

ABSTRACT

Muhammad Ihya ulumuddin. 2022. *An Analysis Of Discourse Structure Of Shopee Video Advertising In Youtube.com*. Thesis, English Departmen, Faculty of Letters and Philosophy, Panca Marga University Probolinggo. The advisors are [1] Indra Tjahyadi, S.S., M.Hum. [2] Sri Andayani, S.S., M.Hum and [3] Hosnol Wafa, S.S., M.Hum.

In the current millennial era, people need advertisements both through electronic media and print media. One of the advertisements loved by the Indonesian people is an online buying and selling shop. Therefore, the author will discuss one of the video ads produced by Shopee, entitled 3.15 Consumer Shopping Day. The purpose of this study is to describe and examine the structure of "Shopee Ads on youtube.com" by using the structure of the Van Dijk model.

This type of research is descriptive qualitative research. The data analysis technique was carried out in a qualitative descriptive manner. The object of this research is "Shopee advertisement on youtube.com". Using various theories of experts who discuss Van Dijk's theory to support further research. By using research methods in the form of searching for data sources, data collection methods, and data analysis methods.

The results of the analysis show three points. First, the superstructure consists of headlines, illustrations, body copy, and signature lines. Second, the microstructure consists of verbal elements and nonverbal elements. Third, the macro structure, there are elements of advertising meaning and advertising messages. The structure of the advertising discourse "Shopping on youtube.com" has used a complete advertising discourse structure, so that it can imitate it to market a product or service and be able to attract buyers to buy the products or services offered.

Keywords: critical discourse analysis, shopee video advertising in youtube.com, van Dijk.