

COVER PAGE	
HALAMAN PENGESAHAN	
PERNYATAAN BEBAS PLAGIASI	
ACKNOWLEDGEMENT	i
ABSTRAK	ii
ABSTRACT	iii
TABLE OF CONTENTS	iv
LIST OF FIGURES	vi
LIST OF TABLES	vii
CHAPTER 1 INTRODUCTION	1
1.1 Background of Study	1
1.2 Objective of Study	3
1.3 Scope of Study	4
1.4 Significance of Study	5
1.5 Literature Review	5
CHAPTER 2 RESEARCH METHOD	10
2.1 Theoretical Framework	10
2.2 Research Design	15
2.3 Operational Definition	16
2.4 Method of Data Collection	19
2.5 Method of Data Analysis	21
2.6 Ethical Considerations	23
CHAPTER 3 RESULT AND DISCUSSION	26
3.1 Overview of Grand Rohan Jogja's Instagram Account	26
3.2 Defining the Analysis to the Video Content by Chronological Storyline	29
3.3 The Role of Music in Multimodal Marketing Strategy By Audiovisual Analysis	58



A Multimodal Analysis of Grand Rohan Jogja Hotel Instagram Video Content to Reach Brand Awareness and Engagement of Audience and Customer

Rizky Al Ridha Setiawan, Nur Endah Nugraheni, S.S.,M.A

UNIVERSITAS
GADJAH MADA

Universitas Gadjah Mada, 2025 | Diunduh dari <http://etd.repository.ugm.ac.id/>

3.4 Defining the Narrative Classification of the Content Storyline 60

CHAPTER 4 CONCLUSION 65

REFERENCES 67