

TABLE OF CONTENTS

HALAMAN PENGESAHAN	i
PERNYATAAN BEBAS PLAGIASI	ii
ABSTRAK.....	iv
ABSTRACT.....	v
TABLE OF CONTENTS.....	vi
LIST OF TABLES.....	viii
LIST OF FIGURES	ix
CHAPTER 1	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
1.5 Literature Review	6
CHAPTER 2	10
RESEARCH METHOD.....	10
2.1 Theoretical Framework	10
2.1.1 Multimodal Analysis	10
2.1.2 “Peringatan Darurat” in Indonesia.....	13
2.1.3 Social Media Movement.....	14
2.1.4 Marketing Strategy	15
2.2 Research Design.....	16
2.3 Method of Data Collection.....	17
2.4 Method of Data Analysis	18
CHAPTER 3	21
FINDINGS AND DISCUSSION.....	21
3.1 Linguistic Mode	21
3.2 Visual and Spatial Modes.....	29
3.3 Supporting Data Analysis.....	36
3.3.1 Caption of HMNS and Deorex Product Collaborative Instagram Post.....	36



Analisis Multimodal terhadap Pemanfaatan Gerakan Media Sosial “Peringatan Darurat” dalam Peluncuran Produk Kolaborasi HMNS x Deorex di Instagram

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3.3.2 A Satirical Post by @txtfrombrand on X That Mentions Deorex Brand	39
CHAPTER 4	41
CONCLUSION	41
REFERENCES	43

LIST OF TABLES

Table 1 Linguistic Mode	21
Table 2 Visual and Spatial Modes 1	30
Table 3 Visual and Spatial Modes 2	31
Table 4 Caption of HMNS and Deorex Product Collaborative Instagram Post	36

LIST OF FIGURES

Figure 1 The Visual of " <i>Peringatan Darurat</i> "	1
Figure 2 HMNS and Deorex collaborative product post on Instagram	3
Figure 3 The dimension of visual space	12
Figure 4 The visual of " <i>Peringatan Darurat</i> "	13
Figure 5 Stages of research	17
Figure 6 The visualization of the first slide from the collaborative product post.....	23
Figure 7 Visualization of the second slide from the collaborative product post	24
Figure 8 Visualization of the third slide from the collaborative product post	25
Figure 9 Visualization of the fourth slide from the collaborative product post.....	Error!
Bookmark not defined.	
Figure 10 Visualization of the fifth slide from the collaborative product post.....	28
Figure 11 Color choice of the first slide design	30
Figure 12 Color choice of the second slide design	30
Figure 13 Color choice of the fifth slide design	30
Figure 14 The visual of " <i>Peringatan Darurat</i> " posted by HMNS on Instagram	31
Figure 15 Collaborative product packaging box details 1	32
Figure 16 Collaborative product packaging box details 2	32
Figure 17 Deorex product visuals	34
Figure 18 HMNS products visual	35
Figure 19 screenshot of sarcastic tweet from @txtfrombrand account on X.....	40