

Critical Discourse Analysis of Vegan Diet on Detik.com Online Media

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Abstract:

This study examines the discourse on vegan diets based on articles from Detik.com, utilizing Fairclough's Three-Dimensional Framework. The analysis focuses on ten data points that illustrate individual experiences and the role of media in shaping narratives around dietary practices. The texts emphasize personal experiences, such as Bella, Victoria Ferraz, and Robert Downey Junior transitioning from vegan to carnivore diets due to health concerns, including nutritional deficiencies, skin problems, and low energy levels. Conversely, Cantika Abigail highlights the positive impact of a vegan diet on her autoimmune condition. Media leverages these experiences to frame veganism as a modern and healthy lifestyle while accommodating resistance through narratives of transitioning to animal-based diets. The discursive practices reveal that media serves not only as an intermediary of information but also as a trendsetter, shaping public perceptions through selective storytelling. The social practices identified in this analysis highlight the complexity of dietary choices, influenced by individual health needs, societal demands for sustainability, and ethical consumption issues. This pattern underscores how diet is not merely a personal decision but part of a broader social discourse, where media acts as a central agent in shaping public views on health and lifestyle.

Keywords: critical discourse analysis; detik.com; online media; vegan diets

INTRODUCTION

In recent years, vegan diets have gained greater attention in public discussions (Wreen, 2019). In Indonesia alone, the results of a Snapcart survey (2023), showed that 11% of Indonesians are vegan. This shows that although the number of vegan lifestyle adherents is still relatively small, the concept of veganism is gaining attention and becoming an attractive life choice. With the growing interest in adopting a vegan lifestyle, vegan diets are becoming one of the options for those who reduce their consumption of meat and dairy, and increase fruits and vegetables (Willett et al., 2019). However, the adoption of a vegan diet is not free from challenges (Makarim & Dewi, 2024), such as concerns regarding the adequacy of certain nutrients, such as protein, iron, and vitamin B12, which are commonly found in animal products. Known as influential entities in the social, political, and economic spheres, news media platforms hold the power to highlight and

raise awareness about health-related issues (Kanchan, S., & Gaidhane, A., 2023). As Kley (2024) states, the media can play an important role in educating the public, shaping perceptions about plant-based dietary patterns. This influence extends not only to individuals living a vegan lifestyle, but can also have a favorable or unfavorable influence on the perception of society as a whole.

There is much research on how news media portrays vegans. Pera and Aiello (2024) used the online medium of YouTube promoting plant-based diets as an effort to protect the environment. Research by Righetti & Bertuzzi (2024) analyzed 200,000 vegan-related messages on Facebook in ten years (2010-2020). Research by Brookes & Chałupnik (2022) on how veganism is represented in the UK, as well as research by Santallusia Lloan (2023) on the representation of veganism in four UK newspapers in the period 2010 to 2015.

This research seeks to address the gap with a discourse analysis of the 'vegan diet' using Norman Fairclough's critical discourse approach (1995) with data from 10 online articles from one of the Detik.com online media, the largest and most popular digital online media (Hidayat, R., & Ridwan, F. K., 2024). Through this research, it is expected to find patterns of vegan diet construction that influence Indonesians' understanding of this dietary choice. This research also has the potential to contribute to critical discourse studies in the context of Indonesian digital media, especially in terms of the representation of healthy lifestyles that continue to evolve.

LITERATURE REVIEW

Previous studies have explored how veganism is represented in the media. Pera and Aiello (2024) examined plant-based eating content on YouTube, highlighting its role in promoting environmental sustainability. Righetti and Bertuzzi (2024) analyzed 200,000 vegan-related posts on Facebook over a ten-year span (2010–2020), shedding light on the evolving public discourse surrounding veganism on social media. Brookes and Chałupnik (2022) focused on the representation of veganism in the UK, investigating how it is framed within national narratives. Similarly, Santallusia Lloan (2023) conducted a study on how veganism was portrayed in four British newspapers between 2010 and 2015, offering insights into the mainstream media's treatment of the topic during that period. Collectively, these studies emphasize the diversity of media platforms and cultural contexts through which veganism is constructed and communicated.

METHODOLOGY

Critical Discourse Analysis

This study uses critical discourse methods and theories developed by Norman Fairclough to analyze the construction of vegan diets in Detik.com articles. Fairclough's critical discourse focuses on the relationship between language, power, and ideology in media texts (Suriadi & Baharman, 2024). In this context, the analysis will focus on three main dimensions: text structure, discourse practices, and socio-cultural practices (Fairclough, 2023). The first dimension, text structure, will analyze how Detik.com articles organize information related to vegan diets, including word choice, narrative, and framing used to describe vegans. The second dimension, discourse practices, will explore the process of text production, such as how the influence of the food industry or the author's perspective affects the presentation of vegan diet discourse. Finally, the sociocultural practice dimension will consider how the articles reflect the sociocultural values of Indonesian society and how they shape people's perceptions of vegan diets.

Data Source and Data Collection

This study uses a dataset consisting of online news articles in Indonesia that discuss vegan diets. The articles were collected from online media Detik.com, in 2024. The decision to focus on the Detik.com platform is because it is still the largest and most popular online media (Lisnawati, 2024). This selection aims to ensure the representation of a comprehensive perspective from a single platform of information regarding vegan diets in the Indonesian online media sphere.

Data collection in this study was conducted using the documentation study method, which involved retrieving data from online articles published on Detik.com related to vegan diets (Dewi et al., 2024). The articles to be used as research data were selected based on certain criteria, namely articles discussing vegan diets published on Detik.com within 2024. The articles selected should include information regarding vegan diets from a health perspective, their benefits, challenges, or controversies, and contain elements that can be analyzed within a critical discourse framework. Articles that are merely opinion or advertisements will be excluded. Data was collected by accessing the Detik.com website directly and filtering out relevant articles. This process involves searching for articles through keywords such as “vegan diet,” “vegan lifestyle,” “vegan food,” or other related terms. Once relevant articles are selected, copies or transcripts of the articles are saved for further analysis. The articles will be used as the main data source for critical discourse

analysis based on Fairclough's theory, then the collected articles will be grouped according to the main themes discussed, for example: vegan diet as a healthy lifestyle, benefits of vegan diet, challenges of vegan diet, and so on. This data organization will facilitate the next stage of analysis.

Data Analysis

For the analysis, the researcher used a critical discourse approach based on Norman Fairclough's theory to examine the construction of vegan diets in Detik.com articles. The analysis begins by examining the elements of the text, which include word choice, framing, and text structure in articles discussing vegan diets (Permana et al., 2024). The choice of words used in the article, such as “healthy,” “natural,” or “sustainable,” will be analyzed to see if the vegan diet is portrayed positively or negatively, and how those words shape readers' perceptions. In addition, the framing or the way the media frames the vegan diet will be looked at, whether the media highlights its benefits as a healthy lifestyle choice or introduces the challenges and difficulties associated with adopting a vegan diet. The structure of the text will also be analyzed to find out how the article is structured, whether it puts more emphasis on rational arguments about health benefits or instead focuses more on criticism of vegan diets.

Furthermore, the analysis will continue by assessing discourse practices, which include two aspects: text production and consumption (Anjayani & Hudiono, 2023). In terms of production, it will be analyzed who produced this text (Detik.com) and the motives behind producing the article on vegan diets. Is this media producing a discourse that supports the vegan diet trend or is it more likely to criticize or mitigate potential controversies related to the diet? The consumption process of the text will also be analyzed by looking at how the audience receives the information, whether readers perceive the vegan diet as a healthy or less healthy option.

Finally, a socio-cultural practice analysis will be conducted by looking at how the vegan diet discourse in Detik.com relates to the social and cultural values prevailing in Indonesian society (Sulaiman et al., 2023). Vegan diets in Indonesia are not only related to health, but also to cultural norms, religion, and other social ideologies. This discourse will be analyzed to identify whether the media reinforces or challenges existing social and cultural ideologies, for example by highlighting the positive health or sustainability impacts of vegan diets, or reinforces dominant views that see the diet as an extreme and unacceptable choice for most Indonesians.

RESULT AND DISCUSSION

Vegan to Carnivore Diet Pattern Change

*Pernah jadi vegan, influencer ini putar haluan menyebut dirinya sebagai karnivora. Diet yang dipopulerkannya menuai kontroversi karena dinilai mempromosikan gaya hidup tidak sehat. Influencer bernama Bella tersebut menjalani pola **diet vegan** selama enam tahun. Namun belakangan bintang TikTok dengan 67 ribuan followers ini beralih ke diet serba hewani mulai dari daging merah, telur hingga butter. Saat masih diet berbasis nabati, pemilik akun TikTok bernama @steakandbuttergal ini sering mengalami eczema, psoriasis, jerawat batu dan rosacea. Bella mengklaim setelah mengganti **diet vegan** jadi karnivora, semua permasalahan kulit yang dialaminya hilang. Bella mengklaim setelah mengganti **diet vegan** jadi karnivora, semua permasalahan kulit yang dialaminya hilang. (Detik.com, 10 Januari 2024).*

*Victoria juga menyingkirkan gula, termasuk gula olahan, buah, sayuran dan semua jenis karbohidrat. "Saya tidak akan pernah kembali mengonsumsi makanan tersebut karena saya merasa sangat buruk, dan sekarang saya sangat baik," ujarnya. Ia juga mengaku, keputusannya dalam menjalani **diet vegan** merupakan keputusan terburuk karena dia menderita hipotiroidisme (kondisi ketika kelenjar tiroid tidak menghasilkan hormon tiroid yang cukup). (Detik.com, 30 September 2024).*

*Beberapa waktu lalu Robert Downey pernah menerapkan **diet vegan** demi menjaga kesehatan tubuhnya. Sayangnya ia mengalami beberapa kondisi yang justru mengganggu kesehatannya. Robert Downey Junior dilaporkan mengalami kekurangan vitamin B12 yang merupakan efek dari minimnya asupan protein hewani. "Aku mencoba semua jenis diet vegetarian dan bahan vegan, tetapi semuanya tidak bisa berefek baik pada tubuhku. Tanpa protein hewani aku mengalami kekurangan vitamin B12, kalsium, yodium, dan zat besi,". Ia bahkan sempat mengandalkan suplemen agar tetap bisa menjalankan **diet vegan**. Mulai dari suplemen zat besi, kalsium, hingga berbagai suplemen nutrisi tambahan untuk tubuhnya. (Detik.com, 27 Januari 2024).*

These three quotes describe the experiences of individuals who were previously on a vegan diet but eventually switched to a carnivorous diet due to perceived adverse health effects. Bella, a TikTok influencer with a large following, mentioned that her skin problems improved after switching to a carnivorous diet. Victoria Ferraz talked about losing energy while on a vegan diet, while Robert Downey Junior complained of a lack of essential nutrients such as vitamin B12, calcium, iodine, and iron. However, these narratives also contain bias, as personal experience cannot be used as the sole reference to judge the effectiveness of a diet. Detik.com's take on the story helps to reinforce the perception that a carnivorous diet can be a healthier alternative, although the benefits are still subjective.

This quote illustrates the shift that has occurred in the public's view of vegan diets. Previously promoted as a healthy option, vegan diets are now criticized, especially after celebrities and influencers revealed their negative experiences. This discourse shows how the vegan diet, which was originally considered a healthy solution, is now perceived by some individuals as an option that does not suit their bodies, leading to a tendency to look for other alternatives that better suit personal needs.

Power practices also play a role in this discourse because of the quotes from public figures such as Bella and Robert Downey Jr. their power practices have the potential to bring great influence to people's views (Putri et al., 2024). Their decision to switch from a vegan diet to a carnivorous diet creates a narrative that challenges the popularity of the vegan diet. The authority possessed by these figures has an impact on shaping public opinion regarding the vegan diet, especially among their audiences who may judge the diet based on the real-life experiences of the public figures they follow. In this context, the vegan diet discourse is influenced by the experiences of celebrities who provide first-hand evidence of the negative effects they have experienced. Overall, this excerpt forms a more critical discourse towards the vegan diet, as it describes the negative experiences experienced by individuals who have lived it and highlights how personal experiences can influence the public's view of this dietary pattern. The text also demonstrates how power practices can shape society's views towards certain diets, with celebrities and public figures playing an important role in shaping opinions about their diets.

Benefits and Challenges of a Vegan Diet

*Mengutip Healthline, **diet vegan** sangat efektif dalam menurunkan berat badan sebab makanan yang dikonsumsi sangat rendah akan lemak dan tinggi akan serat, sehingga detikers akan merasa kenyang lebih lama. Selain mampu mengurangi berat badan, **diet vegan** mampu mengurangi risiko penyakit jantung dan diabetes. (Detik.com, 09 Maret 2024).*

*Ada banyak alasan menjajal **diet vegan**. Musisi Cantika Abigail mengaku diet vegan memberikan dampak positif terhadap kondisi autoimun psoriasis yang diidapnya. Cantika beranggapan sejak ia mulai menerapkan pola makan vegan, dampak yang ia rasakan terhadap penyakitnya yakni badan menjadi lebih ringan secara pembawaan, bernyanyi di panggung lebih jadi enak, dan kulitnya jadi lebih calm down, tidak menimbulkan red flare. (Detik.com, 4 Maret 2024).*

An excerpt from Healthline states that vegan diets are very effective in weight loss, as the foods consumed are very low in fat and high in fiber, which makes one feel fuller for longer. The choice of words such as “low-fat” and “high-fiber” illustrate the rational and scientific aspects of the vegan diet, where weight loss is attributed to the appetite-regulating properties of these foods (Murtane, 2021). In addition, vegan diets are also said to reduce the risk of heart disease and diabetes, indicating the medical and scientific claims underlying these diets. This leads the discourse to an objective and evidence-based approach regarding the health benefits of vegan diets.

But in Cantika Abigail's experience, the quote switches to a personal and more emotional point of view, describing the experience of an individual who went on a vegan

diet to manage the autoimmune condition psoriasis. Cantika states that the vegan diet has had a positive impact on her health, where she feels lighter, sings more comfortably, and her skin is calmer. The choice of words such as “body lighter,” “singing on stage more comfortable,” and “skin calmer down” indicate physical and psychological changes that Cantika feels directly. The use of phrases like these gives the impression that a vegan diet not only regulates the body physically, but also affects one's emotional well-being and performance and is based on personal experience. These two quotes show two sides of the vegan diet: one based on scientific data and health evidence, and one based on the subjective experience of individuals who feel positive changes.

This discourse describes vegan diets as part of a lifestyle that is increasingly popular in modern society, especially among public figures and individuals who are concerned about their health. In the first excerpt, the text highlights the vegan diet as an effective option for weight loss and reducing the risk of disease, suggesting that it not only transforms one's body but also improves long-term health. This shows a growing social trend, where people are increasingly aware of the importance of a healthy diet and lifestyle that focuses on disease prevention. Vegan diets here become more than just an eating choice, but rather part of an identity and social practice that affects many aspects of one's life.

In the first quote, the source cited is Healthline, a health platform that has authority in providing medical information (KangAtepAfia.com). By referring to Healthline, this text legitimizes the claim that a vegan diet can reduce weight and the risk of heart disease and diabetes. This authority lends weight to the discourse encouraging readers to accept a vegan diet as a legitimate and scientifically proven option. In the second quote, Cantika Abigail's experience as a public figure plays a role in shaping this discourse. As a musician who has influence among her fans, Cantika's statement about a vegan diet has a big impact on her audience. Her personal experience serves to reinforce the narrative that a vegan diet can provide tangible benefits, not only for health but also for professional performance and emotional well-being. In this sense, the discourse creates a practice of power shaped by celebrity authority that influences the public's view on vegan diets, as well as providing concrete examples of how this diet can bring positive changes in everyday life.

Social Trends and Changes in Diet

Kita melihat adanya 'ledakan' diet vegan dan alternatif daging berbahan nabati beberapa tahun terakhir ini. Tampaknya tren itu belum akan berhenti bahkan semakin diminati di 2024. Tren ini mulai terlihat dari makin beragamnya susu dari bahan nabati sebagai pengganti susu sapi. Sebut saja susu almond, susu cashew dan susu oat. (Detik.com, 03 Januari 2024).

Daging sapi dikonsumsi oleh hampir seluruh masyarakat di dunia. Hanya ada dua alasan bagi mereka yang tak mengonsumsinya, baik karena menjalani diet vegan/vegetarian ataupun aturan beberapa agama tertentu. (Detik.com, 06 Juni 2024).

This excerpt notes the phenomenon of the increasing popularity of vegan diets and plant-based food alternatives, such as almond milk, cashew milk, and oat milk, with descriptions that highlight the transformation of consumption patterns. The use of terms such as “explosion” and “growing interest” suggests that vegan diets are considered relevant, not only as a health trend but also as a modern lifestyle. On the other hand, the text also notes the dominance of beef consumption, citing religious reasons or specific dietary preferences as influencing factors.

The media plays an important role in framing this trend. By promoting narratives about the diversity of plant-based products and the growing public interest in vegan diets, the media indirectly reinforces the perception that plant-based diets are part of a progressive social development. However, by noting the continued consumption of beef as a global norm, the media reflects the complexity of societal preferences that are not fully shifted to vegan patterns. This discourse practice reflects the media's selective approach in choosing narratives that are relevant to audiences, while accommodating different cultural and religious values. However, this text also reflects that the social change is not uniform. The dominance of beef consumption shows that tradition, culture and individual preferences are still significant factors in determining diets. In this context, plant-based diets are evolving as alternatives that complement, rather than replace, existing consumption norms.

Health Effects of Vegan Diets on Physical and Sexual Activity

Di akhir eksperimen keempat peserta ini lebih mudah terangsang secara seksual, efek dari rajin berolahraga. Akan tetapi peserta dengan pola diet vegan memiliki hasil yang lebih bagus dengan tingkat rangsangan seksual mencapai 300%. Penelitian ini didukung oleh penelitian sebelumnya yang menemukan bahwa pria yang menjalani pola makan vegan, bisa menurunkan resiko disfungsi ereksi. (Detik.com, 9 Januari 2024).

This excerpt highlights the results of an experiment linking vegan diets to improved sexual health, specifically sexual stimulation levels of up to 300%. Additionally, it

mentions that a vegan diet could potentially lower the risk of erectile dysfunction. The mention of specific numbers such as “300%” gives a scientific impression that supports the narrative of the benefits of a vegan diet. This emphasis on positive effects uses persuasive language that aims to grab the reader's attention (Liantika et al., 2023), especially by associating diet with vital aspects such as sexual health, which is often of concern to the public.

The media in this case utilizes the results of scientific experiments as a legitimizing tool to strengthen the narrative about the benefits of a vegan diet. The use of previous research supporting the findings adds credibility and influences public acceptance of veganism. By focusing on specific effects such as sexual health, the media seeks to appeal to a wider audience, including those who may not be interested in the general health benefits of a vegan diet. This narrative also positions exercise as a contributing factor, extending the relevance of the discourse to people who care about an overall healthy lifestyle.

This discourse reflects social changes in dietary choices associated with physical and sexual well-being. Emphasis is placed on the benefits of how vegan diets are not only considered as a health choice but also as a means to improve quality of life in various aspects, including intimate relationships. In this context, vegans are positioned as a potential solution to generally sensitive health issues, such as erectile dysfunction, that have historically been taboo to discuss in the public sphere. At the same time, this narrative reflects a shift in societal values towards sexual health that is more open and accepted as part of a holistic health discourse. This trend shows how the media is playing a role in normalizing discussions about issues that were previously underrepresented, using scientific research to build legitimacy.

CONCLUSION

The analysis of vegan diets in online media Detik.com shows the dynamics of discourse influenced by personal narratives, media roles, and social context. Through Fairclough's Three Dimensions theory, it is revealed that these texts highlight personal experiences to build credibility, such as Bella's story of feeling her skin problems disappear with a carnivorous diet or Cantika Abigail's psoriasis improvement through a vegan diet. The media plays an important role in producing and disseminating this discourse, both by promoting the vegan trend as a modern lifestyle and chronicling resistance to it through

stories of transitioning to a carnivorous diet. The social practices visible in these narratives reflect the complexity of diet as an individual response to health issues. To deepen understanding, future research needs to explore similar discourses from more diverse online media platforms, such as Kompas.com and CNN, and analyze trends from the period before 2024 to understand changes.

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