

UNDERGRADUATE THESIS

WOMEN'S EMPOWERMENT IN NIKE ADVERTISEMENTS:

A MULTIMODAL ANALYSIS



By
DIAZ ADRIAN
NIM 121811233058

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**Submitted in Partial Fulfillment of the Requirements for the Sarjana Degree
of English Department Faculty of Humanities Universitas Airlangga**

By

DIAZ ADRIAN

NIM 121811233058

**ENGLISH DEPARTMENT
FACULTY OF HUMANITIES
UNIVERSITAS AIRLANGGA
SURABAYA**

2022

DECLARATION

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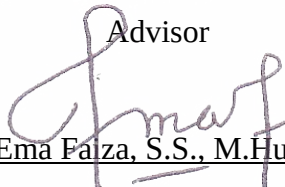
NIM. 121811233058

Dedicated to the loving memory of my grandfather

APPROVAL SHEET

Title : Women's Empowerment in Nike Advertisements: A
Multimodal Analysis
Name : Diaz Adrian
Student Number : 121811233058
Department : English Department
Approved to be submitted on 5 January 2022 by:

Advisor



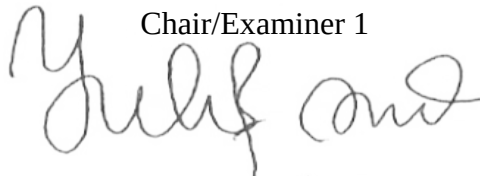
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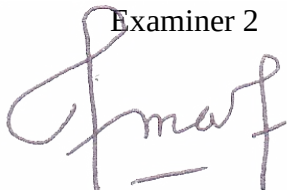
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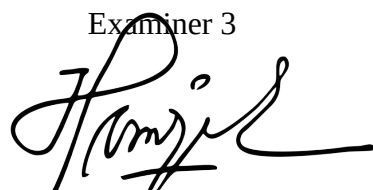
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Ema Faiza, S.S., M.Hum.

NIP. 197410142003122001

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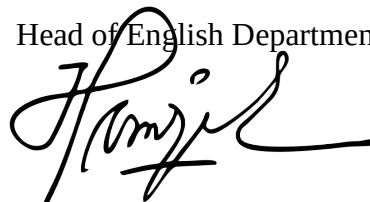


Dr. Layli Hamida, S.S., M.Hum.

NIP. 197512162003122001

Acknowledged by

Head of English Department



Dr. Layli Hamida, S.S., M.Hum.

NIP. 197512162003122001

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Surabaya, 31 December 2021

Diaz Adrian

“I know it’s not much, but it’s the best I can do.

My gift is my song, and this one’s for you.”

-Elton John-

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ABSTRAK

Selain untuk mempromosikan suatu produk, iklan juga dimanfaatkan untuk menyampaikan suatu gagasan. Salah satu isu yang dipromosikan adalah pemberdayaan perempuan. Jenis iklan yang mempromosikan pemberdayaan perempuan dapat disebut sebagai femvertising. Dalam mempromosikan isu ini pada dalam sebuah video iklan, perpaduan antara mode verbal dan non-verbal digunakan untuk menyampaikan pesan tersebut. Penelitian ini menganalisis dua iklan mutakhir dari Nike untuk memperlihatkan pesan-pesan tentang pemberdayaan perempuan. Penelitian ini menggunakan analisis wacana multimodal untuk membedah kedua iklan yang merupakan iklan dengan imej bergerak, sebagai usaha untuk menemukan mode-mode yang ada, sekaligus bagaimana mode-mode tersebut membentuk wacana pemberdayaan perempuan pada kedua iklan tersebut. Dalam menganalisis mode visual, kerangka teori visual grammar yang dicetuskan Kress dan van Leeuwen (2006), yang terdiri dari makna representasi, makna interaktif, dan makna komposisi, digunakan. Analisis verbal dilakukan menggunakan kerangka metafungsi dari Halliday (2004), yang terdiri dari analisis transitivity, struktur mood, dan tema-rema. Kesimpulan dari penelitian ini adalah interaksi antar mode-mode yang dianalisis menempatkan perempuan sebagai pelaku dalam aktivitas olahraga di tempat olahraga, sebagai yang mempunyai lebih banyak kekuatan dibandingkan dengan penonton, sebagai elemen paling kentara, dan dinarasikan dengan tuturan-tuturan yang memberi dorongan pada kedua iklan tersebut.

Kata Kunci: femvertising, multimodalitas, metafungsi, pemberdayaan perempuan.

ABSTRACT

Aside from promoting certain products, advertisements are also utilized to promote social issues. One of the social issues promoted is women's empowerment. This type of advertisement, which promotes women's empowerment, is named as femvertising. In promoting this issue in a video advertisement, the combination of verbal modes and non-verbal modes are used to convey the message. The study examines two recent advertisements by Nike to reveal the message of women's empowerment. The study used multimodal discourse analysis to examine the advertisements which were in the form of moving images, as it tried to uncover the modes present in both advertisements, and how those modes construct the discourse of women's empowerment delivered by the narrators of both advertisements. In exploring the visual modes, Kress and van Leeuwen's (2006) framework of visual grammar, which included representational meaning, interactive meaning, and compositional meaning, was used. The verbal analysis was explored using Hallidayan (2004) three layers of metafunction, which included the analysis of transitivity, mood structure, and theme-rheme. The study revealed that the interplay of all the modes that were analyzed put women to be doing sporting activities in sports-related settings, to possess more power than the viewers, as the most salient elements, and to be narrated with encouraging utterances in both advertisements.

Keywords: femvertising, metafunctions, multimodality, women's empowerment.