

**A MULTIMODAL ANALYSIS OF PEPSI ADVERTISEMENT
VIDEO IN YOUTUBE**

**Presented in a Partial Fulfillment of the Requirement for Completing
the Sarjana Degree in Department of English Literature**



By

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**FAKULTAS ILMU BUDAYA
UNIVERSITAS 17 AGUSTUS 1945 SURABAYA
2024**

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ADVERTISEMENT VIDEO IN YOUTUBE**

A THESIS

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2024

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This is to certify that the Sarjana Thesis of **AYUTIA KUSUMASTUTI** entitled **"A MULTIMODAL ANALYSIS OF PEPSI ADVERTISEMENT VIDEO IN YOUTUBE"** has been approved by thesis advisor for further approval by the Examining Committee.

Surabaya, 3rd June 2024

Advisor,



Bramantya Pradipta, S.Hum., M.Hum

APPROVAL SHEET II

This is to certify that the Sarjana Thesis of **AYUTIA KUSUMASTUTI** entitled "**A MULTIMODAL ANALYSIS OF PEPSI ADVERTISEMENT VIDEO IN YOUTUBE**" has been approved by thesis advisor for further approval by the Examining Committee.

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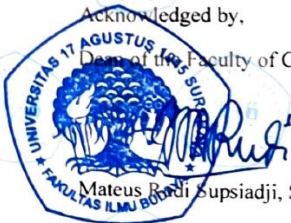

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Surabaya, June 2024

Ayutia Kusumastuti

ABSTRACT

This research explores multimodal analysis of Pepsi advertisements on YouTube and focuses on semiotic system based on Anstey and Bull's theory. This theory applied to three Pepsi advertisements using a qualitative descriptive method. The goal is to understand how the semiotic system in Pepsi advertisements conveys messages and builds a strong brand image. The research collected a total of 95 data points from the three advertisements. Linguistic analysis recorded 17 data points, visual analysis gathered 27 data points, audio analysis included 10 data points, gestural analysis recorded 32 data points, spatial analysis included 9 data points. By combining these aspects together, this study provides an understanding of how Pepsi advertising conveys messages and builds a dynamic and modern brand image.

Keyword : *Advertisement, Discourse, Multimodal, Pepsi, Semiotic System*

ABSTRAK

Penelitian ini mengeksplorasi analisis multimodal iklan Pepsi di YouTube dan berfokus pada sistem semiotika berdasarkan teori Anstey dan Bull. Teori ini diterapkan pada tiga iklan Pepsi dengan menggunakan metode deskriptif kualitatif. Tujuannya adalah untuk memahami bagaimana sistem semiotika dalam iklan Pepsi menyampaikan pesan dan membangun citra merek yang kuat. Penelitian ini mengumpulkan total 95 poin data dari ketiga iklan tersebut. Analisis linguistik mencatat 17 poin data, analisis visual mengumpulkan 27 poin data, analisis audio mencakup 10 poin data, analisis gestural mencatat 32 poin data, analisis spasial mencakup 9 poin data. Dengan menggabungkan aspek-aspek tersebut, penelitian ini memberikan pemahaman mengenai bagaimana iklan Pepsi menyampaikan pesan dan membangun citra merek yang dinamis dan modern.

Kata kunci : *Iklan, Wacana, Multimodal, Pepsi, Sistem Semiotika*

TABLE OF CONTENT

APPROVAL SHEET	Error! Bookmark not defined.
APPROVAL SHEET II	Error! Bookmark not defined.
SURAT PERNYATAAN	Error! Bookmark not defined.
ACKNOWLEDGEMENT	iv
ABSTRACT	vi
TABLE OF CONTENT	viii
CHAPTER I INTRODUCTION	1
1.1. Background of Study.....	1
1.2. Statement of the Problem	3
1.3. Objective of the Study.....	3
1.4. Scope and Limitation	4
1.5. Significance of Study	4
1.6. Organization of the Study	4
CHAPTER II REVIEW OF RELATED LITERATURE	6
2.1. Review of Previous Study	6
2.2. Theoretical Review	8
2.2.1. Multimodal	8
2.2.2. Advertisement.....	10
2.2.3. Color and Shape.....	11
CHAPTER III RESEARCH METHOD	13
3.1 Research Approach.....	13
3.2 Research Design	13
3.3. Source of Data	13
3.4. Research instrument	14
3.5. Procedure of Data Collection	14
3.6. Procedure of Data Analysis	14

CHAPTER IV FINDINGS AND DISCUSSION	16
4.1. Findings	16
4.2. Semiotic System Used in Pepsi Advertisements on Youtube	16
4.2.1. Family Meals. Better with Pepsi	16
4.2.2. This is a Pepsi Home	27
4.2.3. Add Fizz to Your Feast with Pepsi.....	40
4.3. Unity of Meaning of Each Semiotic System in Pepsi Advertisement on Youtube	50
CHAPTER V CONCLUSION & SUGGESTION.....	52
5.1. Conclusion	52
5.2. Suggestion.....	53
REFERENCES	54
APPENDIX	57

LIST TABLES

Table 3.1 Data Code Table.....	15
Table 4.1 Table of Total Data.....	16