

## TABLE OF CONTENTS

HALAMAN PENGESAHAN .....	iii
PERNYATAAN BEBAS PLAGIASI.....	iv
ACKNOWLEDGEMENT .....	v
ABSTRAK .....	vi
ABSTRACT .....	vii
CHAPTER 1 .....	1
INTRODUCTION .....	1
1.1. The Background of the Study.....	1
1.2. The Objectives of the Study .....	5
1.3. The Scope of the Study .....	6
1.4. The Significance of the Study .....	6
1.5. Literature Review .....	7
CHAPTER 2 .....	9
RESEARCH METHODS.....	9
2.1. Theoretical Framework .....	9
2.1.1. Multimodal Discourse Analysis .....	9
2.1.2. AIDA Copywriting .....	11
2.2. Research Design .....	13
2.3. Methods of Data Collection .....	14
2.4. Data Analysis Method.....	17
CHAPTER 3 .....	18
FINDING AND DISCUSSION.....	18
3.1. Collected Data and Categorization .....	18
3.1.1. Visual Data Categorization .....	18
3.1.2. Textual Data Categorization.....	18
3.2. Multimodal Analysis.....	19
3.2.1. Representational Meaning of R1 Reels.....	20
3.2.2. Interactive Meaning Analysis of R1 Reels.....	26
3.2.3. Representational Meaning Analysis of R2 Reels .....	29
3.2.4. Interactive Meaning Analysis of R2 Reels.....	38
3.3. AIDA Copywriting Analysis.....	41
3.3.1. AIDA Copywriting Analysis of Reels 1 Closed Caption .....	41



**Multimodal and AIDA Copywriting Analysis of Choi Siwonâ€™s Instagram Reels for UNICEFâ€™s Humanitarian Campaigns**

RADEN RORO KINANTHI LINTANG SEKARSARI, Andri Handayani, S.S., M.A.

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

UNIVERSITAS  
GADJAH MADA

3.3.2.	AIDA Copywriting Analysis of Reels 2 Closed Caption .....	43
CHAPTER 4	.....	47
CONCLUSION	.....	47
REFERENCES	.....	49