



Gendered Wording In Fintech Recruitment:
A Critical Discourse Analysis of Goto Financial's
Acceleration Program

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Article Info	Abstract
Received: 2026-07-29 Revised: 2026-08-31 Accepted: 2026-09-10 Keywords: <i>Critical Discourse Analysis; fintech recruitment; gendered wording; masculine-coded language; feminine-coded language</i> DOI: 10.24256/ideas.v14i2.12059 Corresponding Author: Putu Nur Ayomi putu.nur.a@unmas.ac.id Sastra Inggris, Universitas Mahasaraswati Denpasar, Denpasar, Bali	<i>Gendered wording in job advertisements can contribute to the construction of professional identities by associating occupational competence with masculine- or feminine-coded attributes. Although gendered language in recruitment has received considerable scholarly attention, its realization in Indonesian fintech recruitment discourse remains underexplored, particularly in specialized career-track programs. This study examines masculine- and feminine-coded lexical patterns in the Lending Risk Analyst Acceleration Program advertised by GoTo Financial on LinkedIn in April 2026 and investigates how these patterns construct the ideal professional candidate. Using a descriptive qualitative approach, the study applies Fairclough's three-dimensional framework of Critical Discourse Analysis, supported by Social Role Theory, and framework of gendered wording, which distinguishes agentic (masculine-coded) from communal (feminine-coded) language. The analysis identified 20 unique gender-coded lexical types (comprising 15 agentic and 5 communal types, with a total of 29 occurrences/tokens across the text), in which masculine-coded expressions such as "driven", "leads", and "ownership" predominantly frame professional competence in terms of initiative, authority, achievement, and individual responsibility, whereas feminine-coded expressions such as "support", "collaborate", and "contribute" occur primarily in contexts of teamwork and relational interaction. At the discourse-practice level, this distribution discursively highlights the image of the ideal candidate, characterised by high performance and personal initiative. At the sociocultural level, the pattern indicates a tension between masculine-coded professional expectations and GoTo Group's publicly communicated corporate discourse of inclusivity. Ultimately, by integrating gendered-wording analysis with Fairclough's three-dimensional framework, this study demonstrates how moving from lexical identification toward institutional and sociocultural interpretation can uncover the complex discursive mechanisms underlying inclusive recruitment communication.</i>

1. Introduction

Inclusive recruitment communication has become increasingly important as organizations seek to promote diversity and equality in the workplace. Job advertisements are not merely informational texts describing qualifications and responsibilities. They can also communicate the company's publicly communicated corporate discourse of inclusivity and construct representations of the ideal employee. From the perspective of Critical Discourse Analysis (CDA), lexical choices in recruitment discourse can reflect and reproduce broader social assumptions about professional competence, authority, and workplace identity (Fairclough, 1995). One important manifestation of these assumptions is gendered wording, in which particular lexical choices are culturally associated with masculine or feminine attributes.

Research on gender and social roles has consistently distinguished between agentic and communal attributes. Social Role Theory associates agentic with characteristics traditionally stereotyped as masculine, including independence, assertiveness, ambition, and achievement, whereas communal attributes, such as cooperation, interpersonal sensitivity, and supportiveness, have traditionally been associated with femininity (Eagly, Wood, & Diekmann, 2000). In recruitment discourse, these associations can be linguistically realized through masculine- and feminine-coded wording. (Gaucher et al., 2011), for example, demonstrated that job advertisements in traditionally male-dominated occupations contained more masculine-coded words and that such wording could affect women's perceptions of belonging and job appeal. Gendered wording is therefore significant not because particular lexical items are inherently masculine or feminine, but because their recurrent social associations may contribute to gendered representations of occupational roles and ideal candidates.

Previous studies have identified the persistence of masculine-coded and agentic language in technology and engineering job advertisements, where professional competence is frequently constructed through qualities associated with independence, competition, leadership, and achievement (Breese, Conforti, & Peslak, 2020; Šinik, Snippert, & Jansen, 2022; Hu et al., 2022). More broadly, stereotypical gender framing has also been identified in online recruitment communication across occupational sectors, suggesting that job advertisements remain an important site where gendered expectations of professional roles are reproduced (Noon, Kroon, van der Goot, Vliegenthart, & van Selm, 2024).

Such patterns may become especially significant in specialized professional roles that emphasize leadership potential, rapid career development, analytical decision-making, and high performance. At the same time, contemporary technology companies increasingly promote diversity, collaboration, and inclusivity as components of their corporate identity. Recruitment discourse therefore constitutes an important site for examining how these broader organizational values interact with linguistic representations of professional competence within the framework of GoTo Group's publicly communicated corporate discourse of inclusivity.

This issue is particularly relevant in Indonesia's rapidly developing digital economy, where professional communication is shaped by the interaction between global corporate discourse and local sociocultural understandings of gender and professional identity (Ida, 2001). GoTo Group, one of Indonesia's major digital technology ecosystems, operates across services including mobility, e-commerce, and financial technology through GoTo Financial. Like many contemporary technology corporations, the company communicates commitments to inclusive growth and workplace diversity through its publicly communicated corporate discourse of inclusivity (GoTo Group, 2024).

While existing studies on gendered recruitment language have predominantly addressed broader occupational categories or general technology employment (representing a contextual gap in specialized Indonesian fintech career-track programs), a more fundamental theoretical and methodological gap persists. Previous literature rarely integrates static lexical gender coding with a macro-to-micro framework capable of tracing how gendered wording actually operates across multiple discursive levels without assuming discriminatory intent or actual hiring outcomes.

The fintech context provides a particularly relevant site for such investigation because professional roles in financial risk management combine technical expertise with decision-making, accountability, collaboration, and leadership potential. These requirements may be expressed through lexical choices associated with both agentic and communal attributes. Examining their distribution and contextual functions can therefore reveal how recruitment discourse constructs the ideal professional candidate within institutional and sociocultural discourses. Such an approach also allows gendered wording to be understood in relation to the broader institutional and sociocultural discourse in which recruitment communication is produced and consumed.

To address these contextual and methodological gaps, this study examines the Lending Risk Analyst Acceleration Program advertised by GoTo Financial on LinkedIn in April 2026. Specifically, this study addresses two explicit research questions: (1) How are agentic/masculine-coded and communal/feminine-coded lexical items distributed and contextually realized in the advertisement? and (2) How do these lexical patterns contribute to the construction of the ideal professional candidate across textual, discourse-practice, and sociocultural levels? Methodologically, the study bridges Gaucher et al. (2011) lexical gender framework with Fairclough's (1995) three-dimensional CDA model (supported by Eagly et al.'s (2000) Social Role Theory).

Rather than determining discriminatory intent or actual hiring outcomes, the theoretical and methodological contribution of this study lies in moving beyond simple word-counting to systematically examine how gendered lexical patterns discursively position professional attributes and relate to GoTo Group's publicly communicated corporate discourse of inclusivity (Ayomi, Maharani, & Tustiawati, 2023; Wibhisana, Ayomi, & Maharani, 2023; Eagly, Wood, et al., 2000).

2. Method

This study employed a descriptive qualitative approach structured as a focused single-text case study, using Fairclough's (1995) three-dimensional framework of Critical Discourse Analysis (CDA). This approach enables linguistic features to be examined within their institutional and sociocultural contexts by connecting textual, discourse-practice, and sociocultural levels of analysis (Abdul Jabar & Yunus, 2017; Fairclough, 1995; Ida, 2001).

The selection of this single text, specifically the Lending Risk Analyst Acceleration Program job advertisement published by GoTo Financial on LinkedIn, is analytically significant because it serves as a rich and highly specialized site of contemporary corporate recruitment discourse. First, the advertisement features a specialized fintech role requiring solid risk management ability and high analytical precision. Second, its acceleration-program format inherently emphasizes rapid career progression and leadership potential. Third, it presents a complex combination of technical, leadership, and interpersonal requirements. Together, these elements provide an optimal micro-level window into how modern institutional communication constructs professional ideals. The advertisement was accessed and archived on April 26, 2026, at 10:42 AM WITA and documented through a full-text screenshot, which is provided in Appendix 1.

The data were collected through document collection and systematic text archiving, followed by systematic lexical extraction and coding (Hu et al., 2022; Mao, Tan, Moieni, & Lee, 2024). To ensure transparency, methodological reproducibility, and analytical validity, a multi-step validation procedure was implemented alongside the two-tiered coding framework. First, dictionary-derived coding was applied to items explicitly documented in Gaucher et al.'s (2011) static dictionaries, such as "leads", "ownership", "analytical", "driven", "fast-paced", "leaders", "ambitious", "support", "collaborate", and "contribute", mapping them directly to their predefined categories. Second, to address ambiguous or specialized terms unique to the financial-risk sector not found in the original static list, such as "tackling", "impactful", "strong", "leverage", "actionable", "complex", "mindset", "challenge", "understand", and "integrity", contextual decision rules were enforced.

These rules stipulated that if an ambiguous term functioned syntactically and semantically as a modifier driving individual accountability, task autonomy, or assertive problem-solving, it set aside the general neutrality and was classified as agentic. Conversely, if a term functioned primarily to foster collective harmony or mutual support, it was classified as communal.

This contextual override was systematically evaluated through Eagly et al.'s (2000) Social Role Theory, assessing whether the terms structurally aligned with agentic or communal behavioral expectations. To mitigate interpretive bias and establish analytical reliability for these context-driven classifications, a peer-checking and consensus-building validation procedure was conducted. The preliminary coding categories, context embeddings, and theoretical justifications were independently reviewed and cross-verified through peer debriefing sessions with academic colleagues specializing in discourse analysis, ensuring that all contested classifications achieved complete analytical consensus before final tabulation.

To ensure complete analytical transparency, a comprehensive coding framework mapping each lexical item from its original phrase, coding source, and category to its specific theoretical justification is detailed in Table 2 below. The identified items were categorized as agentic (masculine-coded) or communal (feminine-coded) based on their lexical and contextual meanings. Their functions within the advertisement were also considered to account for the contextual nature of gendered associations.

Following Fairclough's (1995) framework, the analysis was conducted at three interconnected levels. At the textual level, masculine- and feminine-coded lexical items were identified, categorized, and examined in their immediate contexts. At the discourse-practice level, where institutional processes of text production and consumption are examined through the lens of platform-mediated corporate communication rather than empirical interviews with producers or applicants, the distribution across sections of the advertisement was analyzed to evaluate how text structures contributed to the construction of the ideal professional candidate (Wodak & Meyer, 2015; Pratama, 2016). At the sociocultural level, these linguistic patterns were interpreted in relation to broader gendered expectations of professional competence and GoTo Group's corporate discourse of inclusivity (GoTo Group, 2024; Yu, 2025).

Methodologically, to address the interpretive challenges of applying a Western-derived gendered-wording framework by Gaucher et al. (2011) to English-language corporate discourse within the Southeast Asian and Indonesian professional landscape, this study did not apply the framework as a rigid universal template. Instead, it combined the framework with context-responsive Social Role Theory and localized institutional embedding, ensuring that the socio-cultural realities of contemporary Indonesian fintech recruitment were rigorously accounted for.

3. Results

The analysis identified gender-coded lexical items in the Lending Risk Analyst Acceleration Program advertisement. To satisfy the methodological requirement for a comprehensive evaluation, the analysis accounts for both lexical types (distinct word forms) and tokens (total textual occurrences). Based on this analytical framework, 20 unique lexical types were identified: 15 agentic (masculine-coded) items and 5 communal (feminine-coded) items, with a cumulative frequency of 29 total occurrences (tokens) across the advertisement.

To provide a solid quantitative and qualitative overview, these items are analyzed by lexical category, distinct types versus contextual occurrences, and textual distribution across specific sections of the advertisement. Furthermore, following methodological distinctions in recruitment discourse, the analysis carefully differentiates between attributes describing the candidate, job tasks, and the organizational environment, ensuring that only candidate-oriented traits directly construct the "ideal candidate" profile while contextual descriptors frame the operational background.

Quantitative Distribution of Gender-Coded Keywords

Table 1. The Distribution, Lexical Types, and Token Frequencies of Gender-Coded Keywords

Linguistic Category	Lexical Type (Count)	Total Tokens (Occurrences)	Keywords	Context in Advertisement
Agentic (Masculine-coded)	15	20	Tackling (1), Leads (1), Ownership (1), Analytical (1), Impactful (1), Driven (1), Strong (3), Leverage (1), Actionable (1), Fast-Paced (1), Complex (2), Leaders (1), Mindset (1), Ambitious (1), Challenge (3)	Dominantly concentrated in "About the Role", "What You Will Do", and "What You Will Need"
Communal (Feminine-coded)	5	9	Support (4), Collaborate (2), Understand (1), Integrity (1), Contribute (1),	Primarily deployed in "What You Will Do" and "About the Team"
Total Items	20	29		

As shown in Table 1, the advertisement features 15 distinct agentic lexical types compared to 5 communal. When viewed strictly through the lens of lexical variety, agentic items constitute 75% (15 out of 20) and communal items account for 25% (5 out of 20) of the identified types. However, looking at total textual occurrences (tokens), which total 29 instances, masculine-coded terms appear 20 times and feminine-coded terms appear 9 times. Rather than relying solely on raw token frequency, this dual measurement of types and tokens demonstrates both a wider lexical variety and a higher cumulative frequency of masculine-coded terms deployed across the advertisement. Agentic items are predominantly concentrated in sections outlining professional responsibilities, performance expectations, and candidate qualifications. In contrast, communal items are fewer in variety, lower in overall token count, and restricted primarily to contexts involving teamwork, support, and cross-functional interaction.

The contextual distribution also highlights functional differences between the two categories. Expressions such as “leads”, “ownership”, “leaders”, and “ambitious” appear in descriptions of initiative, individual responsibility, and professional growth, while “impactful” reinforces visible corporate outcomes. Similarly, terms like “tackling”, “analytical”, “actionable”, “leverage”, and “challenge” are tied directly to problem-solving, data utilization, and technical task execution.

Furthermore, attributes like “driven” and a “mindset” orientation emphasize professional determination, whereas modifying and framing terms like “strong”, “fast-paced”, and “complex” highlight the high-performance and demanding operational environment of the financial risk sector. Conversely, communal expressions such as “support”, “collaborate”, “understand”, “contribute”, and references to “integrity” occur specifically within descriptions of team assistance, cross-functional collaboration, process comprehension, and ethical organizational conduct. Thus, the two categories differ not only in lexical variety but also in their functional deployment across the advertisement.

Lexical Breakdown and Contextual Analysis

Table 2. Micro-Level Lexical Breakdown, Categories, and Token Counts

No.	Lexical Item	Category	Token Count	Original Phrase in Advertisement	Coding Source / Justification
1	Tackling	Agentic	1	“Tackling challenges...”	Contextually inferred (denotes active problem-solving and assertive engagement).
2	Leads	Agentic	1	“With team leads to review...”	Gaucher et al. Lexicon (associated with leadership and authority).
3	Ownership	Agentic	1	“Strong sense of integrity and ownership”	Gaucher et al. Lexicon (associated with individual accountability and autonomy).
4	Analytical	Agentic	1	“Analytical skills with...”	Gaucher et al. Lexicon (associated with intellectual ability and task-oriented competence).
5	Impactful	Agentic	1	“Impactful initiatives while...”	Contextually inferred (frames visible corporate outcomes and high-level performance).
6	Driven	Agentic	1	“Data-driven strategies”	Gaucher et al. Lexicon (associated with ambition, motivation, and goal orientation).
7	Strong	Agentic	3	“Strong academic track record...” “Maintaining strong risk control.” “Strong sense of integrity...”	Contextually inferred (emphasising high standards, performance, and control).
8	Leverage	Agentic	1	“Leverage datasets...”	Contextually inferred (denotes the strategic utilization of resources and data handling).
9	Actionable	Agentic	1	“Extract insights”	Contextually inferred (reflects decisive output and execution).
10	Fast-paced	Agentic	1	“Adapt to new challenges in a fast-paced...”	Gaucher et al. Lexicon (associated with high-pressure, competitive environments).
11	Complex	Agentic	2	“Tackling complex challenges” “Articulate complex ideas clearly...”	Contextually inferred (frames technical difficulty requiring analytical mastery and problem-solving).
12	Leaders	Agentic	1	“Build the next generation of risk leaders”	Gaucher et al. Lexicon (explicitly tied to hierarchical advancement and authority).

No.	Lexical Item	Category	Token Count	Original Phrase in Advertisement	Coding Source / Justification
13	Mindset	Agentic	1	"Problem-Solving Mindset"	Contextually inferred (denotes strategic and cognitive solution-orientation).
14	Ambitious	Agentic	1	"Seeking ambitious talents to join..."	Gaucher et al. Lexicon (direct indicator of career drive and achievement orientation).
15	Challenge	Agentic	3	"Excited about the challenge..." "Tackling complex challenges..." "Adapt to new challenges in..." "For supporting the risk management..."	Contextually inferred (describing professional barriers as obstacles to performance that need to be overcome).
16	Support	Communal	4	"Support the team in daily risk..." "Project support" "Support the development of data..."	Gaucher et al. Lexicon (classically aligned with assistance, helping behavior, and communal care).
17	Collaborate	Communal	2	"Collaborate with team leads..." "Collaborate with stakeholders..."	Gaucher et al. Lexicon (associated with teamwork, alliance, and cooperative relationships).
18	Understand	Communal	1	"To understand the end-to-end..."	Contextually inferred (reflects empathetic or holistic process comprehension within teams).
19	Integrity	Communal	1	"Strong sense of integrity..."	Contextually inferred / Social Role alignment (positioned here alongside collaborative norms and interpersonal trust within the team framework).
20	Contribute	Communal	1	"Contribute to special projects..."	Gaucher et al. Lexicon / Contextually inferred (denotes collective participation and communal group input).

Table 2 illustrates how these 20 unique lexical items operate within their immediate textual environments and outlines the methodological basis for their categorization, distinguishing between established items from Gaucher et al.'s (2011) gender-lexicon framework and those contextually inferred from the institutional discourse of financial recruitment. To address the functional differentiation between candidate attributes and situational contexts, the analyzed items are further categorized by their discourse orientation. Direct candidate-oriented attributes, such as "leads", "ownership", "leaders", "ambitious", "analytical", "driven", and "actionable", establish explicit expectations of individual capability, authority, leadership drive, and high achievement.

Meanwhile, task-oriented terms like "tackling", "challenge", "leverage", and "impactful" embed the role in active execution and problem-solving. In contrast, framing terms such as "fast-paced" and "complex" function primarily as organizational and environmental descriptors rather than direct candidate traits, framing the high-performance, demanding background of the financial risk sector.

The feminine-coded items occur mainly in relational, supportive, and collaborative contexts. While terms like "support" and "collaborate" map directly onto established communal dimensions of teamwork, items like "understand", "contribute", and "integrity" are interpreted through their immediate contextual deployment. Specifically, "integrity",

though a universal term, is contextually embedded alongside shared organizational standards and collaborative workflows, aligning with communal expectations of relational trust and ethical management. Likewise, “support” refers to assistance in daily risk-management activities, “collaborate” describes interaction with team leads and cross-functional stakeholders, “understand” captures holistic process comprehension, and “contribute” reflects active participation in collective tasks.

Overall, the quantitative and contextual findings indicate a numerical and distributional predominance of masculine-coded agentic wording over feminine-coded communal wording across the advertisement text, particularly within sections outlining professional performance, responsibilities, and technical requirements.

4. Discussion

Textual Level: Gendered Wording and the Ideal Professional

At the textual level, the analysis of the Lending Risk Analyst Acceleration Program advertisement reveals a clear pattern of gendered wording used to construct professional identity. This pattern can be understood through Social Role Theory (Eagly et al., 2000). Agentic markers, such as “tackling”, “ownership”, “leverage”, and “lead” (15 items), are predominantly deployed in sections detailing responsibilities and expected capabilities, emphasizing action, initiative, authority, and individual accountability. In contrast, communal markers, such as “support”, “collaborate”, and “contribute” (5 items), relate primarily to teamwork and cross-functional interaction. These associations do not mean that such characteristics naturally belong to men or women. Rather, they reflect socially established expectations that can also appear in professional discourse. In this context, English as a global corporate language may carry widely used business terms that overlap with these traditional gender roles.

Building on this, the central analytical contribution of this study lies in recognizing that these gendered markers are not merely numerically unequal. Rather, they are explicitly associated with entirely different dimensions of professional value. Expressions like “tackling complex challenges” and “impactful initiatives while...” connect professional competence with problem-solving, leadership, and visible achievement, giving greater visibility to an agentic model where candidates are expected to take control (Fairclough, 1995; Ida, 2001).

Nevertheless, the dominance of agentic wording should not automatically be interpreted as evidence of intentional gender bias. The nature of financial risk management itself requires analytical ability, responsibility, solid problem-solving, and effective decision-making. Expressions emphasizing action and control may therefore partly reflect the practical demands of the position. The issue is not whether these qualities are necessary for the position, but how strongly they dominate the linguistic construction of professional competence.

In comparison, the communal expressions such as “support the team in daily risk...” present the candidate as contributing to collective activities, while “collaborate with stakeholders” emphasizes the ability to work with others. These expressions show that the advertisement does value cooperation, their textual functions remain secondary. The focused primarily on maintaining relationships and supporting teamwork rather than driving authority and advancement.

Following Gaucher et al. (2011), the predominance of masculine-coded wording suggests that the advertisement gives greater linguistic emphasis to agentic characteristics in defining the ideal professional. The communal markers provide some balance by representing collaboration and interpersonal competence, but they occupy a less prominent position in the construction of authority and achievement. Therefore, the

advertisement can be interpreted as constructing a professional identity that leans toward traditionally masculine-coded expectations while still recognizing the importance of feminine-coded communal qualities (Eagly et al., 2000; Sung, 2022).

This pattern also reflects findings from previous studies of gender representation and recruitment discourse. First, the findings confirm Gaucher et al. (2011) by demonstrating that masculine-coded agentic wording heavily dominates corporate job advertisements, even within a modern financial-technology sector. Second, the study extends the work of Hu et al. (2022) and Mao et al. (2024), which focused predominantly on tech-related sectors by showing how these gendered linguistic patterns operate specifically within the financial-risk context where a solid analytical ability is of the utmost importance. Third, the findings complicate these existing models by revealing that communal markers (such as “support” and “collaborate”) are not merely absent or neglected.

Rather, they are systematically retained yet structurally subordinated as secondary auxiliary traits, functioning to support teamwork rather than drive corporate leadership. Finally, when viewed alongside studies of Indonesian recruitment discourse by Oktaviani (2024), the findings extend local perspectives by illustrating how global corporate English intersects with modern Indonesian institutional hiring practices, showing how gendered assumptions remain embedded in apparently neutral professional communication (Eisend, 2010).

Discourse-Practice Level: Recruitment and Employer Branding

At the discourse-practice level, the analysis moves beyond individual words to examine how the advertisement functions as a form of communication between the company and prospective candidates. In Fairclough's (1995) three-dimensional framework, discourse practice concerns the processes through which a text is produced, distributed, and consumed. Rather than acting merely as a neutral job notice, the advertisement utilizes specific platform and textual features to shape employer branding.

At this level, the combination of agentic and communal wording becomes relevant as part of the company's recruitment communication. Agentic expressions contribute to the image of a candidate who can take responsibility and respond effectively to professional demands, while communal expressions such as “support” and “collaborate” communicate the expectation that the candidate should also function effectively within teams. Rather than viewing these two types of wording as completely separate, these choices work together to represent a candidate who is both individually accountable and cooperative.

In terms of production, the way the program is named and presented contributes significantly to the institutional function. The label “Acceleration Program” does not simply identify the vacancy. The word “acceleration” suggests speed, development, progress, and movement toward a higher professional level. It therefore positions the program as an opportunity for candidates who want to develop their careers rapidly. This meaning works together with the broader language of the advertisement to create an image of a demanding but promising professional environment, making available a textual framework where prospective candidates encounter not only the requirements of a particular job but also an organization that values initiative, achievement, and professional growth.

Regarding distribution, publishing this vacancy through LinkedIn allows the text to reach a specific professional audience. In the context of the Lending Risk Analyst Acceleration Program, the advertisement makes available a representation of candidates seeking careers in the digital and financial technology sector. Through this digital platform, the text does more than announce a vacancy, it constructs workplace expectations and provides a structural model of the professional identity that GoTo Financial values.

The digital environment of LinkedIn also shapes how this discourse is consumed. In such a platform context, gendered associations are unlikely to be consciously analyzed word by word by every reader. Instead, the overall textual pattern contributes subtly to the impression created by the vacancy. As Critical Discourse Analysis emphasizes, this does not require evidence of conscious discriminatory intention. Rather, institutional discourse reproduces broader social meanings through routine and familiar language practices where daily corporate phrasing carries implicit social associations (Fairclough, 1995).

In this regard, the findings extend Hu et al. (2022) by demonstrating that digital consumption in a fintech recruitment post operates precisely through familiar corporate phrasing, where texts make available organizational expectations without requiring explicit textual critiques. The present study does not claim that audiences necessarily respond to the GoTo Financial advertisement in a particular way, since their actual responses were not investigated. Rather, it shows how the text provides digital linguistic resources through which professional identities are textually constructed and made available for interpretation. Ultimately, the discourse-practice analysis shows that conventional corporate language on LinkedIn can carry implicit gendered meanings, simultaneously promoting career opportunities and constructing professional ideals, thereby playing a part in the reproduction of gendered expectations through ordinary institutional communication (Fairclough, 1995; Hu et al., 2022).

Sociocultural Level: Professional Competence and Corporate Inclusivity

At the sociocultural level, the findings can be understood within broader social ideas about gender and professional competence. Fairclough (1995) explains that discourse is connected to wider social values and practices, meaning the qualities used to describe a desirable employee reflect established ideas about leadership and success. In technical and financial fields, qualities such as independence, ambition, decisiveness, and strong individual performance can become accepted as normal expectations of a capable professional. However, these qualities also overlap with characteristics traditionally associated with masculinity, such gendered associations remain present even when the language appears neutral (Gaucher et al., 2011).

This becomes particularly significant when recruitment discourse is considered alongside the company's publicly articulated inclusivity discourse. Contemporary organizations increasingly promote inclusivity as an important institutional value, yet everyday recruitment communication may continue to rely on conventional descriptions of professional competence. The issue is therefore not necessarily a direct contradiction between these public inclusivity discourses and recruitment practices. Rather, it suggests a possible gap between the language of inclusivity at the institutional level and the linguistic conventions used to describe desirable professionals at the operational level.

When agentic qualities are repeatedly treated as central signs of competence and professional potential, masculine-coded characteristics may gradually appear to be the natural or expected standard of the successful professional. Communal qualities remain important, but they may receive less recognition as indicators of authority, achievement, and career development. In this way, recruitment discourse can contribute to maintaining traditional gendered representations without explicitly excluding women or expressing discriminatory intentions.

Despite its analytical contributions, several methodological limitations of this study must be acknowledged. First, the analysis relies on a single-ad dataset of the Lending Risk Analyst Acceleration Program, meaning the findings cannot be generalized to broader corporate practices without further investigation. Second, the study operates strictly at the textual and discursive levels, with an absence of empirical applicant or HR practitioner data,

preventing any claims about actual audience reception or institutional hiring intent. Third, the methodological reliance on interpretative coding and the distinction between word types and tokens inherently involves qualitative researcher judgment in categorizing agentic and communal markers. Finally, examining a job advertisement written in English within an Indonesian institutional setting raises important considerations regarding the transferability of gender-wording frameworks originating from Western contexts, particularly given how global corporate English intersects with local professional norms.

Consequently, rather than demonstrating institutional discrimination, this study reveals a discursive tension between contemporary public articulations of inclusive employment and conventional linguistic representations of professional competence. Addressing this tension in recruitment practice does not mean mechanically removing necessary occupational terms or altering job requirements. Rather, it calls for a careful review of the cumulative framing of competence to ensure a balanced representation of professional values. To build upon these insights, future research should analyze a broader corpus of fintech advertisements across different companies and job levels, combining textual analysis with interviews or experiments to examine actual candidate perceptions (Fairclough, 1995; Gaucher et al., 2011).

5. Conclusion

This study reveals a noticeable imbalance in the gendered wording of the Lending Risk Analyst Acceleration Program, with agentic or masculine-coded expressions more strongly represented than communal or feminine-coded expressions (Gaucher et al., 2011). More importantly, the two categories perform different functions, where agentic qualities are closely associated with leadership, responsibility, achievement, and professional development. Meanwhile, communal qualities are mainly connected with teamwork and interpersonal relations. Through Social Role Theory, this pattern suggests that the ideal professional is constructed more strongly through characteristics traditionally associated with masculinity (Eagly et al., 2000; Pratama, 2016).

Although this single case cannot represent the wider fintech sector, it reveals an interesting discursive tension between contemporary corporate commitments to inclusivity and conventional ways of representing professional competence (Yu, 2025). The study does not suggest intentional discrimination, rather, it demonstrates how gendered expectations may remain embedded in apparently neutral recruitment language. This finding contributes to critical discussions of gender and strategic communication by showing how everyday linguistic choices can shape representations of who appears to fit the image of a successful professional in the fintech workplace (Marschlich, 2026).

Suggestions and Recommendations

The findings suggest that HR practitioners in technology and fintech organizations should pay closer attention to the gendered associations carried by recruitment language. Regular reviews of job advertisements can help identify whether professional competence is repeatedly framed through particular gender-coded qualities and ensure better alignment between recruitment communication and corporate commitments to diversity and inclusion (Hu et al., 2022; Abdul Jabar & Yunus, 2017). Rather than removing agentic qualities such as leadership, ambition, and responsibility, organizations can balance them with communal qualities such as collaboration, communication, and interpersonal competence.

Future research should examine advertisements across different fintech companies and professional roles to determine whether this pattern represents an individual case or a broader sectoral tendency (Sung, 2022; Noon et al., 2024). Interviews with HR practitioners and prospective candidates could further reveal how such linguistic choices are produced and interpreted in actual recruitment contexts (Pratama, 2016).

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