

**ANALISIS PRAGMATIK MULTIMODAL  
IKLAN PRODUK PERAWATAN KULIT DI INDONESIA**

**TESIS**

Diajukan untuk memenuhi sebagian syarat untuk memperoleh gelar Magister  
Humaniora dalam Studi Linguistik



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*ANALISIS PRAGMATIK MULTIMODAL PRODUK PERAWATAN KULIT DI INDONESIA*

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## ABSTRAK

Penelitian ini bertujuan untuk mengkaji makna pragmatik oleh produsen dan calon konsumen terhadap iklan produk perawatan kulit di Indonesia. Penelitian ini mengimplementasikan model analisis tiga dimensi yang dikemukakan oleh Dictero (2018) untuk mengungkap makna semantik dan inferensial pada iklan produk perawatan kulit di Indonesia yang telah diseleksi. Model analisis tiga dimensi tersebut digunakan untuk menganalisis moda verbal dan moda visual, jenis hubungan antar-moda, dan makna inferensial termasuk eksplikatur dan implikatur yang terdapat pada iklan. Hasil analisis menemukan bahwa iklan produk perawatan kulit di Indonesia menggunakan moda visual dalam proses penyampaian pesan serta informasi utama dalam iklan secara signifikan, sedangkan moda verbal digunakan sebagai pelengkap dan penambah informasi yang telah disajikan oleh moda visual. Makna semantik dibentuk dengan penggunaan hubungan agent-object, adjunct, token-token, projection—meaning, dan extension yang dominan. Kemudian, pemaknaan iklan dari perspektif konsumen secara signifikan dipengaruhi oleh moda visual yang ditampilkan dalam iklan. Pemaknaan iklan produk perawatan kulit di Indonesia baik dari sudut pandang produsen maupun konsumen secara garis besar memiliki kesamaan. Meskipun makna yang dihasilkan berpolisemi, namun ada satu pesan dominan yang diterima sebagian besar calon konsumen ketika melihat gambar yang ditampilkan dalam iklan.

**Kata kunci:** pragmatik multimodal, produk perawatan kulit Indonesia, model analisis tiga dimensi Dictero (2018)

## **ABSTRACT**

*This research aims to investigate pragmatic meanings of skincare product advertisements seen from the producer and customer's point of view. This research applied three dimensional analysis model proposed and developed by Dicerto (2018) to reveal semantic and inferential meanings in selected skincare product advertisements in Indonesia. The three dimensional analysis model used to analyze verbal and visual modes, inter-modal relation types, and inferential meanings include explicatures and implicatures, contained in the selected advertisements. The result found that the selected skincare product advertisements in Indonesia use visual modes in delivering messages and main information through advertisements in a significant way, whereas verbal modes are used as the complementary and addition to the information carried by visual modes. Semantic meanings are formed by the dominant use of agent-object relation, adjunct, token-token, projection of meaning, and extension. Then, the meaning-making from customers' perspectives are significantly affected by visual modes shown in the selected advertisements. Broadly speaking, both producer and customer have similar ways in interpreting the message delivered through skincare product advertisements in Indonesia. Although, the meanings produced are polysemy, there is one main message received by most customers when they see the images shown in the selected advertisements.*

**Key words:** *multimodal pragmatics, Indonesian local skincare products, Dicerto's (2018) three dimensional analysis*

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