

ABSTRACT

Angga Roeswanuari Priyadi. 2015. *A MULTIMODALITY ANALYSIS APPROACH IN NIKE "ORDINARY PEOPLE" AND PUMA "SOCIAL SURFING" VIDEO ADVERTISEMENT.* A thesis submitted as partial fulfillment of the requirements for the Sarjana degree of English Department Faculty of Humanities Universitas Airlangga Surabaya.

The growth of the sport equipment formulates an interest of what persuasive strategies make the actual sale. Nike is top company in sport brand especially in shoes product. Many argue that this is mainly due to their video advertisement, their general approach of using inspiration story for persuade consumer. Therefore provides a multimodal analysis of video Advertisement, aiming to identify the persuasive strategies used across social semiotic modes by the company. This will be followed by a look into how these persuasive strategies contribute to strengthening the brand. The multimodal analysis, using theory by Iedema (2001) for moving images which adaptations by Kress & Van Leeuwen (2001) and, provides several findings. The thesis identifies, that Nike video advertisement and Puma video advertisement have similar persuasive approach, Nike and Puma used peripheral route to persuasion and implicit messages. The thesis then find how the video advertisement used in multimodality approach. Jewitt (2002) stated modalities, or modes, are “semiotic resources for making meaning that are employed in a culture such as image, writing, gesture, gaze, speech, include the language choice inside the video. The thesis argues that both video advertisement fulfill all of modes in multimodality analysis. Even though both of the companies use the same persuasive type, Nike presents the multimodes more communicative word to the viewers.

Keywords: Multimodality, Video Advertisement, Social Semiotics, Persuasive, Nike, Puma