

**EXPLORING INTERPERSONAL MEANINGS IN THE *NIKE*
WINNING ISN'T FOR EVERYONE CAMPAIGN ON INSTAGRAM
POSTS**

AN UNDERGRADUATE THESIS

*Submitted for Partial Fulfillment of the Requirements for
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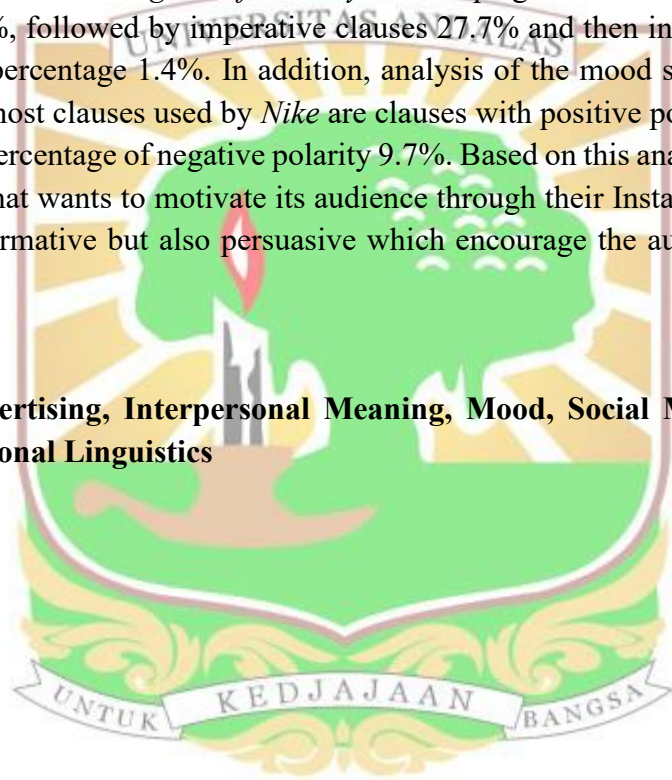
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ABSTRACT

This research explores the interpersonal meaning used by *Nike* in their *Winning Isn't for Everyone* social media campaign. This research aims to examine how mood structures in the *Nike's Winning Isn't for Everyone* campaign on Instagram build interpersonal meaning between the brand and its audience. The theory used in this research is Systemic Functional Linguistics (SFL) by Halliday and Matthiessen (2014). The data of this study consists of 72 clauses taken from 53 Instagram captions with the hashtag #WinningIsntForEveryone taken from *Nike's* official Instagram. The data were analyzed using a qualitative approach method with the results presented with descriptive explanations. From all the data analyzed, the results show that the majority of clause types that *Nike* used in the *Winning Isn't for Everyone* campaign are declarative clauses with percentage 70.9%, followed by imperative clauses 27.7% and then interrogative clauses with the lowest percentage 1.4%. In addition, analysis of the mood structure of clauses also shows that most clauses used by *Nike* are clauses with positive polarity 90.3%, with a much smaller percentage of negative polarity 9.7%. Based on this analysis, it shows that *Nike* is a brand that wants to motivate its audience through their Instagram captions that are not only informative but also persuasive which encourage the audience's spirit and confidence.

Keywords: Advertising, Interpersonal Meaning, Mood, Social Media Campaign, Systemic Functional Linguistics



ABSTRAK

Penelitian ini membahas makna interpersonal yang digunakan *Nike* dalam kampanye media sosial *Winning Isn't for Everyone*. Penelitian ini bertujuan untuk mengkaji bagaimana struktur mood dalam kampanye *Winning Isn't for Everyone Nike* di Instagram membangun makna interpersonal antara merek dan audiensnya. Teori yang digunakan dalam penelitian ini adalah *Systemic Functional Linguistic* (SFL) oleh Halliday dan Matthiessen (2014). Data dari penelitian ini terdiri dari 72 klausa yang diambil dari 53 caption Instagram dengan hastag *#WinningIsntForEveryone* yang diperoleh dari Instagram resmi *Nike*. Data dianalisis menggunakan metode pendekatan kualitatif dengan hasil yang disajikan menggunakan penjelasan yang deskriptif. Dari seluruh data yang dianalisis, hasil penelitian menunjukkan bahwa mayoritas jenis klausa yang sering digunakan *Nike* dalam kampanye *Winning Isn't for Everyone* adalah klausa *declarative* dengan persentase 70.9%, diikuti oleh klausa *imperative* sebanyak 27.7 % dan kemudian klausa *interrogative* dengan persentase terendah, yaitu sebanyak 1.4 %. Selain itu, analisa struktur mood pada klausa juga menunjukkan bahwa mayoritas klausa yang digunakan *Nike* adalah klausa dengan *positive polarity* 90.3% dengan persentase *negative polarity* yang jauh lebih kecil sebanyak 9.7%. Berdasarkan analisis ini menunjukkan bahwa *Nike* adalah sebuah brand yang ingin memotivasi audiensnya melalui caption Instagram mereka yang tidak hanya informatif tetapi juga persuasif yang dapat membangkitkan semangat dan kepercayaan diri audiens.

Kata kunci: *Advertising, Interpersonal Meaning, Mood, Social Media Campaign, Systemic Functional Linguistics*

