

## ABSTRACT

Jahrotunnisa, Siti. 2017. A Critical Discourse Analysis in *Dove “Campaign for Real Beauty”* Advertisement. Thesis. Supervisor 1: Dr. Chusni Hadiati, S.S., M.Hum., Supervisor 2: Dyah Raina Purwaningsih, S.S., M.Hum., Examiner: Ika Maratus Sholikhah, S.S., M.A. Ministry of Research, Technology and Higher Education, Jenderal Soedirman University, Faculty of Humanities, English Department, English Literature Study Program, Purwokerto.

This research is aimed to reveal the brands' message behind their advertisement through the advertisers' writing style which is used to persuade the consumer. The research entitled A Critical Discourse Analysis in *Dove “Campaign for Real Beauty”* Advertisement aims at analyzing structure and how the brand deliver their message in avdvertisement. The data of this research are 20 advertisement of *Dove “Campaign for Real Beauty”*. The research is conducted by using descriptive qualitative method. Purposive sampling is chosen in determining the sample. The process of data analysis involves identifying the structures of data, analyzing data, and drawing conclusion. This process applies Leech theory in identifying structure of advertisement and Fairclough 3D models theory in analyzing how *Dove* delivers their message in their advertisement. The result of this research shows that there are nine structures including Headline-Illustration-Body Copy-Standing Details (2 data), Headline- Illustration-Signature Line-Standing Details (2 data), Headline-Illustration-Body Copy-Signature Line-Standing Details (8 data), Headline-Illustration-Signature Line (2 data), Headline-Body Copy-Signature Line (1 datum), Headline-Illustration-Body Copy-Signature Line (2 data), Headline-Illustration (1 datum), Headline-Signature Line (1 datum), and Headline-Illustration-Body Copy (1 datum). Therefore, *Dove's* advertisement doesn't reflect concept of beauty in Indonesia and unlike most of beauty advertisement, *Dove* becomes different with other beauty advertisement in selling their product which usually portraying images of unattainable perfection. For further research, other researchers are expected to conduct the analysis of comparative research under linguistics approach by using the different object and theory.

Keywords: critical discouse analysis, structure, advertisement, concept of beauty.

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Jahrotunnisa, Siti. 2017. *A Critical Discourse Analysis in Dove "Campaign for Real Beauty" Advertisement*. Skripsi. Pembimbing 1: Dr. Chusni Hadiati, S.S., M.Hum., Pembimbing 2: Dyah Raina Purwaningsih, S.S., M.Hum., Penguji: Ika Maratus Sholikhah, S.S., M.A. Kementrian Riset, Teknologi dan Pendidikan Tinggi, Universitas Jenderal Soedirman, Fakultas Ilmu Budaya, Jurusan Bahasa Inggris, Program Studi Sastra Inggris, Purwokerto

Penelitian ini bertujuan untuk mengungkapkan pesan di balik iklan melalui gaya penulisan pengiklan yang digunakan untuk membujuk konsumen. Penelitian yang berjudul *A Critical Discourse Analysis in Dove "Campaign for Real Beauty" Advertisement* bertujuan untuk menganalisis struktur dan bagaimana *Dove* menyampaikan pesan dalam iklan kampanye mereka. Data penelitian ini berjumlah 20 iklan dari *Dove "Campaign for Real Beauty"*. Penelitian ini dilakukan dengan menggunakan metode deskriptif kualitatif. Dalam menentukan sampel, peneliti menggunakan teknik *purposive sampling*. Proses analisis data melibatkan identifikasi struktur data, analisis data, dan penarikan kesimpulan. Penelitian ini menerapkan teori Leech dalam mengidentifikasi struktur iklan dan teori Fairclough 3D model dalam menganalisa bagaimana *Dove* menyampaikan pesan mereka dalam iklan. Hasil dari penelitian ini menunjukkan bahwa ada sembilan struktur yaitu: *Headline-Illustration-BodyCopy-Standing Details* (2 data), *Headline-Illustration-SignatureLine-StandingDetails* (2 data), *Headine-Illustration-BodyCopy-Signature Line- Detail Standing* (8 data), *Headline-Illustration-Signature Line* (2 data), *Headline-BodyCopy-Signature Line* (1 data), *Headline-Illustration-Body Copy-Signature Line* (2 data), *Headline-Illustration* (1 data), *Headline-SignatureLine*(1 data), dan *Headline-Illustration-Body Copy* (1 data). Peneliti juga menemukan bahwa iklan *Dove* tidak mencerminkan konsep kecantikan di Indonesia dan tidak seperti kebanyakan iklan kecantikan, *Dove* menjadi berbeda dengan iklan kecantikan lainnya dalam menjual produk mereka yang biasanya menyajikan kesempurnaan. Untuk penelitian lebih lanjut, peneliti lain diharapkan dapat melakukan analisis terhadap penelitian komparatif berdasarkan pendekatan linguistik dengan menggunakan objek dan teori yang berbeda.

Kata kunci: analisis wacana kritis, struktur, iklan, konsep kecantikan.