

ABSTRACT

Healthy lifestyle has been increasingly important to explore because some advertisements tend to start raising issues related to health in Indonesia. It shows in a survey published by Jawa Pos showed that Indonesians tend to ignore taking good diets and doing exercise. According to this issue, health product advertisements start promoting healthy lifestyles through product advertising. However, only a few studies related to a healthy lifestyle has found in advertisements. This study aims to determine the intended meaning of a healthy lifestyle in Quaker Oats advertisement. This advertisement tends to campaign for healthy lifestyle, which impacts physical activities that is in line with the discourse of healthism. To analyze it, the authors use the multimodality theory proposed by Kress van and Leeuwen (2006) in order to analyze the elements in the advertisement and reveal the idea of healthy lifestyle in the Quaker Oats *Awal sehat Penuh Gaya #oatfitotd* video advertisement. The elements found in the video advertisement are *narrative process, the participant's utterance (speech act), gaze, camera angle, social distance, colors and discourse arrangement*. Meanwhile, in verbal mode analysis found that it is related with *speech role principles*. Thus, the study reveals that by performing healthy lifestyle not only being fir and healthy but also to stay active and happy.

Keywords: Healthy Lifestyle, Advertisement, Multimodality