in shaping green marketing discourse and offer a contribution to ecolinguistic research by linking grammar with environmental ideology.

Keywords: syntactic framing, syntax, framing, ecolinguistics, eco-friendly advertisements

INTRODUCTION

In environmental communication, language plays a vital role in shaping perceptions, influencing choices, and constructing ideologies. In advertising, particularly eco-friendly product promotions, the syntactic structure of messages can subtly direct interpretation and align consumer attitudes with green values. This technique, known as syntactic framing, refers to the way sentence structures foreground certain elements over others, influencing meaning and focus. According to Leech (1983), syntax is not merely a neutral arrangement of words but a strategic selection that reflects communicative intent. In this sense, syntactic framing involves the deliberate manipulation of

grammatical structures such as passive voice, cleft sentences, or thematic fronting in order to guide how audiences process environmental messages.

In the context of ecolinguistics, eco-friendly product advertisements can be viewed as linguistic artifacts that promote ecological values through language. Stibbe (2015) emphasizes that ecolinguistics seeks to uncover how language contributes either to ecological destruction or to the well-being of life-sustaining systems. Thus, advertising that promotes "green" products is not just a marketing tool but also a form of ecological discourse, carrying implicit ideologies about nature, sustainability, and consumer responsibility. Importantly, these ecological meanings are constructed differently across languages. For example, while English advertising often employs direct and agentive syntactic forms, Indonesian versions tend to use passive or nominalized constructions, reflecting different cultural approaches to expressing corporate responsibility and ecological ethics (Sitompul et al., 2024; Purwaningrum & Damayanti, 2021). Understanding how syntactic framing operates across these two linguistic systems provides insight into how environmentally conscious ideologies are constructed and conveyed to distinct audiences.

Several previous studies have explored how grammatical structures in environmental and advertising discourse influence ecological messaging. Zhu (2024) analyzed the impact of voice (active/passive), nominalization, and metaphor in environmental discourse, demonstrating how these syntactic mechanisms intensify urgency and shape recipients' perceptions of responsibility. Sitompul, Fitri, and Sihombing (2024) examined the syntactic influence of English in Indonesian digital advertisements. They highlighted how code-mixing and hybrid sentence patterns, especially nominalization and English-derived syntax, enhance persuasiveness and increase prestige appeal. Gul, Hussain, and Ali (2021) conducted an ecolinguistic analysis of Pakistani COVID-19 advertorials. They applied Halliday's metafunctions to reveal how passive constructions and nominalization suppress agency and amplify fear. Effendi et al. (2022) carried out a syntactic and morphological analysis of hotel billboard advertisements in Indonesia. Their findings uncovered frequent structural "flaws" and omissions, such as missing suffixes, which inadvertently affect clarity and persuasive force. Putra and Sari (2023) also showed how Indonesian eco-advertisements strategically use evaluative nominal phrases like *ramah lingkungan* to evoke positive affective response, while English equivalents rely on modals such as "we commit." These studies collectively highlight the pivotal role of syntax, particularly voice, nominalization, and clause structure, in shaping ecological and persuasive discourse. However, there remains a gap in research that compares how these syntactic strategies function differently across languages, particularly in relation to ecolinguistic framing in eco-friendly product advertisements.

Despite the valuable contributions of these works, a clear research gap remains. Most existing studies have examined lexical choices, metaphors, or

general discourse strategies and have given limited attention to the specific role of syntax in constructing eco-friendly narratives across languages. Furthermore, previous research often emphasizes semantic or pragmatic framing, while syntactic framing remains underexplored as a persuasive mechanism, especially in cross-linguistic contexts (Zhu, 2024; Sitompul et al., 2024; Putra & Sari, 2023). This study aims to fill that gap by analyzing how syntactic structures in both English and Indonesian eco-friendly product advertisements function to frame ecological values, assign agency, and shape consumer interpretation. By applying a syntactic and ecolinguistic lens, this research seeks to deepen the understanding of how grammatical form interacts with ideology across linguistic contexts and contributes to the global study of environmental communication in commercial discourse.

LITERATURE REVIEWS

Ecolinguistics is a critical branch of linguistics that studies the interaction between language and the ecological systems that sustain life. It moves beyond traditional language analysis in order to examine how linguistic choices influence environmental thought, behaviour, and values. Scholars like Stibbe (2015) argue that language does not merely describe reality but actively shapes it, particularly in how societies perceive and respond to ecological issues. Ecolinguistics draws from systemic functional linguistics, discourse analysis, and environmental ethics in order to uncover how everyday texts such as media, advertisements, and political rhetoric either support or undermine ecological sustainability (Stibbe, 2021; Halliday & Matthiessen, 2014). This framework is especially relevant in consumer culture, where environmental discourse is often co-opted for marketing purposes. It becomes even more revealing when these discourses are analyzed in more than one language.

Central to ecolinguistics is the concept of framing, which refers to the way language highlights certain elements of reality while downplaying others. Stibbe (2015) identifies several recurring ecological frames such as the Hero Frame, in which actors are depicted as saviors of the environment; the Technological Fix Frame, in which innovation is framed as the solution to ecological problems; and the Individual Responsibility Frame, in which the burden of sustainability is placed on consumers. He also discusses harmful frames like the Destruction-as-Progress Frame and Obfuscation Frame, which conceal or justify ecological harm. More recently, researchers have coined additional terms such as the Green Utopia Frame, which is used to describe discourse that promotes an overly idealistic future tied to simple consumer actions (Virdis, 2022). These frames are realized not only through lexical choices but also through syntactic constructions that determine what is emphasized, omitted, or backgrounded. Importantly, these constructions are not uniform across languages. For instance, Indonesian often relies on passive voice and evaluative nominal phrases such as “ramah lingkungan,” whereas English

uses active declaratives and modal auxiliaries in order to project corporate commitment (Sitompul et al., 2024). Such cross-linguistic variation shows that ecolinguistic framing is realized differently depending on the syntactic affordances and stylistic norms of the language.

Syntax, as explained by Geoffrey Leech (1983), plays a crucial role in meaning-making by determining how information is ordered, emphasized, or obscured within a sentence. Leech's concept of thematic meaning reveals how different syntactic choices such as passive voice, nominalization, modality, or thematic fronting can influence a reader's interpretation of agency, responsibility, and certainty. For example, passive constructions often remove the actor, making actions appear natural or impersonal. Modality, on the other hand, can signal ethical obligation or corporate intention. These structural choices carry rhetorical weight and can reinforce the ecological frames identified by Stibbe (2015). Moreover, in multilingual advertising, such strategies are adapted according to cultural and grammatical expectations. While English may use modal constructions like "we commit" or "we pledge," Indonesian often emphasizes responsibility using impersonal or morally charged passives such as "terpanggil" (called upon) (Effendi et al., 2022).

Together, Stibbe's framing theory and Leech's syntactic analysis offer a powerful approach to ecolinguistic critique. While Stibbe provides a discourse-level understanding of how environmental narratives are ideologically shaped, Leech's syntactic categories offer a sentence-level method for uncovering how those narratives are grammatically realized. When applied to eco-friendly advertising across different languages, this dual framework reveals how each linguistic system adapts its syntax in order to construct environmental values. Such an approach not only exposes the ideological patterns within each language but also invites a comparative analysis of how grammatical structures reflect different cultural attitudes toward ecological responsibility. This is particularly significant in global marketing, where multinational brands adjust their messaging in order to fit both the ecological norms and linguistic expectations of diverse audiences.

RESEARCH METHOD

This qualitative study focuses on analyzing textual data from eco-friendly product advertisements published by multinational consumer goods companies on platforms such as Instagram and product packaging. The data includes promotional texts found in advertisements from brands such as Unilever, Nestlé, Garnier, P&G, and Coca-Cola. These were drawn in two language versions: English and Indonesian. The analysis targets the syntactic structures used to construct environmentally oriented messages, such as passive constructions, nominalizations, modal auxiliaries, and thematic fronting. Rather than assessing general promotional content, this study focuses on specific syntactic mechanisms that serve to frame ecological responsibility. These brands were

chosen due to their global prominence and their active engagement in environmental branding. They often adapt their messages in order to suit regional markets both linguistically and culturally.

This analysis applies Spradley's (2016) ethnographic approach, which has been adapted to emphasize syntactic and ecolinguistic features in bilingual advertising. The domain analysis identifies sentence structures that correspond to known framing devices. These include passive constructions that erase agency, modal expressions that signal ethical positioning, and nominalizations that obscure responsibility. Leech's (1983) framework is used to track these structures in both English and Indonesian, examining how each language uses syntax in order to express environmental meaning. Stibbe's (2015) framing theory complements this by identifying the ideological role of these syntactic forms. This includes determining whether they serve to glorify small actions (Heroic Frame), hide corporate involvement (Obfuscation Frame), or suggest effortless ecological transformation (Green Utopia Frame).

In the taxonomy phase, syntactic features are grouped according to their ecological function. For example, this includes identifying whether structures frame the brand as the actor or deflect responsibility to the consumer. Here, language-specific patterns emerge. Indonesian advertisements show a preference for abstract and evaluative noun phrases, such as "kemasan ramah lingkungan," while English advertisements tend to use action-oriented clauses, such as "We commit to empowering..." (Sitompul et al., 2024). The componential analysis further distinguishes between subtle grammatical manipulation and more overt framing strategies. These findings enable a comparative understanding of how grammar interacts with ideology in both English and Indonesian eco-friendly advertising.

Finally, in the cultural theme analysis, the syntactic and ecolinguistic findings are synthesized in order to evaluate the broader impact of linguistic form on environmental messaging across languages. This phase explores how syntactic choices, shaped by grammatical and cultural conventions, influence how ecological values are marketed to different linguistic audiences. By analyzing both English and Indonesian data, this study provides insight into the cross-cultural adaptability of ecolinguistic strategies and the role of syntax in global green marketing discourse.

RESULTS AND DISCUSSION

Before delving into the analysis, it is essential to outline the six syntactic features used to categorize the eco-friendly advertisement data in this study. These features include passive voice, agentless passive, nominalization, modality, purpose clause, evaluative lexis, and thematic fronting. Each of these categories was selected for its potential to shape meaning and influence perception through grammatical form. Passive voice constructions often

obscure agency by shifting focus to the action or outcome rather than the actor. Agentless passive constructions intensify this effect by eliminating even implicit references to the agent. Nominalization transforms dynamic processes into abstract nouns, presenting ecological actions as fixed product attributes. Modality reflects varying degrees of obligation, possibility, or commitment, which allows brands to position themselves as ethically engaged. Purpose clauses articulate clear intentions and often link brand actions to future-oriented environmental goals. Evaluative lexis, such as emotionally charged adjectives or phrases, is frequently used to amplify the positive tone of environmental claims. Finally, thematic fronting involves rearranging sentence structure in order to foreground specific elements such as the product, the brand, or the timing of innovation. These syntactic strategies play a pivotal role in framing ecological responsibility within commercial discourse.

Passive Voice

Data 1 (English)

"This advertisement was made out of 100% recycled paper."

Source: <https://www.nestle.co.id/kisah/mengenal-sustainable-packaging>

This sentence is a clear example of passive voice used to obscure agency. The grammatical subject "advertisement" appears as the patient of the clause, while the agent responsible for the action is omitted entirely. The phrase "100% recycled paper" is placed in a prepositional phrase, functioning to highlight the environmental benefit of the material. However, this syntactic choice simultaneously shifts attention away from the producer. By avoiding any mention of the corporate actor (e.g., "Nestlé made this..."), the sentence minimizes corporate responsibility and positions the product itself as inherently eco-friendly. This strategy aligns with the Obfuscation Frame, which conceals who is responsible for ecological impact while emphasizing the final result.

Data 2 (Indonesian)

"Iklan ini dicetak di atas kertas 100% daur ulang."

Source: <https://www.nestle.co.id/news/kitkat-rolls-out-recycled-packaging-2024>

The Indonesian sentence mirrors the English structure using the passive verb "dicetak" (printed), again without specifying an agent. "Iklan ini" acts as the grammatical subject, while the focus of the clause lies in the material used, "kertas 100% daur ulang." Like its English counterpart, this construction emphasizes the environmentally friendly outcome without acknowledging the producer's role. The use of a deictic demonstrative "ini" adds immediacy but does not affect the deeper syntactic erasure of corporate agency. The syntactic and thematic similarity with the English sentence suggests a strategic use of

passive constructions to frame the message as eco-conscious while eliding accountability.

In both English and Indonesian, passive constructions are strategically employed to shift the thematic focus from the producer to the product and its materials. While the surface structure differs slightly due to linguistic norms, the underlying ecolinguistic strategy is consistent: using passive voice to frame recycled packaging as a positive environmental act while obscuring the agent behind it. This tactic effectively supports the Obfuscation Frame in both languages, allowing brands like Nestlé to associate themselves with sustainability without explicitly stating their role in producing waste or contributing to environmental degradation.

Agentless Passive

Data 3 (English)

"112,435 tonnes of recycled materials used in the Group's packaging."

Source: <https://www.loreal-finance.com/eng/2023-universal-registration-document/en/article/216/>

This sentence is an agentless passive structure. The subject and auxiliary are both omitted, leaving "recycled materials used" as a condensed passive phrase. The absence of a clear agent puts sole emphasis on the environmental benefit, obscuring the actor responsible for the packaging process. This strategy supports the Obfuscation Frame, framing sustainability as an inherent feature rather than a product of deliberate action by L'Oréal.

Data 4 (Indonesian)

"Dibuat menggunakan plastik PCR dalam kemasan ..."

Source: <https://www.loreal-finance.com/eng/2023-universal-registration-document/en/article/216/>

The Indonesian phrase "dibuat menggunakan plastik PCR" (made using PCR plastic) also illustrates an agentless passive. The subject performing the action is left unexpressed, and the clause focuses solely on the material used. Like the English counterpart, this framing removes accountability and makes the environmental effort seem automated or self-generating. It reinforces the Obfuscation Frame within Indonesian promotional discourse.

Both L'Oréal and Garnier use agentless passive voice to highlight material innovation while obscuring agency. In both English and Indonesian, these constructions erase the actor and frame eco-claims as inherent product features. This reinforces consumer perceptions of built-in sustainability and avoids implicating the company in environmental responsibility.

Nominalization

Data 3 (English)

"Find your clean with our new high-efficiency Tide pur-technology detergent."

Source: <https://www.tide.com/en-us/shop/eco/efficiency>

This sentence nominalizes technological innovation with the phrase "Tide pur-technology," turning a process or action into a product label. This shifts the focus from action to object, making the brand's environmental effort appear inherent in the product's design. Nominalization helps remove the process or agency behind the innovation and instead reifies it as a static feature. This fits with the Technological Fix Frame, where the product itself is marketed as the solution, without a clear discussion of the larger system changes required.

Data 4 (Indonesian)

"Kemasan ramah lingkungan ini hadir sebagai solusi masa depan."

Source: <https://www.unilever.co.id/news/press-releases/2022/kemasan-ramah-lingkungan-solusi>

This Indonesian example uses the nominalized phrase "kemasan ramah lingkungan" (environmentally friendly packaging) as the subject. The noun phrase turns a process, reducing environmental impact, into an object, emphasizing the existence of a solution rather than the action of solving. The clause "hadir sebagai solusi masa depan" (present as a solution for the future) reinforces this idea by framing the packaging as a ready-made, static answer. This fits the Technological Fix Frame, deflecting attention from systemic change or responsibility.

Both English and Indonesian utilize nominalization to convert actions or ongoing processes into static product attributes. This strategy lends a sense of permanence and credibility to ecological claims while concealing the effort or decision-making behind them. In doing so, brands effectively erase their role in environmental degradation and frame themselves solely as providers of innovative solutions. Such grammatical packaging serves the Technological Fix Frame across both languages.

Modality

Data 5 (Indonesian)

"Kami terpenggil untuk jadi bagian dari solusi lingkungan."

Source: <https://tirto.id/pg-collaborates-on-citarum-cleanup-campaign>

The verb “terpanggil” reflects passive modality and carries religious or moral connotation, suggesting that the brand is ethically “called upon” to act. This use of modality emphasizes intent and moral duty without asserting dominance, reinforcing the Heroic Frame by suggesting that the brand is humbly taking part in environmental restoration. The phrase “untuk jadi bagian dari solusi” (to be part of the solution) adds purpose and frames the brand’s action as necessary and virtuous.

Data 6 (English)

"We believe we must protect our planet for future generations."

Source: <https://us.pg.com/sustainability/environmental-sustainability/>

This English sentence uses strong modal verbs "must" and mental process verb "believe" to construct an assertive stance toward environmental responsibility. The phrase "protect our planet" positions the brand as guardian and moral agent. The inclusion of "for future generations" further enhances ethical positioning. The use of modality here reinforces the Heroic Frame through urgency and moral authority.

Both texts use modality to construct an image of ethical corporate behavior. The Indonesian ad frames commitment as a calling, using passive modality to suggest humility and obligation, while the English ad uses assertive, declarative commitment with a moral tone. These modal choices reflect cultural nuances in branding while fulfilling the same ecolinguistic function, framing corporations as heroes.

Purpose Clause

Data 7 (English)

"We commit to empowering 250 million people to live greener."

Source: <https://www.garnier.in/green-beauty/can-beauty-go-green>

The clause "to empowering 250 million people to live greener" functions as a purpose clause. It explains the reason behind the brand’s commitment, reinforcing the brand's goal-oriented environmental identity. The syntactic clarity of purpose helps frame the brand’s action as intentional and large-scale, which strengthens the message under the Heroic Frame.

Data 8 (Indonesian)

"Kami bergerak bersama untuk mendukung masa depan yang lebih hijau."

Source: <https://www.nestle.co.id/csv/planet/komitmen-kami>

The phrase "untuk mendukung masa depan yang lebih hijau" (to support a greener future) functions as a purpose clause. It shows the intended outcome of the collective action "kami bergerak bersama" (we move together). The brand

justifies its ecological stance by aligning with a future-oriented goal. This structure fits the Heroic Frame, where intention reinforces commitment.

Both examples employ purpose clauses to define their environmental goals and justify their actions. While the English version emphasizes empowering others on a large scale, the Indonesian version stresses collective action and aspirational outcomes. These differences reflect distinct narrative tones, but syntactically serve the same ecolinguistic framing function: moral justification.

Evaluative Lexis

Data 9 (Indonesian)

"Kini kemasan rPET 100% daur ulang, lebih ramah lingkungan!"

Source: <https://www.unilever.co.id/news/press-releases/2022/unilever-luncurkan-easy-green>

The phrase “lebih ramah lingkungan” (more environmentally friendly) is an example of evaluative lexis. It implies improvement without specifying measurable standards. The adjective “ramah” (friendly) is emotionally charged and carries positive connotations, which promotes the product as ethically superior. This enhances consumer perception through vague but appealing value statements, characteristic of the Technological Fix Frame.

Data 10 (English)

"50% less plastic • Easy Green saves you & the planet"

Source: <https://tekno.tempo.co/read/1793939/konsumen-klaim-ramah-lingkungan-perusahaan-air-minum-dalam-kemasan-menyesatkan>

This English slogan uses evaluative lexis like “Easy Green” and “saves you & the planet.” The phrase “saves you” personalizes the benefit, while “& the planet” universalizes it. These positive emotional terms lack specific proof but appeal to values of ease and global impact. The structure reflects the Green Utopia Frame, selling the idea that simple product use leads to widespread benefit.

Evaluative lexis in both examples aims to emotionally charge the message and position the product as environmentally progressive. While Indonesian uses comparative adjectives like “lebih ramah,” English relies on imaginative and optimistic slogans. Both construct positive narratives that support green branding while avoiding verifiable commitments.

Thematic Fronting

Data 11 (Indonesian)

"Kami menggunakan 100% bijih plastik daur ulang untuk botol ini."

Source: <https://www.loreal.co.id/news/commitments/garnier-100-recycled-plastic-bottle/>

The sentence starts with "Kami menggunakan," putting the brand in the subject position. This thematic fronting emphasizes the company's role and commitment to environmentally conscious action. The structure highlights transparency and directness, promoting accountability under the Technological Fix Frame.

Data 12 (English)

"Now our bottles are made from 100% recycled plastic."

Source: <https://www.coca-cola.co.uk/our-business/sustainability/packaging-and-recycling>

The temporal adverb "Now" functions as thematic fronting, drawing attention to the recency of the change. The clause places the product ("our bottles") in focus and uses passive construction, but thematically highlights innovation. The structure supports the Technological Fix Frame, emphasizing timely solutions without naming the actor.

Both examples use thematic fronting to prioritize key messages, one about actor responsibility, the other about time-based innovation. The first emphasizes who is acting, while the second highlights what is changing. Despite these differences, both frame the product as ecologically beneficial, showing how thematic choices help guide interpretation and value emphasis.

To better understand how syntactic features contribute to ecological meaning-making in advertisements, this study develops a typology that links specific grammatical constructions to ecolinguistic frames. The typology was formed by combining insights from Leech's theory of syntax and Stibbe's ecological framing, and by analyzing how brands linguistically structure their environmental messages in both English and Indonesian. Through this approach, seven primary syntactic patterns, including passive voice, agentless passive, nominalization, modality, purpose clause, evaluative lexis, and thematic fronting, were analyzed and interpreted through a set of dominant framing categories commonly found in ecolinguistic discourse. These frames, such as the Heroic Frame and the Obfuscation Frame, reveal the underlying ideologies that inform how environmental responsibility is either distributed, downplayed, or glorified. The table below presents this syntactic framing typology, illustrating the relationship between linguistic form, discursive strategy, and ideological function in eco-friendly advertisements.

Typology of Syntactic Framing

Based on the syntactic analysis of English and Indonesian eco-friendly advertisements, a set of syntactic framing patterns can be formulated to show

how environmental meanings are shaped through grammatical choices. Syntactic framing refers to the use of structural features such as voice, agency, modality, clause types, and thematic organization to influence how reality is represented and interpreted. In eco-friendly advertising, these syntactic choices help construct persuasive messages by foregrounding environmental values, backgrounding corporate agency, or emphasizing action and commitment. Rather than relying solely on vocabulary or imagery, brands use syntax to build narratives that appear environmentally responsible while serving marketing interests. Understanding syntactic framing reveals how grammar subtly encodes ideology, shaping public perceptions of ecological responsibility. The following section presents a detailed typology of syntactic framing strategies in the form of a table to illustrate how each frame operates linguistically and ideologically.

Table 1. Typology of Syntactic Framing in Eco-Friendly Advertisements

No	Frame Name	Linguistic Strategy and Function	Example Sentence	Explanation of Use
1	Heroic Frame	Uses active voice and explicit agency to portray the brand as an environmental savior	We commit to empowering 250 million people to live greener.	The brand positions itself as an active, large-scale change agent.
2	Green Utopia Frame	Emphasizes future orientation and idealized outcomes using vision-driven and optimistic language	50% less plastic • Easy Green saves you & the planet.	Suggests that simple actions lead to long-term ecological benefit.
3	Harmony-with-Nature Frame	Aligns human activity with natural systems through moral and emotional tone	Kami terpenggil untuk jadi bagian dari solusi lingkungan.	Conveys unity with nature through a moral calling and inclusive tone.
4	Technological Fix Frame	Highlights technical features (e.g., materials or packaging) to simplify environmental responsibility	Now our bottles are made from 100% recycled plastic.	Emphasizes product innovation as a solution, minimizing systemic causes.
5	Individual Responsibility Frame	Shifts environmental responsibility to consumers using imperative or directive forms	Recycle Me Again	Encourages direct consumer action, bypassing institutional accountability.

6	Obfuscation Frame	Uses passive or agentless constructions to downplay the company's responsibility	This advertisement was made out of 100% recycled paper.	Omits the actor, focusing solely on the material as the ecological feature.
7	Displacement Frame	Highlights a small eco-friendly detail while ignoring larger environmental issues	Kemasan kami kini lebih ramah lingkungan.	Promotes minor packaging change to distract from broader environmental problems.

The typology presented in the table illustrates how syntactic features in eco-friendly advertisements function within broader ecolinguistic frames to construct persuasive environmental narratives. Each frame encapsulates a distinct ideological stance, subtly embedded through linguistic choices. For instance, the Heroic Frame emphasizes corporate agency through active constructions that position brands as environmental saviors. In contrast, the Technological Fix Frame relies on nominalization and innovation-focused phrasing to promote technical solutions as sufficient ecological responses, often without addressing deeper systemic issues. The Obfuscation Frame and agentless passive strategies obscure corporate responsibility through syntactic detachment, shifting attention to materials or processes rather than the actors involved. Meanwhile, the Green Utopia Frame presents idealized visions of sustainable futures using evaluative and emotionally resonant language. The Individual Responsibility Frame transfers ecological duty to consumers, often through imperatives, and the Displacement Frame strategically magnifies minor eco-friendly features to divert attention from more substantial environmental concerns. Together, these frames demonstrate that the syntactic structuring of environmental claims is not merely stylistic but deeply ideological, shaping how audiences perceive, interpret, and respond to green marketing discourse.

The findings of this study reveal that eco-friendly product advertisements in both English and Indonesian share comparable linguistic strategies, yet also demonstrate distinct cultural and grammatical preferences in framing environmental responsibility. Syntactic features such as passive voice, modality, and thematic fronting appear in both languages, serving to highlight ecological commitment or conceal corporate agency. This study introduces the concept of syntactic framing to explain how these grammatical patterns function ideologically, offering a structural complement to existing ecolinguistic frameworks (Leech; 2006, Stibbe; 2015).

In English-language advertisements, the use of active voice and strong modal expressions such as “We commit” or “We believe we must” frames brands as assertive agents of change. These grammatical constructions work to establish authority and direct action, often projecting a sense of leadership in

sustainability efforts (Fairclough, 2003). Conversely, passive structures like “This advertisement was made out of 100% recycled paper” deflect attention from the actor, shaping a different narrative focus.

Indonesian advertisements tend to emphasize shared moral responsibility through expressions like “Kami terpanggil,” which combine modality and emotional tone to reflect collectivist values. Thematic fronting is also used more frequently, such as in “Kami menggunakan 100% bijih plastik daur ulang,” where the actor remains central without sounding dominant. This stylistic choice aligns with cultural communication norms that prioritize group harmony and ethical modesty (Santosa, 2020).

The comparison reveals how both languages aim to construct a green brand identity, but through different rhetorical means English favoring innovation and leadership, while Indonesian texts underscore moral alignment and communal action. These tendencies indicate that eco-framing is mediated not only by branding goals but also by sociocultural language practices (Fill & Penz, 2017). A key strength of this study lies in its integration of syntactic analysis with discourse level interpretation, allowing for the development of syntactic framing as a conceptual tool. This approach fills a gap in ecolinguistic scholarship, which has often focused on metaphor and lexical patterns while overlooking the ideological work of grammatical form (Goatly, 2011).

Nonetheless, the study has limitations. The corpus includes only ten advertisements, which may not fully capture the variety of syntactic framing strategies across media. Furthermore, it does not account for multimodal elements such as images or layout that may significantly affect meaning (Kress & van Leeuwen, 2006). Future research may explore how syntactic framing operates across other genres, languages, or within visual-text interaction. Expanding the analytical scope could help deepen our understanding of how grammar serves as a subtle but powerful resource in shaping public perceptions of environmental responsibility.

CONCLUSION

This study explored the syntactic strategies used in eco-friendly product advertisements from major global brands and examined how these structures contribute to ecolinguistic framing in both English and Indonesian. By focusing on six key syntactic features, including passive voice, agentless passive, nominalization, modality, purpose clause, evaluative lexis, and thematic fronting, this research highlighted how grammar functions not merely as a structural tool but also as a persuasive device in shaping environmental narratives. Through the application of Stibbe’s framing theory alongside Leech’s syntactic categories, the analysis revealed that language plays a critical role in constructing ecological values, assigning agency, and managing corporate image within green marketing discourse.

The comparative analysis between English and Indonesian advertisements shows that although similar syntactic patterns are used across both languages, their application often reflects underlying cultural and rhetorical norms. English advertisements tend to emphasize direct agency and technological innovation, frequently aligning with what Stibbe refers to as the Heroic Frame and the Technological Fix Frame. In contrast, Indonesian advertisements are more likely to favor collectivist and morally grounded expressions, making use of passive modality and evaluative lexis more frequently. These cross-linguistic differences illustrate the flexibility of syntactic framing, allowing it to adapt to culturally specific audience expectations while still serving the global commercial goal of promoting environmental responsibility.

Overall, this study demonstrates that syntactic framing is a powerful mechanism in eco-friendly advertising because it can promote ecological values while simultaneously concealing systemic accountability. The findings contribute to the field of ecolinguistics by connecting grammatical choices at the sentence level with broader ideological narratives, offering both theoretical insight and practical relevance. As environmental concerns continue to be woven into commercial discourse, it is crucial to examine how language functions not only to communicate information but also to influence perception and behavior. Future research may benefit from expanding this study to include multimodal forms of ecological messaging and from analyzing how diverse audiences respond to these linguistic strategies in real-world contexts.

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