

## CHAPTER I INTRODUCTION

This chapter provides an explanation of the research overview by introducing the main components that compose the research framework, starting with the background of the research which explains the underlying matters of the research as well as the benefits of the research. This chapter also provides the research questions that can be used as a guide in conducting the research. It defines the research object and focusses to clarify aims and scope of the research, then details the methodology, including approaches, techniques, and procedures applied in collecting and analyzing data. Finally, this chapter provides clear and precise definitions of terms that are important for understanding this research. This aims to avoid ambiguity and ensure that the reader correctly interprets the terms in this research. As the foundation for subsequent chapters, this section establishes a structured framework for the research.

### 1.1 Background of the Research

*Winning Isn't for Everyone* is a campaign launched by Nike, a famous American brand of footwear and sportswear. The campaign was first introduced in July 2024, coinciding with the Olympic Games in Paris. The *Winning Isn't for Everyone* campaign aims to inspire people that the passion to win is the main source of inspiration for all athletes. Nike wants to show that winning is not just about the result or achievements, but winning has a deeper meaning of commitment, struggle, and courage to go beyond one's limits to reach the top.

This campaign not only focuses on offline activities such as the placement of out-of-home (OOH) advertising in various cities around the world, but Nike also actively voices this campaign on its various social media platforms. One of the platforms used is Instagram. With its visual format and interactive features, Instagram is an ideal platform

for brands like *Nike* to promote their campaigns and interact directly with its audience. In promoting this campaign, *Nike* consistently posts interesting content on its Instagram, including collaborating with great athletes to reinforce the messages they want to convey in this campaign.

The campaign conducted by *Nike* shows that the development of digital platforms has influenced the growth of campaigns that used to only focus on traditional media can now evolve by utilizing social media, where brands can expand communication with wider audiences. Based on this, social media in recent years has introduced many new ways for brands and audiences to interact. Kim (2021) argues that this development has led many brands to change the way they interact and communicate with the public. Many brands see social media as the perfect platform to promote their brand due to its far and wide uses. *Nike Winning Isn't for Everyone* is one of the main examples, targeting a wide range of sports fans and people who want to discover self-development. Utilizing social media is a very effective strategy for the growth of the *Nike* brand in promoting their campaign.

Social media campaigns aim to create a good brand image in the public's eyes. Every brand must have a strong plan and strategy to make the advertising campaign effective. The main thing to remember in building a good reputation in social media is to be aware of the key point of social media itself, which is relationship. This is emphasized by Kim (2021), who says that every organization or brand has a relationship that must be developed, and to develop this relationship, every brand must be committed to gaining the trust of the public. This idea is also stated by Quesenberry (2019), who argues that in using social media, the main strategy that every brand must adopt is not to create advertisements but to focus on building relationships with the audience. In addition to this opinion, Mishnick and Wise (2024) state that a social media campaign is the right

strategy that a brand or community can use in building a positive relationship with the target audience.

To create public trust, the commitment that brands must fulfill can be achieved by focusing more on engagement than just focusing on promoting the brand. Kim (2021) explains that developing engagement with social media communities is one of the strategies for using social media. Thereby, Kim further explains that brands create a campaign that involves personalized interaction, such as making posts using special hashtags, where brands can increase engagement. Rosário and Dias (2023) state that a brand or company can use social media to provide information that initiates interactions between audiences, opens the possibility of discussions about the brand, and provides information related to experiences that can influence the behavior, attitudes, and perceptions of the audience. From this opinion, it can be concluded that engagement in social media is not only about interaction that can be determined by measurable proof such as how many people interact with the brand, but engagement is beyond that, engagement is about how the strategy used by brand can influence the audience and can resonate with audience.

In marketing, engagement refers to the strategy made by brands to create memorable and meaningful experiences for their audience. It is emphasized by Goodman (2012) who states that engagement is about providing a good experience that makes customers feel connected to the brand, so the customer wants to share it with others. This argument is in accordance with the previous explanation that in using social media strategy, what brands must do is build a strong relationship with the audience by providing content that can be attractive to the audience.

Brands usually use specific language choices in creating content that can influence audiences' perception and sense of connection with the brand. One effective strategy is to apply interpersonal meaning, which emphasizes how language can be used to build relationships and create engagement between brands and audiences. To this end, interpersonal meanings in the campaign language hold a significant role. The use of interpersonal meaning in advertising focuses on how brands present themselves to be trusted by the audience and increase the audience's sense of solidarity with the brand. Besides, interpersonal meaning also works to invite the audience to participate in the value created by the brand.

Interpersonal meanings refer to the relationship or interaction between the speaker and the audience. Based on Halliday's opinion, Thompson (2014) further explains that interpersonal meaning is a Metafunction that deals with the social aspect of communication because this Metafunction focuses on how language is used to build and maintain relationships between people in the communication process. According to Butt et al. (2012) interpersonal meaning is related to two aspects, namely related to the type of interaction and the type of commodity being exchanged, while the second aspect is related to how the speakers take their position in the interaction.

To understand the interpersonal meaning of *Nike* advertisements in their social media campaign, this study refers to Systemic Functional Linguistics (SFL), a theory of language developed by Michael Halliday. In SFL, Halliday (1978) and Halliday and Matthiessen (2014) see language as a social semiotic system. Based on Halliday's opinion, Fontaine (2013) explains that SFL sees language not only as a set of rules but also as a source of meaning-making in various social contexts. Fontaine (2013) elaborates that language as a system means that in language there are several systems, where each choice



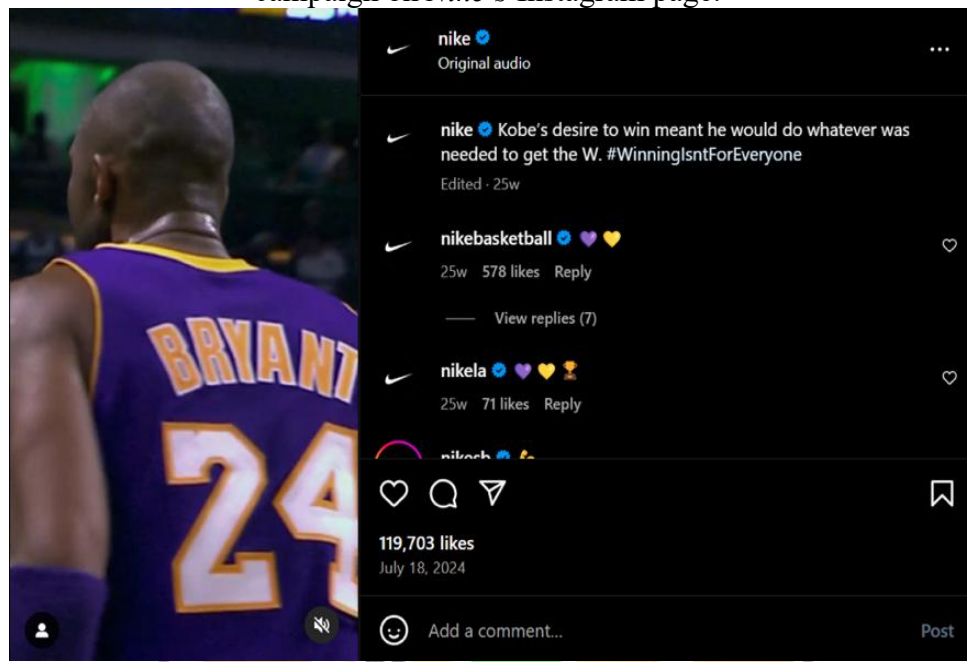
in the system has a meaning according to what is chosen by its users. The three functions of language that can be achieved according to SFL are ideational meaning, interpersonal meaning, and the last one is textual meaning.

To fully understand how these three functions of language operate in communication, it is important to understand the concept of context in SFL. Butt et al. (2012) state that context and meaning are dynamic, it is because context is realized in text, while text can reveal the context. Butt et al. (2012) further explain that by knowing the context of the text it will help in knowing the lexicogrammar of the text. In SFL, context is divided into two key categories, which are the context of situation and the context of culture. These two contexts are important in understanding how the three metafunctions are constructed.

This study serves to explore how *Nike* constructs interpersonal meanings through its Instagram posts using Systemic Functional Linguistics (SFL) framework. By focusing on the interpersonal metafunction proposed by Halliday and Matthiessen (2014), this study aims to examine how the language choices used by *Nike* can facilitate social interaction and convey the attitudes they wish to establish in social media campaign. Systemic Functional Linguistics (SFL) is particularly suited to analyzing commercial texts such as *Nike's* campaigns because Halliday's theory can be applied to various types of texts, enabling an understanding of how language functions in achieving specific communicative goals, especially in terms of interpersonal meaning. The analysis of mood structures in the Instagram captions of *Nike's Winning Isn't for Everyone* campaign is expected to reveal how *Nike* uses language to increase engagement, creating a sense of togetherness and involvement between the brand and its audience. This research can help deepen understanding of how a brand like *Nike* uses language to promote its products and campaigns, contributing to the field of discourse analysis, particularly in advertising and

commercial texts. To enhance understanding of the purpose of this study, here is an example of the analysis of an Instagram post from *Nike's* *Winning Isn't for Everyone* campaign:

Figure 1.1 Screenshot of the first post from the *Winning Isn't for Everyone* campaign on *Nike's* Instagram page.



In the example presented here, an analysis will be conducted on the caption of *Nike's* first Instagram post of the *Winning Isn't for Everyone* campaign. The caption to be analyzed is as follows:

*Kobe's desire to win meant he would do whatever was needed to get the W.*

Kobe’s desire to win	meant		he would do whatever was needed to get the W.
Subject	Finite	Predicator	Complement
MOOD		RESIDUE	

In analyzing the interpersonal meaning in the clause, it is necessary to analyze the mood structure first because mood structure plays a role in determining interpersonal meaning. In the analysis of the complex sentence above, it can be observed that the

sentence has Mood Elements consisting of a Subject, which is '*Kobe's desire to win,*' and '*meant,*' which serves as Finite and the Predicator. From the arrangement of the Mood Elements in the clause, it can be determined that the clause has a declarative mood type. This is because the declarative clause is characterized by the Mood Element that starts with the Subject, followed by Finite. The data above shows that *Nike* wants to tell its audience that Kobe, an outstanding athlete, has a desire to win and will do anything to achieve his goal.

From the example given above, it can be seen how mood structure plays an important role in knowing the interpersonal meaning used by *Nike* in publishing the *Winning Isn't for Everyone* campaign to the audience. By recruiting Kobe, who is a famous basketball athlete, *Nike* emphasizes the value of the *Winning Isn't for Everyone* campaign by using a declarative clause to tell the audience that winning will be achieved if someone has the desire to achieve victory.

## 1.2 Research Questions

This study is designed to address the following research questions:

1. What are the mood structures in the Instagram caption of *Nike Winning Isn't for Everyone* campaign?
2. What interpersonal meanings can possibly be interpreted from *Nike* in the *Winning Isn't for Everyone* campaign to make engagement with their audience?

## 1.3 Objectives of the Research

This study aims to explore how mood structures in *Nike's Winning Isn't for Everyone* campaign on Instagram build interpersonal meaning between the brand and its audience. This involves analyzing the various mood types used in the campaign, such as declarative, interrogative, and imperative, to understand the specific role of these mood types in

facilitating interaction and engagement between the brand and the audience. This study aims to uncover how the language choices made by brands can foster deeper connections and relationships with their audiences.

#### **1.4 Focus of the Research**

This research focuses on examining the interpersonal meanings present in the Instagram caption of *Nike's Winning Isn't for Everyone* campaign through the analysis of mood structures based on Halliday and Matthiessen (2014) Systemic Functional Linguistics framework. By exploring how language choices can function in building relationships, attitudes, and engagement with audiences, this study aims to expose how interpersonal meaning supports *Nike's* commercial and marketing strategies in their Instagram posts.

#### **1.5 Methods of the Research**

This study used a descriptive qualitative approach in analyzing the interpersonal meaning conveyed in the *Nike Winning Isn't for Everyone* campaign on Instagram. According to Kothari (2004), qualitative research is a type of research conducted to examine qualitative phenomena related to human behavior, which aims to examine comprehensively the underlying motives of human behavior to find out what factors influence a person in doing a certain thing. Kothari (2004) further explains that qualitative research is descriptive, which emphasizes understanding and interpretation of social phenomena. The descriptive qualitative method is very suitable for getting an in-depth explanation of the mood structures that form interpersonal meaning in social media communication.

##### **1.5.1 Data Collection**



The data for this study were collected from the captions of Instagram posted by the *Nike* official account (@nike) within the period from the 18<sup>th</sup> of July to the 9<sup>th</sup> of September 2024, as well as from an additional post published on 21<sup>st</sup> December 2024. This period occurred during *Nike's Winning Isn't for Everyone* campaign, which coincided with the Paris Olympics 2024. The inclusion of the post published on 21<sup>st</sup> December 2024 was based on its relevance to the campaign, as it was the last post published using the hashtag #WinningIsntForEveryone. This final post indicated the deliberate end of the campaign, indirectly emphasizing that this was the closing phase of the messages conveyed by Nike throughout the campaign. During this period, a total of 53 Instagram captions were collected based on the use of the hashtag that corresponds to the campaign, which was the first criteria in selecting the data for this study.

The 53 posts were collected by visiting the *Nike* Instagram page and copying the data into a document, sorted from the first post's date to the last post. The data was numbered according to the order of the posting time. For each data taken, the number of clauses in each caption was calculated. From the 53 captions selected, a total of 72 clauses were selected as the final data set, meaning several captions contain more than one clause. To ensure data consistency and clarity, several parameters were used when selecting the data to be analyzed. The 72 clauses analyzed in this study were selected from the beginning of the Instagram caption created by *Nike*, before there is a mention or tagging such as @username. This limitation was determined based on the consideration that the initial clause often plays an important role in establishing interpersonal meaning between the brand and the audience.

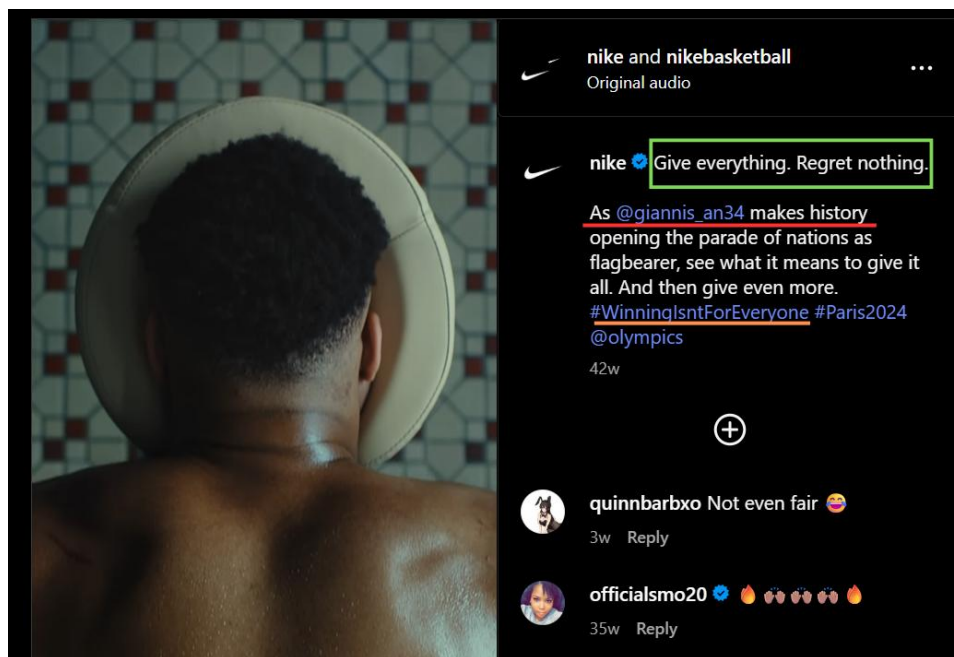
In the Instagram captions, the initial clause is particularly important as it tends to grab the audience's attention and plays a role in organizing the overall message.

Meanwhile, clauses that appear after the first mention were not included, because they usually have a referential purpose that refers to a party or promotion, so these types of clauses do not contribute significantly to the relationship between the brand and the audience. This data selection method aims to keep the analysis focused on linguistic elements that have meaning in shaping *Nike's* interpersonal meaning communication in the *Winning Isn't for Everyone* campaign.

In numbering the data, a special coding system is used to maintain clarity and consistency between the original captions and the clauses selected for analysis. In presenting the data, each original caption and the selected clauses will be labelled differently. Each original Instagram caption will be labelled using codes P1 to P53, where the letter “P” stands for “Post”, indicating all 53 captions collected in the *Winning Isn't for Everyone* campaign on *Nike's* Instagram page. As for the clauses that have been selected based on the parameters described earlier (i.e., only clauses that appear before the @username mention will be analyzed) will be labelled using codes C1 to C72. The use of the letter “C” label is based on the abbreviation of “Clause”. When presenting the data, these two labels will be combined to clearly indicate which caption and clause are being presented (e.g., P1C1 to explain that the example provided is the Instagram post number one and the clause number 1).

To further clarify the data collection process, a screenshot of *Nike* Instagram caption from the *Winning Isn't for Everyone* campaign is presented below. The example below shows how the data were identified before it was analyzed with the Systemic Functional Linguistics (SFL) framework.

Figure 1.2 Data selection from the Instagram caption of *Nike Winning Isn't for Everyone* Campaign.



The screenshot shows the visual illustration of the data selection process used in this research. The use of different color elements in the visual illustration serves to mark specific parameters in selecting data from the *Nike* social media campaign's Instagram caption. The word outlined in orange in the image shows the hashtag *#WinningIsntForEveryone* serves as the main identifier of the campaign and was used as a selection tool for selecting relevant posts, since only texts that use this hashtag will be selected as data. The highlighted part in the green box is the part of the caption that was selected as the clause used in the analysis. This part is the initial sentence that appears before any mention or hashtag. While the red outlined part of the caption is the mention that will be the limitation when selecting the clause used in the analysis. Clauses that appear after the mention are excluded from the analysis.

### 1.5.2 Data Analysis

The data was analyzed using the Systemic Functional Linguistics (SFL) framework proposed by Halliday. In order to answer the first research question, mood structure analysis was conducted on the independent clause found in the Instagram

caption of *Nike Winning Isn't for Everyone* campaign. The mood structure analysis was performed by determining the Mood Element and other elements present in the clause with the following examples:

Simon	has	been reading	Henry James	lately.
Subject	Finite	Predicator	Complement	Adjunct: circ
MOOD		RESIDUE		

(Eggins, 2004, p.166)

In analyzing the mood structure of clauses, what must be done is to find what Mood Elements are in the clause. That is because Mood Elements (Subject and Finite) have a very important role in determining the mood type of the clause which is the indicative clause that consists of declarative and interrogative types. Each mood type has a different structure of Mood Elements. After analyzing the mood structure, the results were presented in the table which shows the frequency and distribution of mood types. This table helped in identifying general patterns of how *Nike* structures its Instagram caption in *Winning Isn't for Everyone* campaign to convey meaning.

However, it is important to note that the data analyzed does not only consist of complete clauses but also elliptical clauses. An elliptical clause is a clause that omits one or more grammatical elements (e.g. no Subject or Finite) but can still function as a meaningful communication unit. In analyzing elliptical clauses, in this study elliptical clauses will be treated as declarative clauses where the Subject and Finite can be restored. Eggins (2004) argues that to complete an elliptical clause it is important to know the context. By knowing the context of the elliptical clause, when analyzing the mood structure, the recovered elements will be written in brackets ([ ]). This method of analysis



aims to know the complete structure of the clause and helps in analyzing the mood type of the clause. The following is an example of elliptical clause analysis:

*The Winner's Curse.*

[This]	[is]	The Winner's Curse.
Subject	Finite	Complement
MOOD		RESIDUE

In answering the second research question, the data from the mood structure analysis were interpreted in order to explore the interpersonal meanings constructed by *Nike's* language choice. The analysis was focused on how mood types are used to express *Nike's* attitudes in building relationships with the audience. This interpretation aims to reveal how *Nike's* caption creates engagement not through observable user interaction such as total likes and comments on their Instagram post, but in the lens of linguistics features.

### 1.6 Definition of Key Terms

**Social Media Campaign:** A Set of rules that is designed by considering the audience and focusing on improving relationships through authenticity, creativity, and engagement illustrating to the community that the brand is trustworthy (Kim, 2021, p. 129).

**Advertising:** Any paid form of nonpersonal presentation and promotion of ideas, good, or services by an identified sponsor (Kotler & Keller, 2016, p. 631).

**Brand Community:** The formation in the digital world of a group of people around a brand, organization, or cause that unites around joint loyalty to an organization/brand as their mutual interest (Kim, 2021, pp. 10-11).

**Engagement Marketing :** The process of encouraging clients and customers to tell the story of brand through socially visible word-of-mouth referrals (Goodman, 2012, p. XV).

**Metafunction:** The choices in language make to create meaning (Butt et al., p. 4).

**Interpersonal Meanings:** The interpersonal metafunction of language is used to encode interaction (Butt et al., 2012, p. 24).

**Mood:** The Subject and Finite make up a component of the clause that is called the MOOD, meanwhile ‘mood’ (small ‘m’) refers to the choice of clause types (Thompson, 2014, p. 51).

**Residue:** Additional part of the clause other than Mood Element, that consist of Predicator, Complement, and Adjunct (Eggins, 2004, p. 155).

