

**COSTUMERS' PERCEPTION ON THE ROLE OF
MULTIMODALITY IN THE BRAND IMAGE OF PIPIK'S SNACK**

**A Thesis Presented as a Partial Fulfillment of the Requirement to Obtain the
Bachelor Degree in the English Linguistics Study Program**



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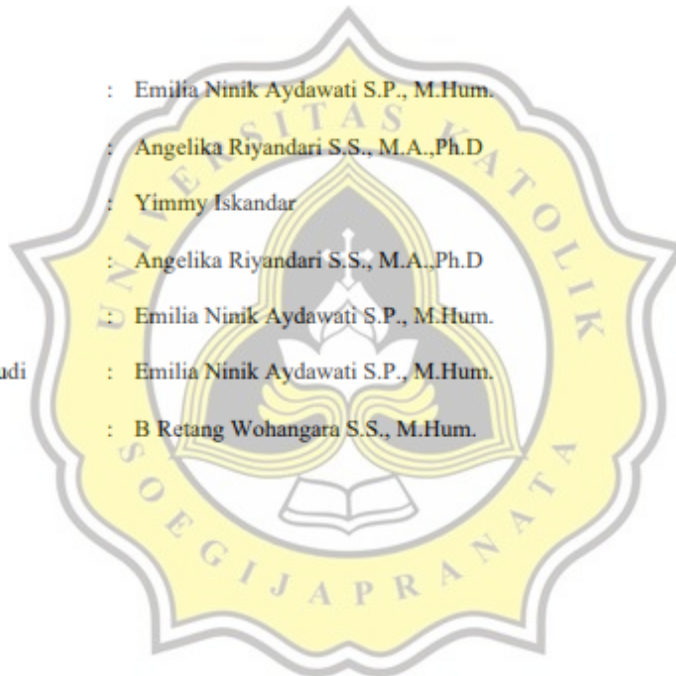
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ABSTRACT

This study aims to find out the participants' perceptions on the aspects of multimodality in the Pipik's brand image. Multimodality is a theory which looks at the many different modes that people use to communicate with each other and to express themselves. This study is a quantitative study as the writer used questionnaire to gather data. The different group of participants are used, thirty customer participants and 30 non customer participants. The findings of this study is that the aspects of multimodality in Pipik's brand image is not clearly seen by the respondents. The brand image does not impress the participants to make them remember. The writing on the brand image is not interesting although the slanted words is considered interesting. The font used has big enough size which makes it readable but the fonts need to be changed to make it look more clean and modern. Also, the color of the brand Image does not represent happiness, originality and energy and a does not make the participants to want to buy the snacks.

Key words: multimodality, brand image, perception

ABSTRAK

Penelitian ini bertujuan untuk mengetahui persepsi partisipan terhadap aspek multimodalitas pada brand image Pipik. Multimodalitas adalah teori yang melihat pada banyak mode berbeda yang digunakan orang untuk berkomunikasi satu sama lain dan untuk mengekspresikan diri. Penelitian ini adalah penelitian kuantitatif karena penulis menggunakan kuesioner untuk mengumpulkan data. Kelompok peserta yang berbeda digunakan, tiga puluh peserta pelanggan dan 30 peserta non pelanggan. Temuan penelitian ini adalah aspek multimodalitas pada brand image Pipik tidak terlihat jelas oleh responden. Citra merek tidak membuat peserta terkesan untuk diingat. Tulisan pada brand image tidak menarik meskipun kata miring dianggap menarik. Font yang digunakan berukuran cukup besar sehingga mudah dibaca namun font tersebut perlu diubah agar terlihat lebih bersih dan modern. Selain itu, warna Citra merek tidak mewakili kebahagiaan, orisinalitas dan energi serta tidak membuat peserta ingin membeli jajanan.

Kata kunci: multimodality, brand image, perception