

## INTISARI

Penelitian ini berjudul “Wacana Iklan Sampo (Studi Kasus di Instagram)”. Tujuan dari penelitian ini adalah (1) mendeskripsikan iklan sampo di Instagram; (2) mendeskripsikan unsur kohesi dan koherensi dalam wacana iklan sampo di Instagram; dan (3) menjelaskan bentuk citra rambut dan alat ekspresinya dalam wacana iklan sampo di Instagram.

Penelitian ini menggunakan metode deskriptif kualitatif. Penelitian ini terdiri dari tiga tahap, yaitu tahap penyediaan data, analisis data, dan penyajian data. Data diambil dari akun resmi produk sampo di media sosial Instagram. Populasi data berjumlah 233 buah dan sampel yang terdapat dalam penelitian ini berjumlah 84 buah. Penyediaan data menggunakan metode simak bebas libat cakap. Metode padan yang digunakan dalam analisis data adalah metode padan referensial. Selanjutnya, hasil analisis disajikan dengan metode penyajian formal dan informal.

Berdasarkan hasil penelitian ini, ditemukan beberapa hal. Pertama, struktur iklan sampo di Instagram terdiri atas tiga bagian, yaitu pembuka, tubuh, dan penutup, serta terdiri dari delapan topik. Kedua, unsur kohesi yang terdapat pada iklan sampo di Instagram terdiri atas dua aspek, yaitu aspek gramatikal dan aspek leksikal. Selain unsur kohesi, iklan sampo di Instagram juga mengandung unsur koherensi. Ketiga, terdapat sepuluh citra rambut yang dibentuk dengan alat ekspresi berupa visualisasi, pemakaian adjektiva tertentu, dan pemakaian metafora.

Kata kunci: iklan sampo di Instagram, kohesi, koherensi, citra

## **ABSTRACT**

This research is entitled "Shampoo Advertising Discourse (Case Study on Instagram)". The objectives of this study were (1) describing the shampoo advertisements on Instagram; (2) describing the cohesion element and the coherence elements in the shampoo advertising discourse on Instagram; and (3) explaining the hair image and its expression meanings in the shampoo advertisement discourse on Instagram.

This research applied descriptive qualitative method. This research consisted of three stages, namely data providing stage, data analysis stage, and data presentation stage. The data was taken from the official account of the shampoo product on social media Instagram. The total number of the data population was 233 pieces and the number of samples used in this research was 84 pieces. The stage of providing data used Uninvolved Conversation Observation Method. The equivalent method used in data analysis was the referential equivalent method. Furthermore, the results of the analysis were presented using formal and informal methods of presentation.

Based on the results of this study, several things were found. First, the structure of the shampoo advertisement on Instagram consisted of three parts, namely the opening, the body, and the closing, also it consisted of eight topics. Second, the cohesion element found in shampoo advertisements on Instagram consisted of two aspects, namely the grammatical aspect and the lexical aspect. Apart from the cohesion element, the shampoo advertisement on Instagram also contained coherence element. Third, there are ten hair images formed by means of expression in the form of visualization, the use of certain adjectives, and the use of metaphors.

**Keywords:** shampoo advertisement on Instagram, cohesion, coherence, images