

**TABLE OF CONTENTS**

HALAMAN PENGESAHAN.....	i
PERNYATAAN BEBAS PLAGIASI.....	ii
ACKNOWLEDGEMENT.....	iii
ABSTRAK.....	iv
ABSTRACT.....	v
TABLE OF CONTENTS.....	vi
LIST OF TABLES.....	viii
LIST OF FIGURES.....	ix
LIST OF CHARTS.....	x
CHAPTER 1 Introduction.....	1
1.1 Background of Study.....	1
1.2 Objective of Study.....	4
1.3 Scope of Study.....	5
1.4 Significance of Study.....	5
1.4.1. This study focused on analyzing the language meaning used in the Great Network Indonesia website for brand development.....	6
1.4.2. This study is great reading for entrepreneurs, companies, digital marketing teams, and the public.....	6
1.5 Literature Review.....	6
1.5.1. Persuasive Linguistics Tricks in Social Media Marketing Communication—The Memetic Approach.....	7
1.5.2. Persuasion, Emotion, and Language: The Intent to Persuade Transforms Language Via Emotionality.....	7
1.5.3. Brand Linguistics: A Theory-driven Framework for The Study of Language in Branding.....	8
1.5.4. Toward A Language-marketing Model.....	8
1.5.5. Exploring the use of Online Marketing Strategies and Digital Media to Improve the Brand Loyalty and Customer Retention.....	9
CHAPTER 2 Research Methods.....	10
2.1 Theoretical Framework.....	10
2.2 Research Design.....	13
2.3 Methods of Data Collection.....	13
2.4 Research Instrument.....	14
2.5 Method of Data Analysis.....	15
2.6 Ethical Consideration.....	16
CHAPTER 3 Findings and Discussions.....	17
3.1. Findings of Great Network Indonesia Digital Platform Analysis.....	17
3.1.1. Great Network Indonesia Website	18
3.2. Observation Analysis of Great Network Indonesia Website using Systemic Functional Theory.....	18
3.2.1. Website Observation Analysis using Systemic Functional Theory.....	19
3.2.1.1. Home Page, Logo, and Color of Great Network Indonesia Website.....	19
3.2.1.2. Page ‘About’ of Great Network Indonesia Website.....	21
3.2.1.3. Service Page of Great Network Indonesia Website.....	23
3.2.1.3.1. Social Media Management Service.....	24



UNIVERSITAS
GADJAH MADA

**The Language Analysis of Great Network Indonesia Company Digital Platform Using Systemic
Functional
Theory for Branding**

MAS AJENG PUTRI TIARA, Nabilla Kusuma Vardhani, S.I.P., M.A.

Universitas Gadjah Mada, 2024 | Diunduh dari <http://etd.repository.ugm.ac.id/>

3.2.1.3.2. E-commerce Management Service.....	25
3.2.1.3.3. Online Advertising Service.....	28
3.2.1.3.4. Content Production Service.....	30
3.2.1.3.5. Website Design & Development Service.....	32
3.2.1.4. Client Page of Great Network Indonesia Website.....	34
3.2.1.5. Blog Page of Great Network Indonesia Website.....	35
3.2.1.5.1. Internship Vacancies at Great Digital Indonesia.....	36
3.2.1.5.2. Increasing the Effectiveness of Content Production Through Digital Marketing.....	38
3.3. Interview Method.....	39
3.4. Impact of The Analysis of Language Meaning for Branding to The Public.....	44
3.5. The Research Findings Related to Previous Studies.....	45
CHAPTER 4 Conclusions.....	46
4.1. Conclusions.....	46
REFERENCES.....	48
APPENDICES.....	50
Appendix 1. List of Informants.....	50
Appendix 2. List of Questions.....	50
Appendix 3. List of Documentations.....	51