ENGLISHPRENEURSHIP STUDENTS’ PERCEPTION ON THE ROLE OF MULTIMODAL ADVERTISEMENT IN INCREASING PRODUCT IMAGE THROUGH SOCIAL MEDIA

A Thesis Presented as a Partial Requirement to Obtain the Bachelor Degree in the English Department Program

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ABSTRACT

A design has an important role in an advertisement to deliver messages from the giver to the receiver since unintendedly advertisement could be a way to communicate with each other. Multimodal in the advertisement as a communication tool helps a message to be delivered clearly. Multimodal uses more than one semiotic mode, particularly those that use linguistic, visual, and audio. This study is a quantitative research using a survey to find out Englishpreneurship students' perception about the role of multimodal advertisement in increasing product image through social media. The researcher purposively chose 60 respondents from the Englishpreneurship students in Faculty Language and Arts as the research subjects. The results of this research show that is positive. The results suggest that in this multimodal world, an advertisement being presented in multimodal mode has a potential to improve the product image which brings the implication of the current and future business people to capitalize it as a mean of increasing sale.

Keywords: Multimodal in Advertisement, Social Media, Perception, Product Image, Sale
ABSTRAK

Desain memiliki peran penting dalam iklan untuk menyampaikan pesan dari pemberi untuk penerima, karena secara tidak langsung iklan adalah suatu cara untuk saling berkomunikasi antara penjual dan pembeli. Multimodal dalam iklan adalah sebagai alat komunikasi agar pesan dapat tersampaikan dengan jelas dan benar, multimodal menggunakan lebih dari satu mode semiotic, meliputi linguistik, visual, audio. Penelitian ini menggunakan metode kuantitatif disertai dengan survei untuk menemukan persepsi mahasiswa Englishpreneurship tentang peran multimodal dalam iklan untuk meningkatkan gambar product di media sosial penelitian ini melibatkan 60 responden yang telah di pilih secara sengaja dari mahasiswa Englishpreneurship di Fakultas Bahasa dan Seni sebagai subjek penelitian. Hasil dari penelitian ini sangat positif menunjukkan bahwa di dunia multimodal ini, iklan yang disajikan dalam mode multimodal memiliki potensi untuk meningkatkan citra produk yang membawa implikasi atas pelaku usaha pada saat ini dan di masa depan untuk memanfaatkannya sebagai sarana meningkatkan penjualan.

*Keywords: Multimodal in Advertisement, Social Media, Perception, Product Image, Sale*
# TABLE OF CONTENTS

COVER PAGE ........................................................................................................................................ i
PAGE OF APPROVAL ............................................................................................................................... ii
BOARD OF EXAMINER ............................................................................................................................. iii
ACKNOWLEDGEMENT ............................................................................................................................. iv
ABSTRACT ................................................................................................................................................ vi
ABSTRAK ................................................................................................................................................ vii
LIST OF FIGURES .................................................................................................................................. x
LIST OF TABLES ....................................................................................................................................... xi
LIST OF CHARTS ..................................................................................................................................... xii
TABLE OF CONTENTS ............................................................................................................................ viii

CHAPTER I – INTRODUCTION .............................................................................................................. 1
  1.1 BACKGROUND OF THE STUDY ................................................................................................. 1
  1.2 FIELD OF THE STUDY .............................................................................................................. 2
  1.3 SCOPE OF THE STUDY ............................................................................................................. 3
  1.4 RESEARCH QUESTION ............................................................................................................ 3
  1.5 OBJECTIVE OF THE STUDY .................................................................................................... 3
  1.6 SIGNIFICANCE OF THE STUDY .............................................................................................. 3
  1.7 DEFINITION OF TERMS ........................................................................................................... 4

CHAPTER II – REVIEW OF LITERATURE ............................................................................................ 5
  2.1 SEMIOTICS THEORY OF MULTIMODALITY ........................................................................... 5
2.2 MULTIMODAL ONLINE COMMUNICATIVE PRACTICES ............ 7

2.3 ROLE OF MULTIMODAL DESIGN IN ADVERTISEMENT .......... 8

CHAPTER III – RESEARCH METHODOLOGY ............................ 11

3.1 RESEARCH METHODOLOGY ........................................... 11
3.2 RESPONDENTS ............................................................... 11
3.3 DATA COLLECTION ......................................................... 12
3.4 INSTRUMENTS ............................................................... 12
3.5 PROCEDURES ............................................................... 13
3.6 DATA VALIDITY AND DATA RELIABILITY ....................... 13
3.7 DATA ANALYSIS TECHNIQUE ........................................... 15
3.8 DESCRIPTIVE ANALYSIS ................................................... 16

CHAPTER IV – FINDING AND DISCUSSIONS .......................... 17

4.1 THE ADVERTISEMENTS ................................................... 17
4.2 DATA VALIDITY RESULT .................................................. 19
4.3 DATA RELIABILITY RESULT ............................................. 20
4.4 DESCRIPTIVE RESULT ..................................................... 21
4.5 QUESTIONNAIRE RESULT (PR) ........................................ 23
   4.5.1 Students’ Perception towards Statement 1 ..................... 23
   4.5.2 Students’ Perception towards Statement 2 ..................... 25
   4.5.3 Students’ Perception towards Statement 3 ..................... 26
   4.5.4 Students’ Perception towards Statement 4 ..................... 28
   4.5.5 Students’ Perception towards Statement 5 ..................... 29
LIST OF FIGURES

Figure 1 : Instagram logo .................................................................................. 18
Figure 2 : Instagram bio ...................................................................................... 18
Figure 3 : picture of product .............................................................................. 19
Figure 4 : texts on caption .................................................................................. 19
Figure 5 : Instagram layout ............................................................................... 19
Figure 6 : hashtag example ............................................................................... 19
LIST OF TABLES

Table 1 : R table .................................................................16
Table 2 : Alpha Cronbach table ................................................16
Table 3 : Data Validity Result ...................................................20
Table 4 : Data Reliability Result ...............................................21
Table 5 : Questionnaire Result of Variable PR ..........................23
Table 6 : Students’ Perception towards Statement 1 .....................25
Table 8 : Students’ Perception towards Statement 2 .....................27
Table 10 : Students’ Perception towards Statement 3 .................29
Table 12 : Students’ Perception towards Statement 4 .................31
Table 14 : Students’ Perception towards Statement 5 .................33
Table 16 : Students’ Perception towards Statement 6 .................35
Table 18 : Students’ Perception towards Statement 7 .................37
Table 20 : Students’ Perception towards Statement 8 .................39
Table 22 : Students’ Perception towards Statement 9 .................41
Table 24 : Students’ Perception towards Statement 10 ...............43
LIST OF CHARTS

Chart 1: Chart of Students’ Perception towards Statement 1.................................. 26
Chart 2: Chart of Students’ Perception towards Statement 2................................. 28
Chart 3: Chart of Students’ Perception towards Statement 3................................. 30
Chart 4: Chart of Students’ Perception towards Statement 4................................. 32
Chart 5: Chart of Students’ Perception towards Statement 5................................. 34
Chart 6: Chart of Students’ Perception towards Statement 6................................. 36
Chart 7: Chart of Students’ Perception towards Statement 7................................. 38
Chart 8: Chart of Students’ Perception towards Statement 8................................. 40
Chart 9: Chart of Students’ Perception towards Statement 9................................. 42
Chart 10: Chart of Students’ Perception towards Statement 10............................. 44