White Supremacy on "Sydney Sweeney Has Great Jeans" Advertising Campaign: A Critical Discourse
Analysis
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ABSTRAK

Di dunia saat ini, kampanye iklan memiliki berbagai saluran untuk menyebarkan pesannya, salah satunya adalah media sosial yang semakin populer. Banyak kampanye iklan berhasil menarik perhatian masyarakat melalui wacana. Penelitian ini mengkaji kampanye iklan American Eagle "Sydney Sweeney Has Great Jeans" dengan pendekatan analisis wacana kritis (AWK) menurut Fairclough untuk menghasilkan analisis yang mencakup aspek bahasa, wacana, dan sosial. Data yang digunakan diambil dari laman media sosial resmi American Eagle yang memuat tajuk "Sydney Sweeney Has Great Jeans", baik secara verbal maupun teks dalam video. Analisis tekstual menemukan bahwa supremasi kulit putih terus berlanjut melalui permainan kata yang diciptakan melalui permainan kata oleh homofoni antara "jeans" dan "genes" yang dibungkus dalam ”lelucon”. Dimensi wacana meneliti bagaimana American Eagle menggunakan pendekatan yang lebih menyenangkan dan berani dalam kampanye iklan ini, yang kemudian diterima oleh publik melalui berbagai sudut pandang politik. Terakhir, dimensi sosial menunjukkan bahwa supremasi kulit putih masih tetap diterapkan hingga saat ini melalui berbagai media, terimasuk kampanye iklan.

Kata Kunci: analisis wacana kritis (AWK), kampanye iklan, supremasi kulit putih

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ABSTRACT

In today's world, advertising campaigns have multiple channels to distribute their message, one of them is social media that has risen in popularity. Many advertising campaigns garnered attention from the public through discourse. This study examines American Eagle's "Sydney Sweeney Has Great Jeans" advertising campaign with critical discourse analysis (CDA) approach by Fairclough to yield an analysis containing language, discourse and societal aspects. The data used were taken from American Eagle's official social media pages that contain the tagline "Sydney Sweeney Has Great Jeans" both in verbal and in-video text in 7 videos. Textual analysis revealed that white supremacy reproduces itself through wordplay created by homophony of "jeans" and "genes". Discourse dimension examined how American Eagle took a more fun and bold tone for these advertising campaigns that later were interpreted by the public through various political stances. Finally, social dimension found that white supremacy is still exercised in recent times through various mediums, including advertising campaigns.

Keywords: advertising campaign, critical discourse analysis (CDA), white supremacy