CHAPTER IV
CONCLUSION AND SUGGESTIONS

This final chapter summarizes the research findings by addressing the study's key questions, particularly highlighting the mood types found through the analysis and their role in constructing interpersonal meaning in *Nike's Winning Isn't for Everyone* campaign. This chapter also offers suggestions for future research, encouraging further exploration of Systemic Functional Linguistics (SFL) in media, digital branding, advertising, and various aspects.

4.1 Conclusion

This research aims to explore the interpersonal meaning built by *Nike* in the *Winning Isn't for Everyone* campaign conducted on the *Nike* official Instagram page. In exploring the interpersonal meaning used by *Nike* in their social media campaign, this research analyzed mood structure which is the main parameter in determining interpersonal meaning based on the Systemic Functional Linguistics (SFL) framework. This analysis began by determining the structure of each clause that built *Nike*'s Instagram caption. The clauses analyzed consist of 72 clauses selected from 53 *Nike* Instagram posts using the *#WinningIsntforEveryone* hashtag posted between July 18th to September 9th, 2024, as well as one additional post posted on December 21st, 2024.

Based on the mood structure analysis of the 72 clauses that have been analyzed, it is found that the majority of mood types used by *Nike* in their *Winning Isn't for Everyone* campaign Instagram captions are declarative mood, which is 51 clauses (70.9%%), while the rest are imperative mood which is found in 20 clauses (27.7%) and also interrogative mood which is only found in 1 clause (1.4%). In addition to mood type, the mood structure analysis conducted on the data also showed that the Polarity in the clauses is dominated

by positive Polarity with 65 clauses (90.3%) and negative Polarity with only 7 clauses (9.7%).

Based on these statistics, *Nike* builds interpersonal meaning with a dominant declarative mood to show that *Nike* is a brand that wants to build public trust by providing assertive and motivational information. This shows that *Nike* explicitly and wisely wants to invite the audience to become a confident and persistent figure in accordance with the slogan they conveyed in this campaign, namely winning is not for everyone, winning is only for people who have the will to win. With the language used, it shows that *Nike* is a brand that wants to actively participate in building motivation and influencing the emotions of the target audience. Through the selection of the elements in the mood structure and Polarity, the message that *Nike* builds in their Instagram caption not only conveys a certain message or information to the audience but also influences how the audience feels and responds to the brand. The interpersonal meaning that *Nike* builds in the language they use in the *Winning Isn't for Everyone* campaign plays a role in shaping *Nike*'s identity as a brand that inspires and motivates.

Furthermore, this study found that engagement in *Nike's Winning Isn't for Everyone* campaign did not only refer to technical interactions (such as likes or comments), but also emotional and intellectual engagement. This is in line with the explanation of engagement in marketing, which states that engagement is not only interaction that can be seen with measurable proof, but engaging content that is meaningful and memorable for the audience. This shows in the language style used by *Nike* in their Instagram captions, where *Nike* not only motivates its audience but also encourages them to participate in the values being conveyed. This form of engagement

allows *Nike* to strengthen interpersonal connections with its audience and foster a sense of community.

In addition to using mood types and Polarity in captions, one of *Nike's* strategies to increase engagement is using a specific campaign hashtag, which is *#WinningIsn'tForEveryone.* This hashtag serves a function more than just a campaign tag. However, it also conveys the core message *Nike* wants to communicate and acts as a unifying symbol for the audience. The narrative used in the hashtag encourages the audience to engage in the campaign, both emotionally and by participating in using the hashtag.

Although determining the interpersonal meaning within a clause can be highly confusing due to the wide interpretation of interpersonal meanings when viewed in a broader context, this study limits the interpretation of interpersonal meaning based on the specific campaign context and the linguistic patterns used. This aims to maintain the focus of the analysis so that overly broad generalizations do not occur. That is why it is crucial to analyze interpersonal meaning using the mood structure within the Systemic Functional Linguistics (SFL) framework. This is because, in SFL, context is what influences how a text is constructed, creating meaning within the text.

4.2 Suggestions

This research only focuses on analyzing the mood structure and interpretation of Interpersonal meaning in *Nike*'s Instagram captions in the *Winning Isn't for Everyone* campaign. The findings and analysis of this study will be useful in linguistic analysis of advertising language and digital marketing because this study analyzes how a brand builds interpersonal meaning in social media campaigns. However, there are some limitations in the research, where this research only analyzes one campaign held by one

brand. The current limitation affects the optimality of the results. Therefore, future research should aim to expand the scope of the study to better understand how interpersonal meaning is constructed in social media campaigns on a larger scale. Overall, this study contributes to providing an understanding of how interpersonal meaning is constructed and communicated in digital commercial texts, which is expected to lead to further research on how language plays a key role in building engagement, trust, and emotional connections between brands and audiences.