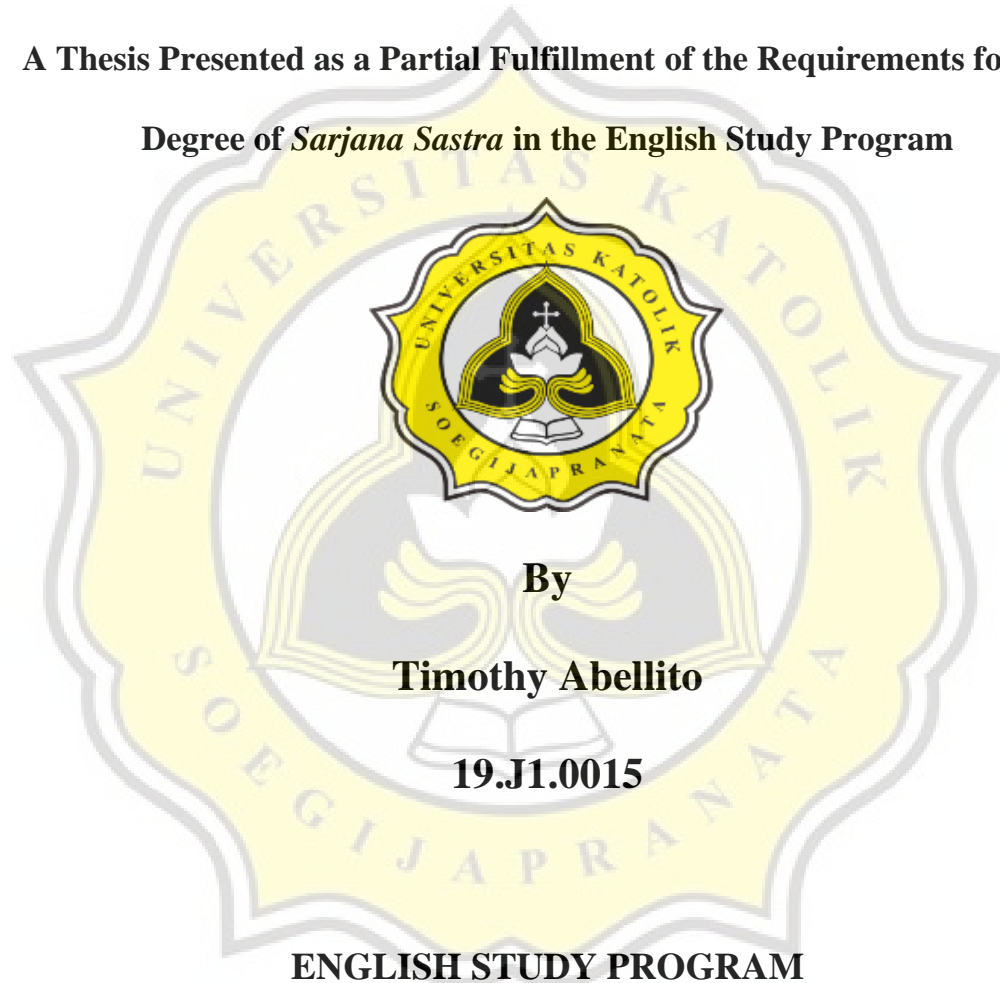


AN ECOCRITICISM STUDY ON *IKLAN NU GREEN TEA*

2016 “*HONEY SHAKE*” 30S

**A Thesis Presented as a Partial Fulfillment of the Requirements for the
Degree of *Sarjana Sastra* in the English Study Program**



By

Timothy Abellito

19.J1.0015

ENGLISH STUDY PROGRAM

FACULTY OF LANGUAGE AND ARTS

SOEGIJAPRANATA CATHOLIC UNIVERSITY

SEMARANG

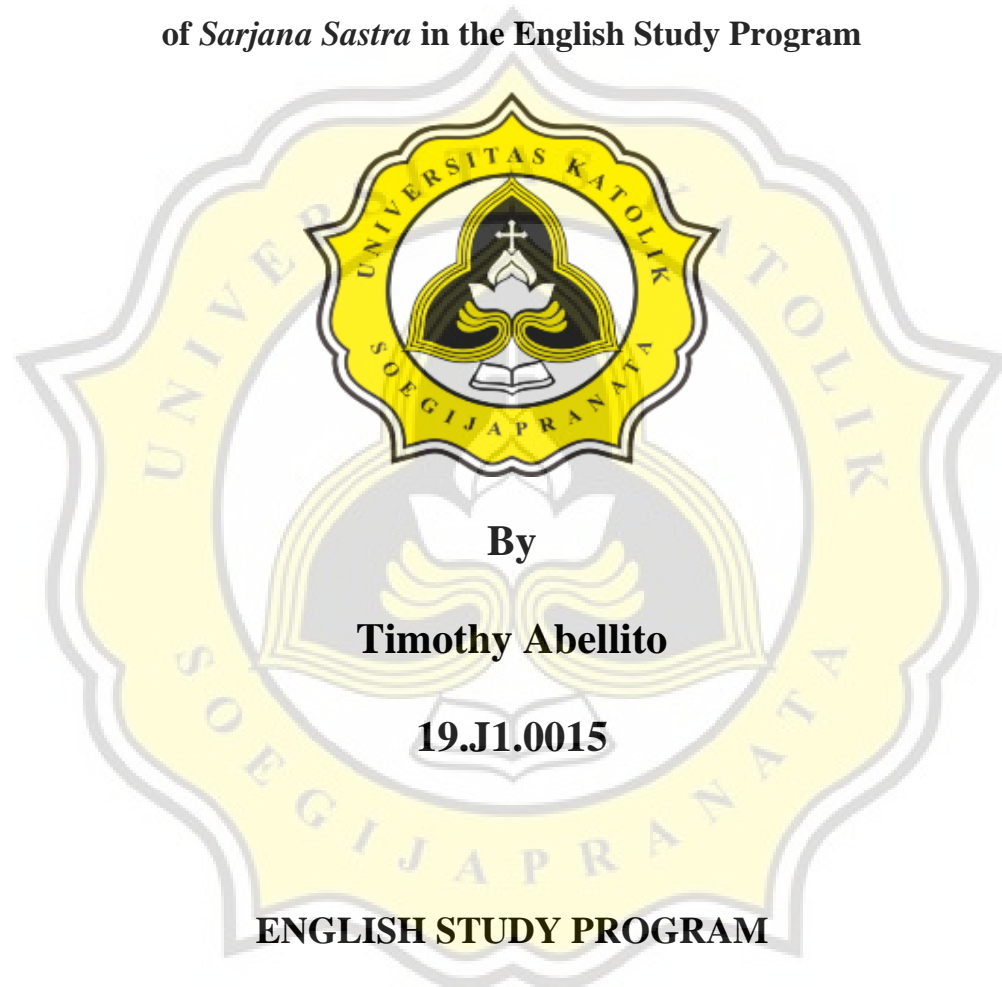
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2023

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ACKNOWLEDGEMENT

First of all, I would like to thank Jesus Christ for His blessings in my entire life, without Him, I would not have completed this thesis on time. Second, I would like to thank and dedicate this thesis to Papi, who supported me in taking this major and always encouraged me to be the best I could be.

I'd also like to thank my family; mami, cece Oliv, Imel, and Chocho who always supported me during all of this time. I also wanted to thank all of the lecturers at the Faculty of Language and Arts at Soegijapranata Catholic University, especially Dr. Dra. Ekawati Marhaenny Dukat, M.Hum. who helped me a lot with this thesis, your help really meant a lot to me maam Eka. Also, I would like to thank Drs. Antonius Suratno, M.A., Ph.D. and Dra. Cecilia Titiek Murniati, M.A., Ph.D., who also helped me with my thesis.

Finally, I also wanted to thank Firda, Brandon, Tofan, Bryan, Vio, Wina, and all of my friends who accompanied me during the time I make this thesis. I love you all.

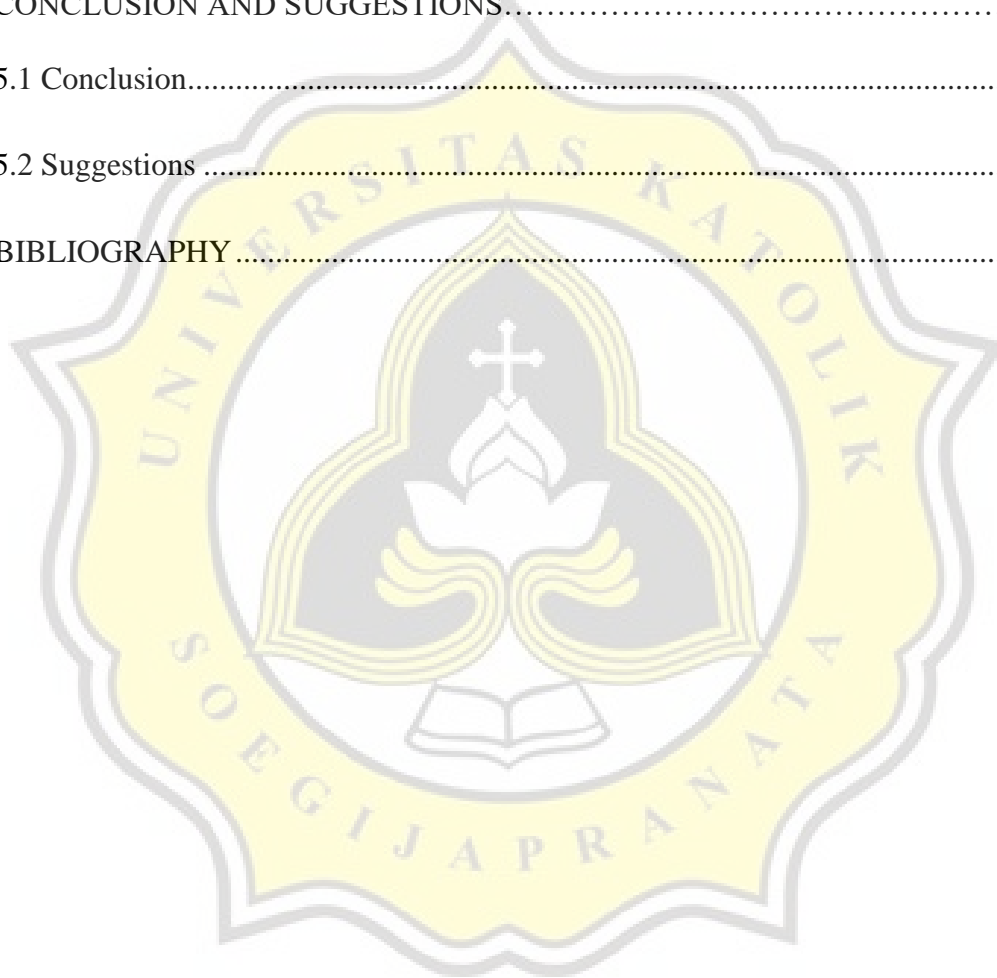
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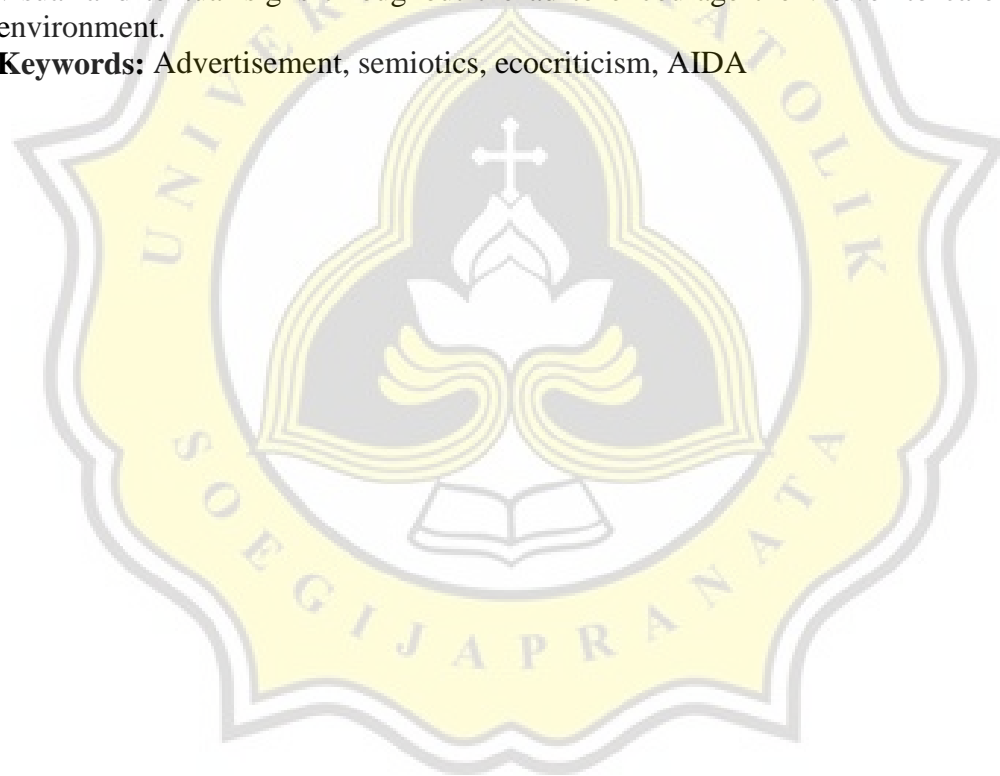
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ABSTRACT

This study analyzed *Iklan Nu Green Tea 2016 "Honey Shake 30S"* through the lens of ecocriticism, which examined how advertisements represented the relationship between humans and the nature. It was an interesting advertisement to be analyzed because it proved how humans and nature could support and give benefits to each other. In analyzing the advertisement, this study employed a qualitative method in doing a content analysis of the advertisement. The theory used in analyzing the ad was second wave ecocriticism, and the method of reading the ad was by use of Roland Barthes semiotics. This study found that 1) *Iklan nu green tea 2016 "Honey Shake" 30S* made use of AIDA's (Attract, Interest, Desire, and Action) advertisement strategy to become one of the most popular advertisements at the time, and 2) the advertiser used both visual and textual signs throughout the ad to encourage the viewer to care for the environment.

Keywords: Advertisement, semiotics, ecocriticism, AIDA



ABSTRAK

Penelitian ini menganalisa *Iklan Nu Green Tea 2016 “Honey Shake” 30S* melalui lensa ekokritik, yang memeriksa bagaimana Iklan yang menunjukkan hubungan antara manusia dan alam. Iklan ini menarik untuk dianalisa karena Iklan ini menunjukkan bagaimana manusia dan alam dapat saling membantu dan menguntungkan satu sama lain. Dalam menganalisa Iklan ini, metode yang digunakan untuk melakukan penelitian konten Iklan adalah metode kualitatif. Teori yang digunakan dalam menganalisa Iklan adalah teori gelombang ekokritik kedua, dan metode pembacaan Iklan yang digunakan adalah semiotik milik Roland Barthes. Penelitian ini menemukan bahwa 1) *Iklan Nu Green Tea 2016 “Honey Shake” 30S* menggunakan strategi pengiklanan AIDA (Attract, Interest, Desire, dan Action) untuk menjadi salah satu Iklan populer pada masa nya, dan 2) Pengiklan iklan ini menggunakan baik tanda visual maupun textual di sepanjang Iklan untuk mengajak penonton nya untuk menjaga lingkungan.

Kata kunci: Iklan, semiotika, ekokritik, AIDA

