

**SOCIETY INTERPRETATION
ON AIRASIA AIRLINE ADVERTISEMENTS
'NOW EVERYONE CAN FLY'**

UNDERGRADUATE THESIS

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**STUDY PROGRAM OF ENGLISH
DEPARTMENT OF LANGUAGES AND LITERATURE
FACULTY OF CULTURAL STUDIES
UNIVERSITAS BRAWIJAYA**

2016

**SOCIETY INTERPRETATION
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UNDERGRADUATE THESIS

Presented to
Universitas Brawijaya
In partial fulfillment of requirements
for the degree of *Sarjana Sastra*

BY
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DECLARATION OF AUTHORSHIP

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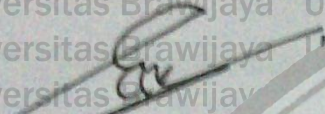
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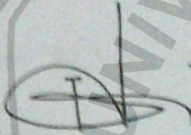
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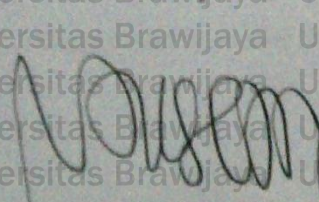


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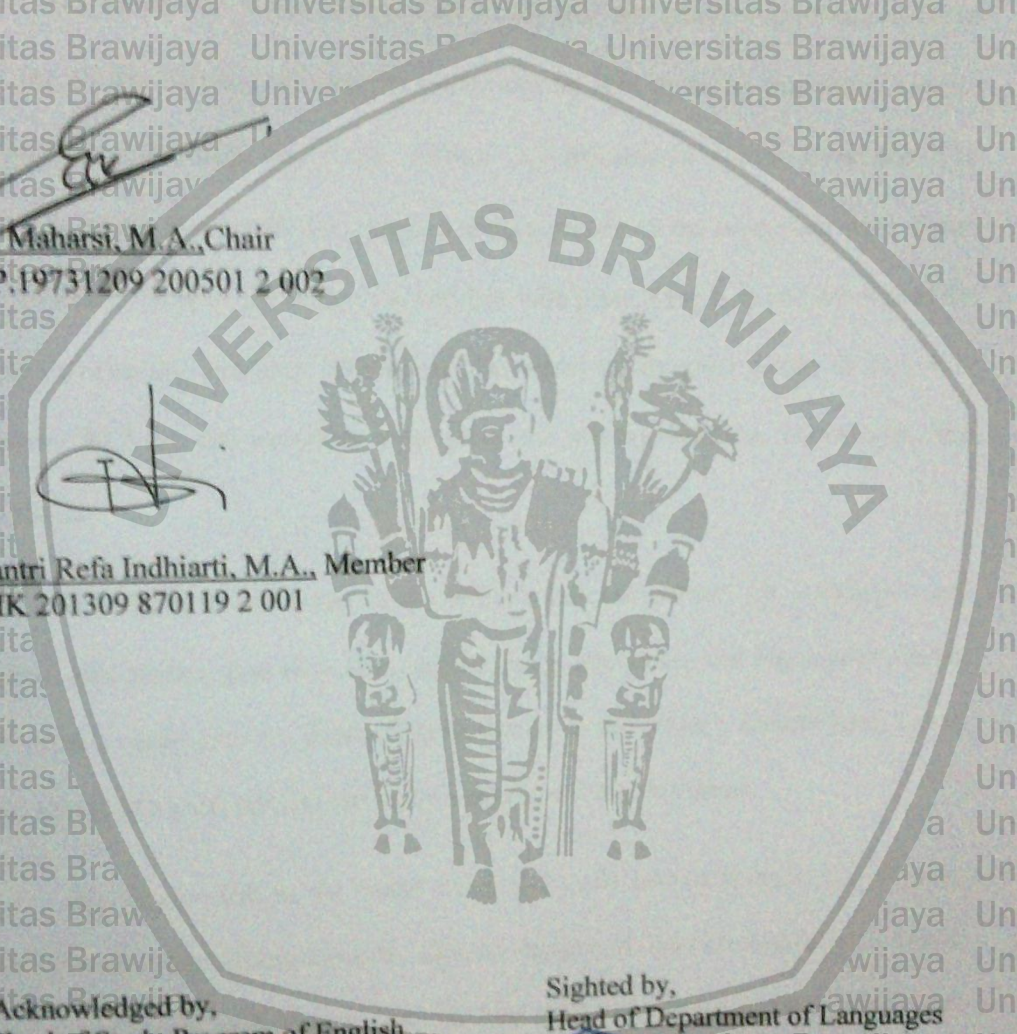

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ABSTRACT

Ayuningsih, Novi. 2016. **Society Interpretation on Airasia Airline Advertisements 'Now Everyone Can Fly'**. Study Program of English, Universitas Brawijaya. Supervisor: Tantri Refa Indhiarti.

Keywords: Critical Discourse Analysis, Textual Analysis, Sociocultural Practice, AirAsia Airline.

Advertisements always carry some meaning behind it that wants to be delivered to the audiences. In this research, the object of the study is the utterances of AirAsia Airline advertisements. That object is analyzed with Fairclough's three dimensional models. There are two problems in this research namely what are the strategies in textual analysis and how is the society interpretation on the advertisements.

Qualitative approach is adopted in this study because the object is in form of text which contains of utterances taken from five advertisements of AirAsia Airline's video.

The writer found that in the advertisements AirAsia Airline using some strategies in vocabulary such as synonym, antonym, adjectives, repetition, word formations, imperatives, question sentences, and tagline to persuade people buying their products. That strategy includes in the textual analysis of the advertisement. While in sociocultural practice, regarding society interpretation the writer used three articles from several website which discuss the message delivered by AirAsia Airline advertisement which everyone have same opportunity to fly and the effects toward people in which the products become more familiar in society.

The writer suggests the next researcher analyze another object outside advertisement such as speech or news. The writer also expects the next researcher to analyze deeply toward the object and maybe uses the other theory of Critical Discourse Analysis for example from van Dijk and Kress.

ABSTRAK

Ayuningsih, Novi. 2016. Interpretasi Masyarakat pada Iklan Maskapai AirAsia 'Now Everyone Can Fly'. Program Study Bahasa Inggris, Universitas Brawijaya.

Pembimbing: Tantri Refa Indhiarti.

Kata kunci: Analisis Wacana Kritis, Analisis Teks, Praktik Sosial Kebudayaan, Maskapai AirAsia.

Iklan selalu mempunyai arti dibaliknya yang ingin disampaikan kepada khalayak. Dalam penelitian ini, objek penelitiannya adalah ucapan-ucapan dalam iklan maskapai AirAsia. Objek tersebut dianalisis menggunakan teori tiga dimensi milik Fairclough. Ada dua masalah dalam penelitian ini yaitu apa strategi dalam analisis teks dan bagaimana interpretasi masyarakat terhadap iklan tersebut.

Pendekatan kualitatif diadopsi dalam penelitian ini karena objek penelitian dalam bentuk teks yang berisi ucapan-ucapan yang diambil dari lima video iklan maskapai AirAsia.

Penulis menemukan di dalam iklan maskapai AirAsia menggunakan beberapa strategi dalam kosa kata misalnya sinonim, antonim, kata sifat, pengulangan kata, pembentukan kata, kata imperatif, kalimat pertanyaan, dan tagline untuk mempengaruhi orang-orang membeli produk mereka. Strategi tersebut termasuk dalam analisis teks pada iklan. Sementara dalam praktik sosial budaya, terkait dengan interpretasi masyarakat penulis menggunakan tiga artikel dari berbagai website yang membahas tentang pesan yang disampaikan oleh iklan maskapai AirAsia yang mana semua orang mempunyai kesempatan yang sama untuk terbang dan efeknya terhadap orang-orang yang mana produk-produknya menjadi lebih familiar di masyarakat.

Penulis menyarankan peneliti berikutnya menganalisis objek yang lain diluar iklan seperti pidato atau berita. Penulis juga mengharapkan peneliti berikutnya untuk menganalisis lebih dalam terhadap objek dan mungkin menggunakan teori analisis wacana kritis yang lainnya seperti van Dijk dan Kress.

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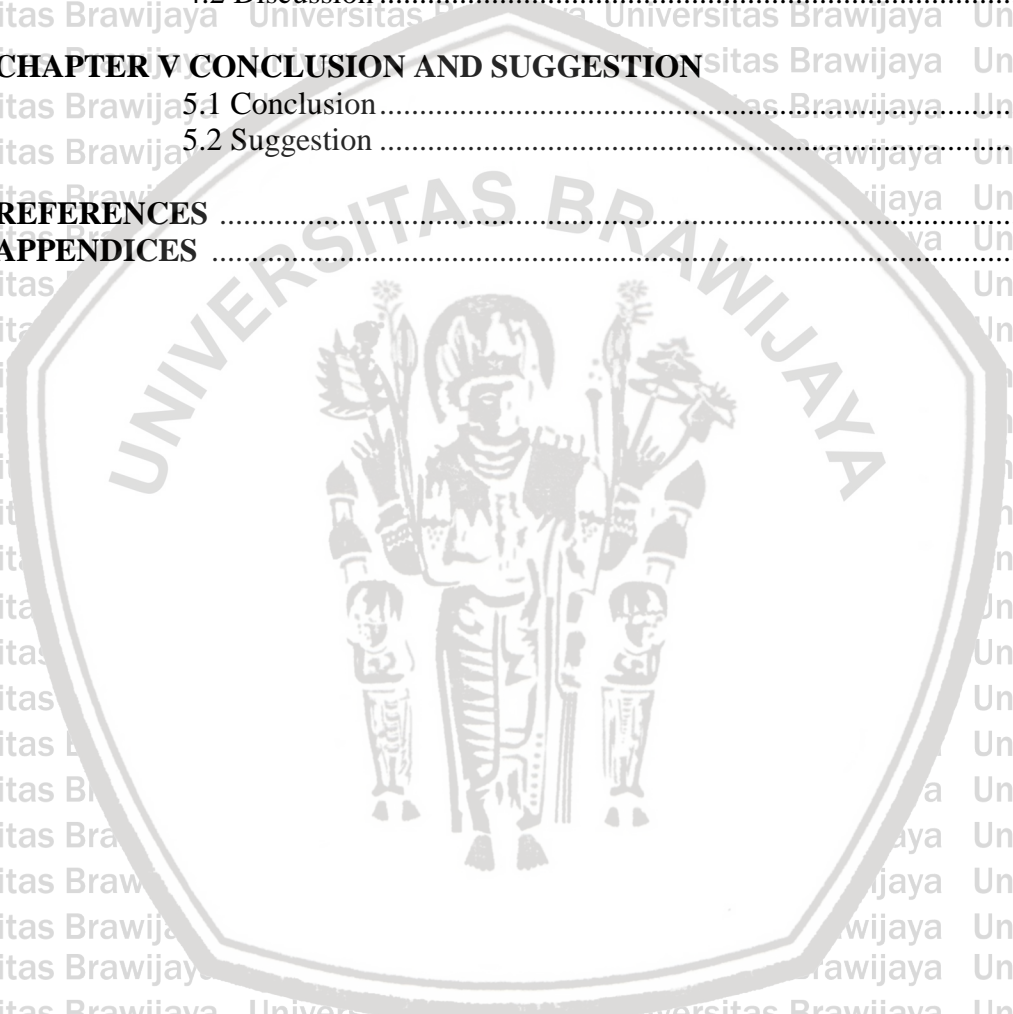
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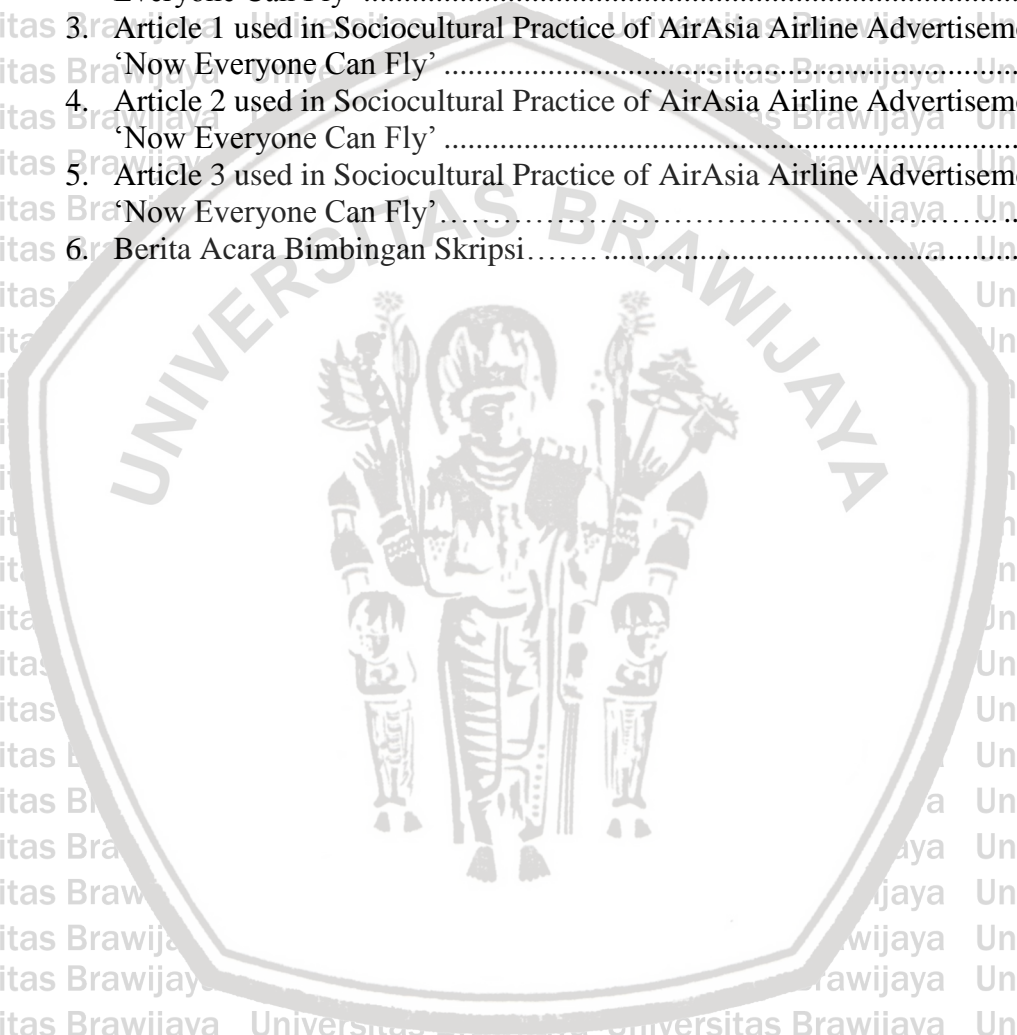
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CHAPTER I

INTRODUCTION

This chapter includes background of study, problems of study, objectives of study, and definition of key terms.

1.1 Background of Study

Advertising is one of things that cannot be separated in human's life. Like it or not, it appears everywhere. It can be in the products bought, in the programs watched, in the book read, and etc. In the era of technology like now, a number of advertisements are increasing. People are forced to see it through their daily activities. The more advertisements forced to see, the more people are not paying attention to advertisements. In that case, many advertisers apply some techniques to seek people's attention such as using word that can be remembered easily or contract a problem that can be solved by using their product. Advertisement itself has purpose to seek people attention. As Goddard (1998, p. 6) states "At the root of the word 'advertisement' is the Latin verb 'advertere', meaning 'to turn towards'. While it is undoubtedly true that adverts are texts that do their best to get our attention, to make us turn towards them".

To gain more attention, advertisers create innovations to their product, for example by making the advertisement become more interesting visually or using sound of popular music at the moment. It purposes to increase consumers' interest to know and to buy their product. Another techniques advertiser adopted is to use a discourse in the advertisements to seek the influence to the consumers. As Cook

(1992, p. 180) states the aim of the senders is to push product, often via the worlds of fiction and fantasy, into the real world of the consumer.

One of the advertisements that become popular in technology era nowadays is Airline advertisement. This advertisement makes a huge promotion in every country. The mobilization of people becomes the purpose of advertiser to dominate media especially social media like *Youtube*. The accessible of internet help society to search whatever airline they want to book in the easiest way without spending much time. Thus, become an opportunity to AirAsia Airline as an international airline company to promote their service around the globe.

AirAsia Airline is one of many Airlines using social media such as *Youtube* to offer their service to the consumers. Their services appear rapidly in social media *Youtube* rather than in Television. In that case, AirAsia should find a way to seek the consumers' attention to choose their service. They are using such interesting lines of words to create some comprehension around consumers about their services or products. For example their tagline 'Now Everyone Can Fly' which can be means as the allurements toward people without exception to fly.

According to Nair (1992, cited in Bruthiaux 1996, p. 36), personal advertisements show "distinctive features of lexis, syntax, and discourse organization which set it starkly in contrast with other classified advertisement".

AirAsia Airline advertisement uses a memorable line to attract people attention toward their product. The purpose of choosing AirAsia Advertisement as the object is because the writer wants to know the advertiser's ideology behind the advertisements. The writer also wants to find out people interpretation toward the

advertisements. To find out the answers the writer conducts this study using critical discourse analysis.

According to Fairclough (1995, p. 2) CDA is consolidated as a three dimensional models which consists of language text (spoken or written), analysis of discourse practices (text production, distribution, and consumption), and analysis of discursive events as instances of sociocultural practice. The writer chooses critical discourse analysis to analyze the data because the writer can find the relation between the languages of the advertisement and the influence toward people comprehension. In this research, the writer only uses layer one and layer three to analyze the objects because the writer wants to focus on description and interpretation part which is the combination of textual analysis and sociocultural practice.

From that explanation, the writer uses the three dimensional models propose by Fairclough (1995) as a theory to identify the AirAsia Airline Advertisement. From this research, the writer wants to find out the meaning of each utterance based on textual analysis and try to find out the people interpretation toward AirAsia Airline Advertisement. In addition, this research is expected to enrich the linguistics field and be a valuable contribution to Critical Discourse Analysis field especially in the advertisement analysis. Also, the writer expects this research can open the opportunity of the next researcher to analyze critical discourse analysis more deeply.

1.2 Problems of Study

Based on the background of the study, the writer is interested in finding the answers to the following questions:

1. What is the textual analysis used in AirAsia Airline advertisement 'Now Everyone Can Fly'?
2. What are the society interpretations on AirAsia Airline advertisement 'Now Everyone Can Fly'?

1.3 Objectives of Study

In line with the problems formulated above, the objectives of the study are:

1. To analyze the textual analysis in AirAsia Airline advertisement 'Now Everyone Can Fly'.
2. To find out the society interpretations on AirAsia Airline Advertisement 'Now Everyone Can Fly'.

1.4 Definition of Key Terms

Critical Discourse Analysis: a scholarly orientation with the potential to transform the modus operandi of a range of research methodologies (Locke, 2004).

Textual Analysis: the analysis of the linguistic features or structure of the text (Jorgensen and Phillips, 2002).

Sociocultural Practice: the discourse is a part of including the relationship to existing hegemony and the nature of the discourse production process itself (Fairclough, 1995).

AirAsia Airline: Malaysia airline which operate scheduled domestic and international flight spanning 22 countries.



CHAPTER II

REVIEW OF RELATED LITERATURE

In this chapter the researcher discusses some theories related to the study, and also the previous studies related to critical discourse analysis.

2.1 Critical Discourse Analysis

Critical Discourse Analysis is a type of discourse analytical research that primarily studies the way social power abuse, dominance, and inequality are enacted, reproduce, and resisted by text and talk in the social and political context” (van Dijk, 2001, p. 352).

Fairclough (1995, p. 2) said Critical Discourse Analysis is a three dimensional models where the aim is to map separate forms of analysis onto one another: analysis of (spoken or writer) language text, analysis of discourse practice (process of text production, distribution, and consumption) and analysis of discursive events as instance of sociocultural practice

2.1.1 Fairclough’s Three Dimensional Models

Fairclough (1995, p. 26) distinguish three dimensions, or stages, or critical discourse analysis:

- Description is the stage which is concerned with formal properties of the text.

- Interpretation is concerned with the relationship between text and interpretation—with seeing the text as the product of the process of production, and as a resource in the process of interpretation.
- Explanation is concerned with the relationship between interaction and social context—with the social determination of the process of production and interpretation, and their social effect.

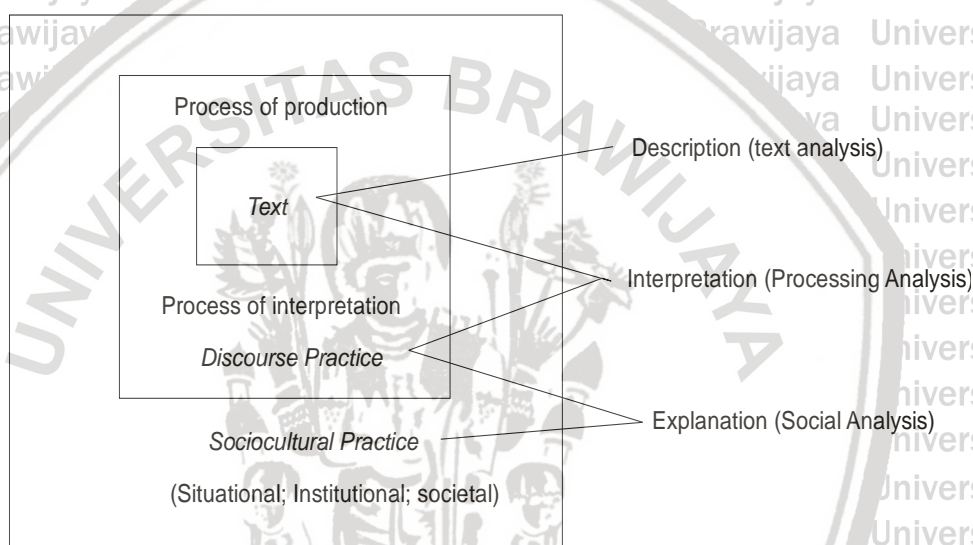


Figure 1 Dimensions of Discourse Analysis Adopted from Fairclough (1995: 98)

The method of discourse analysis includes linguistic *description* of the language text, *interpretation* of the relationship between the (productive and interpretative) discursive processes and the text, and *explanation* of the relationship between the discursive processes and the social processes.

2.1.2 Textual Analysis

Fairclough (1995, p. 133) states the analysis of meanings in texts necessarily come down to the analysis of the forms of texts, including their generic forms (the overall structure of, for instance, a narrative), their dialogic

organization (in terms, for instance, of turn-taking), cohesive relations between sentences and relations between clauses in complex sentences, the grammar of the clause (including questions of transitivity, mood and modality), and vocabulary.

2.1.2.1 Vocabulary

What experiential values do words have?

- What classification schemes are drawn upon?
- Are there words which are ideologically contested?
- Is there *rewording* or *overwording*?
- What ideologically significant meaning relations (*synonymy*, *hyponymy*, *antonymy*) are there between words?

What relational values do words have?

- Are there euphemistic expressions?
- Are there markedly formal or informal have?

What expressive values do words have?

What metaphors are used?

2.1.2.2 Grammar

What experiential values do grammatical features have?

- What type of process and participant predominate?
- Is agency unclear?

- Are processes what they seem?
- Are nominalizations used?
- Are sentences active or passive?
- Are sentences positive or negative?

What relational values do grammatical features have?

- What modes (declarative, grammatical question, imperative) are used?
- Are there important features of relational modality?
- Are the pronouns *we* and *you* used, and if so, how?

What expressive values do grammatical features have?

- Are there important features of *expressive modality*?

How are (simple) sentence linked together?

- What logical connectors are used?
- Are complex sentences characterized by *coordination* or *subordination*?
- What means are used for referring inside and outside the text?

2.1.2.3 Textual Structure

What interactional conventions are used?

- Are there ways in which one participant controls the turn of others?

What larger-scale structures does the text have?

In this stage, the writer only focuses on vocabulary field in order to find out the meaning of vocabulary choices. In the vocabulary field, there are three questions will be answered in this sub-chapter by Fairclough, they are:

- What experiential values do words have?

In the book entitle language and power (1998), Fairclough stated that the aspect of experiential value here is about how ideological differences between texts in their representations of the worlds are coded in their vocabulary. In answering this question, it is generally useful to alternate the focus between the text itself and the discourse type it is drawing upon. The value of alternating focus between the text and the discourse type holds also for meaning relations between words. The main meaning relations in this case are synonymy, antonym, and etc.

- What relational values do words have?

This question focuses on how a text's choice of wordings depends on, and helps create social relationships between participants. Words are likely to have such relational values simultaneously with other values.

One property of vocabulary which has to do with relational values is formality.

- What expressive values do words have?

Fairclough in his book entitle language and power stated the expressive value of words has always been a central concern for those interested in persuasive language. While it is still important in terms of the focus on ideology, it is rather less so, and from a somewhat different

perspective. It is not so much the mobilization of expressive values for particular persuasive ends that is of interest here, as the fact that these expressive values can be referred to ideologically contrastive classification schemes.

2.1.3 Discourse Practice or Discursive Practice

Discourse practice involves attention to processes of text production, distribution, and consumption (Fairclough, 1995, p. 9). Discourse practice ensures attention to the historicity of discursive events by showing both their continuity with the past (their dependence upon given orders of discourse) and their involvement in making history (their remarking of orders of discourse).

Four levels of text interpretation (Fairclough, 1995, p. 143):

- a. Surface of utterance. This first level of text interpretation relate to the process by which interpreters convert strings of sounds or marks on paper into recognizable words, phrases and sentences.
- b. Meaning of utterance. The second level of text interpreter is a matter of assigning meanings to the constituent parts of a text, which refer to as 'utterances', using that term in a loose sense.
- c. Local coherence. The third level of text interpretation establishes meaning connections between utterances, producing (where feasible) coherent interpretations of pairs and sequences of them.
- d. Text structure and 'point'. Interpretation of text structure at level four is a matter of working out how a whole text hangs together.

2.1.4 Sociocultural Practice

Sociocultural practice is the part of explanation based on three dimensional models by Fairclough. The objective of the stage of explanation is to portray a discourse as a part of a social process, as a social practice, showing how it is determined by social structures, and what reproductive effects discourses can cumulatively have on those structures, sustaining them or changing them (Fairclough, 1989, p. 163). The social structures are focus in relations of power, and the social processes and practices focus in processes and practices of social struggle. The stage of explanation involves a specific perspective on background knowledge of language: they are seen specifically as ideology. In analyzing the data, the writer used various articles from various writers to know how they interpret the advertisements from AirAsia Airline.

2.2 Language of Advertising

Cook (2001, p. 1) stated advertising is one of the most controversial of all contemporary genres, partly because it is relatively new, but also because it is closely associated with the values of the competitive high-growth global market economy in which it thrives. In a world beset by social and environmental problems, advertising can be seen as urging people to consume more by making them feel dissatisfied or inadequate, by appealing to greed, worry and ambition. Advertisement use fictions, word play, compressed story-telling, stylized acting, photography, cartoons, puns and rhythms in ways which are often

memorable, enjoyable and amusing (Cook, 2001, p. 3). New ads evoke comment.

The words and detail of ads often come to people's minds more readily than those of novels and poems and plays, and they are often recalled with more laughter and enthusiasm.

A two-ways relationship exists between society and advertising in general, and international advertising in particular (Frith and Muller, 2003, p. 10).

Advertising messages can indeed be responsible for shaping or influencing various aspects of societies. Advertising agencies do far more than merely provide commercial information as they disseminate advertising messages. They also transmit values, influence behavior of both individuals and value-forming institutions, and even sway national development policies.

2.3 Previous Studies

To support this study, the writer needs previous studies. There are two previous studies the writer uses in this research. First is by Kaur, Arumugam and Yunus (2013) entitled "Beauty Product Advertisement: A Critical Discourse Analysis". The research found how the ideology of beauty is constructed and reconstructed through magazines by stereotyping how beauty product are synonymous with a better life. Thus writer also found that people in power or advertisers use language to control people's mind as a means to exercise control over others. The researchers collected the data from local women's magazines, Cleo and Women's Weekly from six issues consecutively from January to June

2012 in every advertisement on eye cream, lipstick, and mascara. The data was analyzed based on Fairclough's Critical Discourse Analysis framework (2001).

The second previous study is entitled "The Power behind Images: Advertisement Discourse in Focus" by Vahid and Esmae'li (2012). The researchers analyzed six different advertisements that are product ads and non-product ads which have more visuals and less text. Norman Fairclough's three dimensions model (1989) and Kress and van Leeuwen's grammar of visual design (1996) were used to analyze the data. The result showed that the producers generally tend to use their power and ideology to change people's behavior and thought.

The present study used Fairclough's three dimensional models (1995) as a theory and use AirAsia Airline Advertisement as an object of this study. From two previous studies above, there is a difference and similarity with the present study.

Both previous studies and present study use Norman Fairclough's three dimensions model theory in analyzing the data while the difference is the two previous studies used written and visual advertisement or picture from magazines as the data but the present study used verbal text from advertisement videos as the data.

CHAPTER III

RESEARCH METHODS

This chapter presents the methodology of this study covering the research design, data source, data collection, and data analysis.

3.1. Research Design

The purpose of this study is to find out the critical discourse analysis applied in Airasia airline advertisement broadcast in *Youtube*. This study was conducted by using qualitative approach. A qualitative study is appropriate for this study because it involves document or text analysis to analyze the textual meaning of utterances in the Airasia airline advertisements. Ary et al (2010, p. 442) defines:

Document analysis can be of written or text-based artifacts (textbooks, novels, journals, meeting minutes, logs, announcements, policy statements, newspapers, transcripts, birth certificates, marriage records, budgets, letters, e-mail messages, etc.) or of non-written records (photographs, audiotapes, videotapes, computer images, websites, musical performances, televised political speeches, YouTube videos, virtual world settings, etc.).

Based on the problems and objectives of the study, the researcher used qualitative method. Ary et al (2010, p. 23) states “Qualitative research is based on a different philosophical approach, which sees the individual and his or her world as so interconnected that essentially the one has no existence without the other.”

Ary et al (2002, p. 425) assert that the qualitative investigation deals with data that are in the form of word. The data collected are the subject’s experiences and perspective, objects, events, places, conversations and so on.

3.2. Data Sources

The data of this study is the transcript of the English utterances in advertisement videos of AirAsia Airline. In this case, the utterances are from the narrator's speeches. There are 46 videos under category of 'Now Everyone Can Fly' in the official *Youtube* channel of AirAsia Airlines. The writer only chose five videos among them due to the consideration of the most viewed category which have more than five hundred viewers on official *Youtube* channel of AirAsia Airlines. The writer also used three articles about AirAsia advertisements from various writers to analyze the society interpretation on AirAsia advertisements.

3.3. Data Collection

In the data collection, Ary et al (2010, p. 588) states that the quality of the qualitative research is greatly improved by using multiple methods of data collection (observations, interviews, and documents).

In collecting the data, the writer applied several steps as follows:

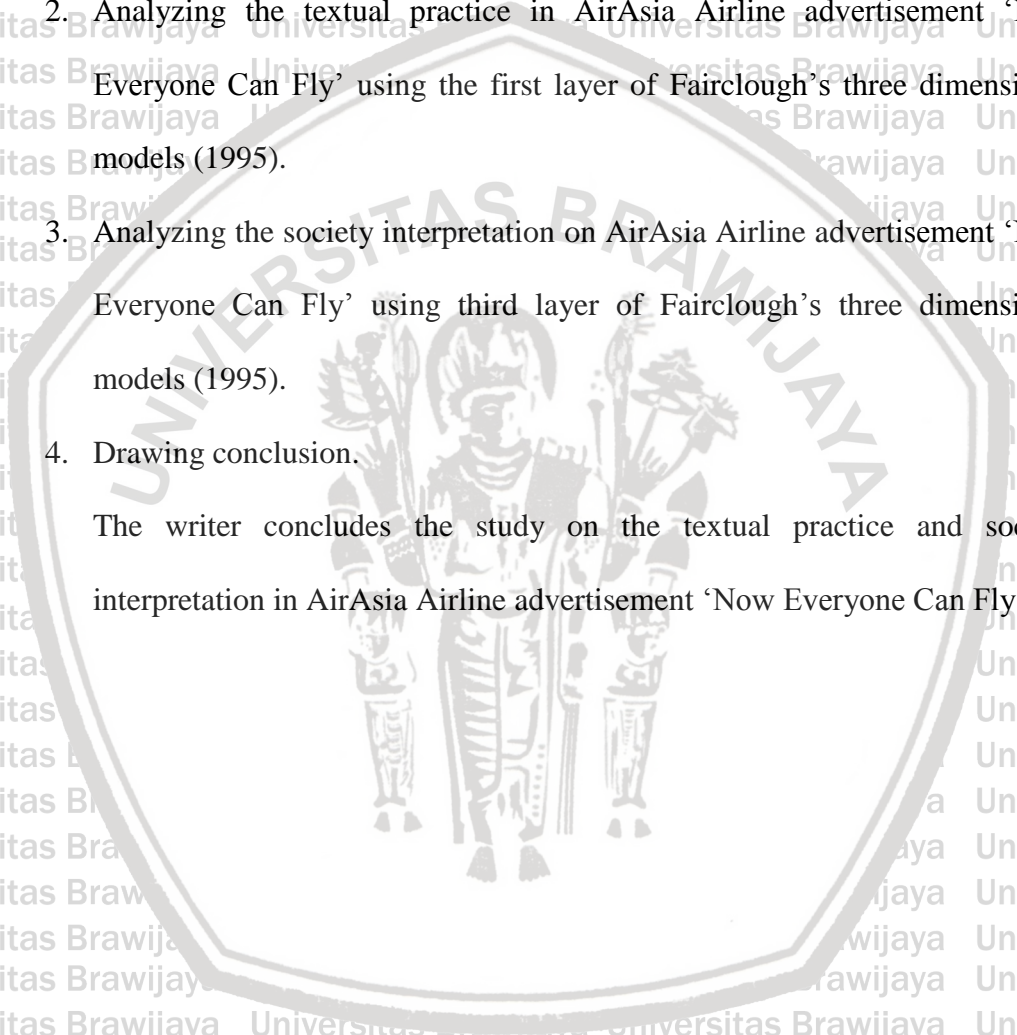
1. Choosing five AirAsia 'Now Everyone Can Fly' advertisement videos based on the most viewed video.
2. Downloading five videos in the official *Youtube* channel of AirAsia Airlines.
3. Transcribing the five videos.
4. Searching the articles about AirAsia advertisements.

3.4. Data Analysis

After the data were collected, the writer analyzed the data through the following steps:

1. Identifying the whole transcripts from the selected videos.
2. Analyzing the textual practice in AirAsia Airline advertisement ‘Now Everyone Can Fly’ using the first layer of Fairclough’s three dimensional models (1995).
3. Analyzing the society interpretation on AirAsia Airline advertisement ‘Now Everyone Can Fly’ using third layer of Fairclough’s three dimensional models (1995).
4. Drawing conclusion.

The writer concludes the study on the textual practice and society interpretation in AirAsia Airline advertisement ‘Now Everyone Can Fly’.



CHAPTER IV

FINDING AND DISCUSSION

This chapter discusses mainly the finding and the explanation of the study.

The writer elaborates this chapter into finding and discussion.

4.1. Findings

The data of this research were in the form of spoken utterances found in the AirAsia advertisements ‘Now Everyone Can Fly’. The writer found 66 utterances from 5 advertisements. Later on, the writer analyzed the advertisements using Fairclough’s three dimensional models. The data were taken from the official *youtube* channel of AirAsia Airline which have most viewed by people.

4.1.1. Textual Analysis in AirAsia Advertisements

The first layer the writer analyzed is textual analysis. Textual analysis mostly talks about the linguistic features like vocabulary, grammar, and textual structure in transcribe the AirAsia airline advertisements. It was analyzed based on the ten questions regarding the textual analysis proposed by Fairclough (1995).

However, the writer only focuses in analyzing the vocabulary which contains three questions about experiential value, relational value, and expressive value.

That is because in analyzing the data the writer only finds the answers from those three questions in the data.

4.1.1.1. Experiential Value

The aspect of experiential value is to identify meaning relations in text and underlying discourse types, and to try and specify their ideological bases.

A. Synonymy

Synonymy is the case where words have the same or similar meaning. Below are some synonymy used by the advertiser in the advertisements.

Table 4.1 Synonymous words in AirAsia Advertisements

WORDS	SYNONYMY
Extend	Expand
Board	Fly
Prepping	Prepare
Start	Begin
For instance	For example
Aircraft	Plane
Cost	Price
Purchase	Redeem
Fee	Fare
Pick	Choose
Pack	Bundle
Area	Spot
Selection	Option

The advertiser uses synonymous words to avoid repetition in the advertisements. Beside, synonymous words also show some variations in the word choices without omitting persuasive meaning toward readers.

B. Antonym

Antonym is the meaning of one word is incompatible with the meaning of another. The writer only found three antonym words in the advertisements. They are:

- a) Ground >> Air

This word related to the comparison between how much time customers will spend in one boarding. AirAsia offers less time on ground and much time in air which means more time to accompany customers to their destination.

- b) More >> Less

Along previous antonym word, this word also shows the comparison but the price that consumers pay. AirAsia explains their facilities available for consumers with paying less and compares it with other company with the same facilities. Its purpose is to convince the customers to using their products.

- c) Nasty >> Fun

The word 'nasty' is to describe the condition of customers before using their products, while the word 'fun' describes the effect customers feel afterward.

C. Adjectives

Adjectives are used to enrich the word choice within the advertisements so that it can catch the attention of consumers toward the products. Advertisers use both positive adjective and negative adjective in the advertisements they made. For example the using of positive adjectives is to show the positivity and the beneficial of their products, while negative adjectives can be used to refer the condition before using their products. AirAsia also uses positive adjectives and negative adjectives in their advertisements. These are the positive adjectives found in the advertisements:

Table 4.2 Positive Adjectives in AirAsia Advertisements

Positive Adjectives		
Long	Bustling	Fun
Cool	Ancient	Generous
Relax	Modern	Plus
Beauty	Talented	Efficient
Hot	New	More
Warm	Best	Favorite
Romantic	Great	Early
Fresh	Standard	Real
Famous	Single	Enjoyable
Good	Preferred	Multi-task
Incredible	Professional	

There are also some negative adjectives found in the advertisements like old, nasty, increase, low, and less.

D. Repetition

Repetition here means the advertiser in the AirAsia advertisements use same words repeatedly. The writer found some words used by the advertiser mostly are the products they offered and adjectives. Here the repetitive words the writer found, such as 'great', 'savings', 'more', 'less', 'best' 'talented', 'flight', 'low', and 'pre-book'. These repetitive words have the purpose to create a familiarity from the viewers or listeners toward the advertisements so that later on the consumers can recognize the product of the advertisements.

E. Word Formation

In way to creating the unique lines to increase viewers' interest, the advertiser uses word formation. Word formation itself refers to the ways in which new words are made on the basis of other words. The writer found two word formations in the advertisements below:

a) Talented-bunch

This word formation consists of words 'talented' and 'bunch'. The word 'talented' is an adjective which constructed from word 'talent' and suffix '-ed'. According to Merriam-Webster Dictionary the word 'talent' means:

- A special ability that allows someone to do something well
- A person or a group of people with a special ability to do something well ; a talented person or group
- People who are sexually attractive

The meaning of word ‘talent’ above are because of it is a noun. Then it becomes word ‘talented’ after added by suffix ‘-ed’ and becomes an adjective which based on Merriam-Webster Dictionary has definition:

- used to form the past participle of regular weak verb
- used to form adjectives of identical meaning from Latin-derived adjectives ending in -ate
- a: having: characterized by
b: having the characteristics of

While the word ‘bunch’ means:

- a group of things of the same kind that are held or tied together or that grow together
- a group of people or things that are together or are associated with each other in some way
- a large amount

So the word formation ‘talented-bunch’ in this advertisement means group of people who are talented or have a special abilities to do something well.

b) Multi-task

The word formation multi-task is created from words ‘multi’ and ‘task’. According to Merriam-Webster Dictionary, the word ‘multi’ means:

- many or much
- more than two
- many times over.

The word ‘task’ means:

- a piece of work that has been given to someone.
- a job for someone to do.

The word ‘multi-task’ itself is an adjective. According to the definition from Merriam-Webster Dictionary above it can be told that the word ‘multi-task’ has meaning the characteristic of someone who can do much works.

F. Imperative Sentences

Advertisers apply some strategies to make good impressions toward consumers. One of those strategies is using imperative

sentences in their advertisements. Imperative sentence is the sentence which having a form that express a command. The using of imperative sentences is to persuade listeners or consumers to buy their products. Here are the examples of imperative sentences found in the advertisements (the complete lists are in the appendices):

- a) **Let's** now enjoy the beauty of the west lake. (Datum 1 line 3)
- b) Just **go** to airasia.com and **search** for your flight. (Datum 2 line 4)
- c) **Take** your preferred low fare and **select** value pack. (Datum 2 line 5)

G. Question Sentences

Question sentences are used to create a personal relationship by simulating informal conversation with the listeners to engage them. With using the question sentences, it seems friendly rather than using statement sentences. So, the advertisements which contain some question sentences can make the listeners assume that they are included to the conversations. Beside imperative sentences above, the writer also found some question sentences in the advertisements:

- 1) Remember when flying cost you an arm and a leg? (Datum 3 line 2)
- 2) Just how talented? (Datum 3 line 9)
- 3) So what are you waiting for? (Datum 4 line 5)

H. Tagline

Beside the word choices above, AirAsia also uses tagline in their advertisements. The advertiser creates such tagline to show their motto and identity of the company or products and to familiarize their products toward customers. Tagline usually forms as the phrase or sentence that easily memorized. The writer found one tagline that associated with AirAsia which is *Now Everyone Can Fly*.

The tagline *Now Everyone Can Fly* has been promoted by AirAsia since it was operated in 2001. The meaning behind this tagline is that AirAsia wants to open opportunities for all people to fly wherever their destination is. As cited in *flyairasia.com.au* everyone here means every people, not only business people or students or grey nomads. So, AirAsia tries to reach all layers of society to enjoy the flight without differentiating who the customer is.

According to Merriam-Webster Dictionary the word 'everyone' has meaning 'every person' or 'everybody'. It means every person without exception. From that definition, AirAsia wants to give emphasized to the word 'everyone' in their tagline can make the customers comfortable and have no doubt to choose their products.

This tagline is usually spoken in the beginning of advertisements or in the end of the advertisements. The purpose is to make some memorable sentence that can be recognize by the customers and also introduce the motto of their products.

4.1.1.2. Relational Value

Relational value focuses on how a text's choice of wordings depends on, and helps create, social relationships between participants. One property of vocabulary which has to do with relational value is formality.

In the AirAsia Airline advertisements, the advertiser tends to use informality rather than formality. It can be seen in the pronoun they used.

The using of 'you' and 'your' in the advertisements were dominated.

Advertisers often used second-person personal to address the listener or customers in the advertisements directly. It means the advertiser wants the customers include in the way they describe their products. From five advertisements, there is no advertisements use formality degree.

Other sign of the informality is the advertiser also used question sentences to engage customers in the advertisements. As the writer explained, the using of question sentences in the advertisements can create such a personal relationship between the advertiser and the consumers. In the explanation of question sentences above, the writer found three question sentences in the advertisements used by the advertiser.

So from the analysis above, the writer finds the relational value of AirAsia Airline advertisements tend to use the informality which can be seen from the using of second-person personal and the question sentences. From that, it seems the advertiser wants to create the friendly atmosphere in the advertisements to approach the customers.

4.1.1.3. Expressive Value

The expressive value deal with text producer not only tells the text but also gives his own evaluation to the readers or audiences. From five AirAsia Airline advertisements, the writer found only one advertisement using first person as the main person. That is pointed by the use of subject-pronoun ‘I’, and possessive adjective ‘my’. The text producer shows the parable story toward the viewer so that they can feel the producer’s intend. The viewer also can think that they are involved in the story.

Beside one advertisement using first person, the rest of advertisements use second-person. The use of pronoun ‘you’ and

possessive adjective 'your' are the sign of second-person pronoun. There are also inclusive 'we', objective pronoun 'us' and possessive adjective 'our' and there is exclusive 'they' used in the advertisements. It means the advertiser wants the customers think that they are included in the conversation.

From the analysis above the writer finds that AirAsia Airline used textual analysis strategies which are experiential, relational, and expressive value to make the advertisements more interesting in lexical way. This also becomes a focus of the advertiser to spread their product image or identity so their product can be accepted well in society.

4.1.2. Society Interpretation on AirAsia Advertisements

The next layer is about sociocultural practice which concerns with the society interpretation toward something. In this case the society reacts toward AirAsia airline advertisements. To know how society gives their feedback toward the advertisements, the writer used three articles related to AirAsia Airline advertisements. In these articles, the articles writers pour their ideas and opinion about the advertisements. The writer only chooses three articles because other articles discuss about the accident that happen recently by AirAsia which is out of topic the writer discuss in this thesis. The purpose of choosing these three articles because it represents the thought of some readers and it is enough to focus on the problems about AirAsia Airline advertisements. Here are the articles:

1. The Article of ‘Seberapa Amankah Airbus A320?’

The writer of this article is Ilham from Republika.co.id. This article stated that this airbus A320 is the most common airbus used in the world.

AirAsia airline also uses this kind of airbus to operate their flights. Even in United States every airline companies use this airbus. Like The Sydney Morning Herald stated every 2,5 second there are airbus A320 take off and land off in every part of the world. In contrast, the airbus A320 is also known as having the most incidents since 1988. For example like the incident of AirAsia crashed in Java Sea and also the Germanwings which fell on Alpens when had flight from Barcelona (Spain) to Dusseldorf (Germany). But, instead of become the dangerous airbus, according to flights expert, this airbus still categorizes as save airbus to operate. This airbus reported to have the proper fly age to 20 years.

As conclusion, this article is made to give awareness toward the company to choose save airbus so they can guarantee the safety of consumers. Also it is the responsibility of the airline company to have strict routine check toward their airbus before use it to fly.

2. The Article of ‘Now not everyone can fly AirAsia’

This article was written by Richard Teo on malaysiakini.com. He criticized the AirAsia tagline ‘Now Everyone Can Fly’. He argued that the tagline was no longer true. He stated, in the beginning AirAsia was really

making an effort to enable everyone to fly with no frills. AirAsia offered cheap fares and no hidden costs to everyone who purchased tickets in advance. Not only that, AirAsia also gave the senior citizens above 60 a priority of boarding to select any seats of their choice. But, AirAsia cannot boast of ‘Now everyone can fly’ tagline because its concept has been totally altered. Teo argued that senior citizens no longer have the privilege of boarding first. Then if you want to select your seats you have to pay first.

Also he added that the customers will be hit with another cost called processing fees for using a credit card for online booking. He also told the readers not to be deceived by the AirAsia’s tagline ‘Now everyone can fly’.

3. The Article of ‘AirAsia: Their 6 Marketing Secrets Revealed’

This article was written by Azleen Abdul Rahim in linkedin.com. He is a Content Strategist and a Chief Evangelist at NSE, a social media and digital marketing company. In this article he wrote about how well AirAsia promoting their products especially in Asia. In the first part of article he stated that AirAsia will come to his mind first when he think about flight ticket to upcoming holiday. He meant AirAsia have a good strategy to engage people to think about their products wherever they want to go. He said the name of AirAsia itself is the right name and extremely important for business. With this name, they indirectly announce to the world that they are going after the Asia airline market. Not only that, Rahim also said AirAsia have a brilliant tagline, good direct touch to consumers via online marketing

and AirAsia is also good in utilizing social media. He even claimed AirAsia has become the benchmark of the industry and the rest are trying to copy them.

So from those, it indicates the articles writers want to tell the readers what is actually the advertiser want to show the customers from their product.

In this case, the article writers try to elaborate their opinions toward the products to enlighten the readers and unconsciously make the readers build the same opinion with the articles writers.

4.2. Discussions

Advertisement is something that cannot be separated with human activities. It sticks everywhere around people. The contents of advertisements are usually the information regarding some kind products or it can contain some messages towards the readers. It is often the advertiser tries to persuade people by applying some strategies toward their advertisements. By employing Fairclough’s three dimensional theory, the writer interested in conducting research in AirAsia advertisements ‘Now Everyone Can Fly’. The writer expects Fairclough’s theory can give some answer to the problem regarding with the strategy used by the advertiser to the consumers or viewer. Fairclough’s theory is based on three layers which are textual analysis, discursive practice, and social practice. But the writer only used first and second layer to analyze the advertisements.

The first stage is textual analysis. The writer focuses on analyzing linguistic feature which is vocabulary. The writer analyzed the five advertisements of AirAsia Airline ‘Now Everyone Can Fly’ using Fairclough’s textual analysis in vocabulary includes three aspects: experiential value, relational value, and expressive value.

The experiential value found in the advertisements is the sign that the advertiser employs the synonymy, antonym, adjectives, repetition, word formation, imperatives, question sentences, and tagline. From that finding, the advertiser tends to use those lexical choices to gain more attention from customers through their advertisements so their product can be popular. Also from the tagline ‘Now Everyone Can Fly’ implies that AirAsia wants to make everyone fly without judging their economic and social statuses.

The relational value found in the advertisements showed that AirAsia advertisements tend to use informality rather than formality. It can be seen as AirAsia wants to engage customers toward the conversation by using some questions sentences. This has purpose to address customers directly and make friendly atmosphere toward them.

From the expressive value, the advertiser used first-person personal as the main actor in the story of their advertisements. It means the advertiser wants customers to feel what the narrator story. That can make the assumption like consumers is in their side and can feel it too.

The next stage is sociocultural practice. This stage concerns with the society interpretation toward the advertisements. The writer used some articles from various

authors to find out the impact of the advertisements that create the opinion in the society, the author ideology that influenced their perception and interpretation of the articles toward the readers. There are three articles that the writer used to analyze the sociocultural practice.

The first article entitled '*Seberapa Amankah Airbus A320?*'. The content of this article is the author still has a doubt toward the airbus AirAsia used. In one of the AirAsia Airline advertisements mentioned that they use airbus A320 to fly. In this article, the author stated that airbus A320 is not safe to operate so that is way AirAsia got the incident lately. The author also suggested if AirAsia want to keep this airbus they better treat it strictly so that the consumers can have a guarantee of safety.

The second article is entitled '*Now not everyone can fly AirAsia*'. The content is about the author criticized the tagline of AirAsia airline '*Now Everyone Can Fly*'. The author argued that tagline does not match with the reality. He taught the tagline is not representing the facilities that AirAsia offers.

The last article entitles '*AirAsia: Their 6 Marketing Secrets Revealed*'. This article talked about AirAsia's strategies to become as successful as now. The author said that AirAsia become like now because of they pursue people by social media and online marketing. AirAsia hits the right part of society which is the youth who actively using social media. The author thinks that strategies are a brilliant in the marketing area.

From all of the strategies employed by AirAsia in their advertisements, the writer thinks AirAsia has a good plan in impress customers. Their invasion in the

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social media and online marketing are a right decision. As the technologies era like now, social media cannot be separated from life. The user of social media is usually the youth and they are online more often. This can be the reason why AirAsia Airline makes their moves toward social media first. They have a clear target of their products. AirAsia also makes lot of advertisements then upload it in their official *youtube* channel. This makes them appear more often in social media. Their status of a low-cost airline also helps in promoting their products because people will find out about them first and checks it true or not.

Beside aspect above, the writer argues AirAsia's strategies cannot reach some people especially middle-high class. The writer thinks it will need a lot of efforts if AirAsia wants to pursue them because the high standard of the high class society. Then again, that is not the prior purpose of AirAsia to reach high class but to ensure people that AirAsia serves every people without judging their social statuses.

This study has a different result from two previous studies. The present study showed the result that the advertiser wants to create some familiarity in customers or viewer toward their products. They tend to use some technique like using discourse as the tool to gain popularity such as using a catchy tagline. Meanwhile, the first previous study conducted by Kaur, Arumugam and Yunus (2013) entitled "Beauty Product Advertisement: A Critical Discourse Analysis" provided the result that the advertisers want to create an ideal appearance of beautiful woman like wrinkle free eyes, long eye lashes, plumped shiny lips and so on. They tend to shape the mindset of people toward the image of beautiful women. As for the second previous study

conducted by Vahid and Esmae'li entitled "The Power behind Images: Advertisement Discourse in Focus" (2012), the advertisers try to show that the viewer has the power to choose or not to choose something. They also provided the result if the advertiser is a government, they want to show their power over people.



CHAPTER V

CONCLUSION AND SUGGESTION

This chapter provides conclusion from the finding and suggestion for the improvement to the future research.

5.1 Conclusion

Based on the result in finding, the writer concludes that the analysis of AirAsia Airline advertisements utterances from Fairclough's theory in terms of textual analysis used some vocabulary technique to pursue the consumers' attentions.

The advertiser used some lexical choices to make such a line that persuade people to buy their products. Then the advertiser also used this as the strategy to gain more popularity in the society with promoting their tagline 'Now Everyone Can Fly', not only in social media but also in mass media.

From the textual analysis, the strategies in vocabulary such as synonymy, antonym, repetition, imperative, adjectives, question sentences and tagline have a role as the persuasive tools which includes in the advertisements. The narrator of the AirAsia advertisements also used second-person personal pronoun 'you' and 'your' to make informality atmosphere toward consumers so they assume that they are close.

Also the using of first-person personal 'I' in narrator utterance makes the consumers experiencing it with them.

Meanwhile, the sociocultural practice comes from articles as the society interpretation toward the advertisements. It means the articles' authors write their interpretation and opinion on the advertisements. The author tends to criticize the advertisements. They become very keen as the way to trust the advertisements or not.

The authors want to make sure what advertiser told in the advertisements is matched with the reality. It can relate to the offers of facilities such as fees, services, and safety.

Their purpose is to make the consumers later have the guarantee for what they are paying without any disappointments.

5.2 Suggestion

After finishing this research, the writer realizes there are still lack sides in the research because in conducting Critical Discourse Analysis research needs extra effort in the deep analysis. To make this analysis more convincing, the writer must have a deep knowledge about the theory to analyze the objects. So for the next researchers who want to conduct Critical Discourse Analysis, they have to build the understanding toward CDA and also the theory they are going to use. They also can explore the objects of research outside the advertisement such as speech, news text and so on. So it can enrich the future research of Critical Discourse Analysis.

As for the academic setting, Critical Discourse has a large field to be analyzed. The next researchers who want to conduct this study may come to analyzing all layers of three dimensional models from Fairclough. The next researchers may analyze more deeply toward each layer and give more data to

analyze. They can also analyze the object using other theory outside Fairclough, for example van Dijk and Kress so it can enrich the theory used from critical discourse analysis.



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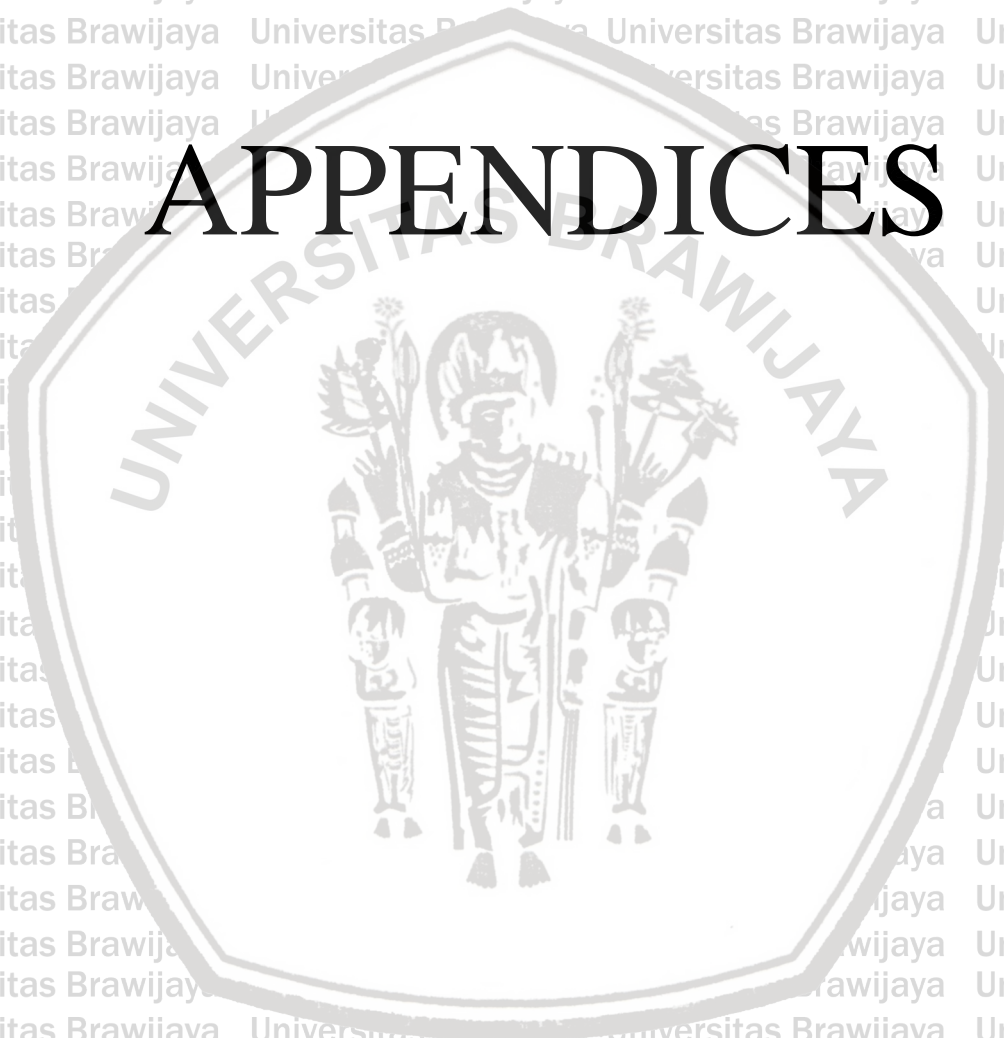
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APPENDICES



Appendix 1. Table of Utterances in AirAsia Airline Advertisements ‘Now Everyone Can Fly’

No. Datum	Title	Line	Sentence
1	Now Everyone Can Fly to Hangzhou	1	I've always want to take a break from my business schedule to go on a long holiday.
		2	Caressed by the refreshing cool breeze, I now feel totally relax.
		3	Let's now enjoy the beauty of the west lake.
		4	The west lake is a very hot spot in the center of Hangzhou that has a warm and romantic atmosphere.
		5	Water Park leisurely just like the emperor and bask in the fresh air and we feel like taking a break head on to the mountain for a cup of famous Longjing tea.
		6	It's really a good tea.
		7	After that incredible meal I am all set for a stroll along Qinghe Lane.
		8	This lane has been the bustling business area in Hangzhou since ancient days.
		9	I am taking the bullet train from Hangzhou to the next destination, Shanghai.
		10	Even in this modern city you can find traces of the old Shanghai here at the Chenghuang temple.
		11	Walking from Nanjing Road to The Bund is like going through a time tunnel.
		12	Shanghai's history gradually unfolds before your eyes every steps of the way.
2	Value Pack – Saving & Convenience, All in One Go	1	Introducing the new value pack, the best way for you to enjoy more with great savings.
		2	With value pack you can now save more with this bundle which includes 20 kg checked baggage, meal and the standard seat selection.
		3	All in one convenient value for money flight bundle.
		4	Just go to airasia.com and search for your flights.
		5	Take your preferred low fare and select value pack.
		6	Make sure that add-ons are already added in

			to your booking summary before you continue.
		7	This page will show you all the add-ons included in the value pack, but wait, before you go remember to pick your preferred seat, perceived payment and you're done.
		8	Fly with value pack for more conveniences and savings.
		9	Go to airasia.com for more details.
3	Low Cost Travel, The Airasia Way	1	Hello there!
		2	Remember when flying cost you an arm and a leg?
		3	Well, not anymore!
		4	Here is a little peak in to the world of low cost travel, the Airasia way.
		5	Let's start off with our greatest assets.
		6	Our people, all of our cabin crew, pilots, engineers, and ground operation staff graduate from an academy where they are trained to be the best, be professional, and attire to global safety standards while having fun.
		7	At Airasia we call ourselves all stars and we believe that in everything we do is all for one, one for all.
		8	That a heard of us, we are talented bunch!
		9	Just how talented?
		10	Take for example our cabin crew.
		11	They are multi task for prepping a flight and serving to cleaning the cabin and this embarking guest within 25 minutes to prepare for the next flight.
		12	All of that, we're being really generous with smiles.
		13	Just to ensure you get a fun flying experience.
		14	As for our planes, we operate on a fleet of airbus A320, where 180 single class plus level seats are fitted.
		15	There is no business class.
		16	That means more guests share the cost on one flight.
		17	Operating on one aircraft type allows for stream line maintenance as the A320 is more fuel efficient thanks to features like the wing

			tip device.
		18	These babies allow us to fly more but you pay less.
		19	Speaking of paying less, we use a fare bucket system that is made up of a promo, discounted and full price fares.
		20	As the travel date gets closer, the price increases.
		21	So get your seat early to enjoy a low fares.
		22	Unlike full service carriers, with us there are no frills.
		23	Just the essentials, baggage, seat assignment, insurance, hot meal, or all of that.
		24	For a personalized travelling experience with Airasia you have the option to pick only what you need so you don't spend unnecessarily.
		25	Better yet, you also have the option to pre-book your necessities for real savings.
		26	Not to be missed, earn point to redeem your next flight as you make purchases with Airasia's big loyalty program.
		27	That's not where it ends. Once we are on ground, we operate on 25 minutes turnaround.
		28	This allows us to spend less time on ground and more time in the air.
		29	You will also notice that we board in this embark guests re-steps instead of aerobridge which means, yes, you pay less for your flight.
		30	Best at getting you from point A to point B, we keep our flight within 4 hour radius and that is why we have many other hubs to extend our reach across Asia and beyond.
		31	Our network in part of one makes the Airasia experience so enjoyable, the fact that you can hop around and chart your own part.
		32	To continue serving you we are constantly expanding our network and innovating the way you fly.
		33	With Airasia, now everyone can fly.
4	Pre-Book Your Inflight Meal	1	At Airasia we believe low fare travels begin with great savings.
		2	Take for instance our pre-book meals.

		3	With Airasia pre-book meals you are guarantee to delightful range of hot meals with greater savings even under sort of with us.
		4	To top that you will be served a head of everyone else on board and not worry about missing out on your favorite meals again.
		5	So what are you waiting for?
		6	Visit airasia.com to pre-book your favorite meals by a Manage My Booking for a single flight today.
5	Pre-Book Your Baggage	1	At Airasia we believe low fare travels begin with great savings.
		2	Take for example, your check in baggage.
		3	We believe you should only pay for what you need and not a dollar more.
		4	With our pre-book baggage option, it allows you to choose check in weight option about to 40 kg and enjoys saving instead of paying for weight you're not carry.
		5	And if you hate nasty surprises then plan well by pre-booking your baggage to avoid excess baggage fees at the airport.
		6	Visit airasia.com and pre-book your check in baggage by a Manage My Booking for a single flight today.

Appendix 2. Imperative Sentences Found in AirAsia Airline Advertisements ' Now Everyone Can Fly'

1. **Let's** now enjoy the beauty of the west lake. (Datum 1 line 3)
2. Just **go** to airasia.com and **search** for your flight. (Datum 2 line 4)
3. **Take** your preferred low fare and **select** value pack. (Datum 2 line 5)
4. **Make sure** add-ons are already added in to your booking summary before you continue. (Datum 2 line 6)
5. **Fly** with value pack for more conveniences and savings. (Datum 2 line 8)
6. **Go** to airasia.com for more details. (Datum 2 line 9)
7. **Let's** start off with our greatest assets. (Datum 3 line 5)
8. **Take** for example our cabin crew. (Datum 3 line 10)
9. So **get** your seat early to enjoy a low fares. (Datum 3 line 21)
10. Not to be missed, **earn** point to redeem your next flight as you make purchases with Airasia's big loyalty program. (Datum 3 line 26)
11. **Take** for instance our pre-book meals. (Datum 4 line 2)
12. **Visit** airasia.com to pre-book your favorite meals by a Manage My Booking for a single flight today. (Datum 4 line 6)
13. **Take** for example, your check in baggage. (Datum 5 line 2)
14. **Visit** airasia.com and pre-book your check in baggage by a Manage My Booking for a single flight today. (Datum 5 line 6)

**Appendix 3. Article 1 used in Sociocultural Practice of AirAsia
Advertisement ‘Now Everyone Can Fly’**

Seberapa Amankah Airbus A320?

Ilham, Kamis 26 Maret 2015, 08:54 WIB



Pesawat AirAsia jenis Airbus A320-200.

REPUBLIKA.CO.ID, WASHINGTON -- Airbus A320 adalah salah satu pesawat yang digunakan secara luas di seluruh dunia. Ada lebih dari 85 juta penerbangan yang menggunakan pesawat jenis ini. Bahkan, hampir seluruh maskapai penerbangan di Amerika Serikat (AS) menggunakan jenis ini. Menurut data pabrikan Airbus, setiap 2,5 detik ada jenis A320 yang mendarat ataupun lepas landas di seluruh dunia. Demikian dilansir *The Sydney Morning Herald*.

Namun, pesawat Airbus jenis A320 diketahui juga sebagai yang sering mengalami kecelakaan fatal sejak tahun 1988. Termasuk di antaranya, insiden pada Desember lalu, ketika pesawat Airbus A320-216 kode penerbangan QZ8501 milik maskapai AirAsia jatuh di Laut Jawa. Insiden ini menewaskan 162 penumpang dan awak maskapai.

Meskipun begitu, pakar penerbangan dari Boeing menyebut, Airbus A320 masih dapat dianggap aman untuk beroperasi. Sebab, dari setiap satu juta penerbangan, Airbus A320 hanya mengalami kecelakaan fatal dengan rasio sebesar 0,14.

"Dalam soal rata-rata kecelakaan, ini (A320) termasuk dalam pesawat teraman yang beroperasi," kata Richar Aboulafia, pakar penerbangan dan juga Wakil Presiden konsultan Teal Grup Corp.

Oleh karenanya, kecelakaan yang menimpa maskapai Germanwings tidak lantas mengindikasikan Airbus A320 tidak aman ditumpangi. Penerbangan maskapai Germanwings dari Barcelona (Spanyol) ke Dusseldorf (Jerman) membawa enam awak pesawat dan 144 penumpang. Termasuk di antaranya, 16 orang anak-anak.

Total 150 orang itu diduga kuat tewas.

Pesawat maskapai Germanwings nomor penerbangan 9525 diketahui jatuh di atas Pegunungan Alpen sekitar 650 kilometer tenggara Paris, Prancis. Pihak pabrikan Airbus melaporkan telah mengirimkan tim ahli ke lokasi kejadian untuk membantu investigasi penyebab kecelakaan.

Adapun pesawat yang mengalami kecelakaan nahas itu diketahui telah memiliki 58.300 jam terbang dan 46.700 penerbangan. Pesawat ini dipesan oleh Lufthansa (sebagai perusahaan induk Germanwings) dari pabrikan Airbus pada 1991. Ini menjelaskan, pesawat tersebut merupakan salah satu jenis A320 tertua, tapi masih dinilai cukup usia untuk beroperasi. Adapun rata-rata batas usia layak terbang sebuah A320 ialah 20 tahun.

Ketika ditanya apakah Germanwings berencana menarik seluruh A320 dari operasional, juru bicara Thomas Winkelmann menolaknya. Thomas menyebut, pesawat jenis A320 masih memiliki rekam kineja yang memuaskan.

"Tapi akan ada investigasi lebih lanjut," ujar Thomas Winkelmann kepada *Sydney Morning Herald*, Rabu (25/3).

Terakhir kali jenis A320 milik Germanwings diinspeksi adalah pada 2013.

Meskipun demikian, jelas Thomas, ada pengecekan rutin semua pesawat tiap hari Senin. "Jadi tepat sehari sebelum insiden kecelakaan," ujar Thomas.

**Appendix 4. Article 2 used in Sociocultural Practice of AirAsia
Advertisement ‘Now Everyone Can Fly’**

Now Not Everyone Can Fly AirAsia

Richard Teo, 14 Sep 2011, 3:52 pm

Once upon a time , AirAsia's slogan was 'Now everyone can fly.'

But nowadays this no longer holds true. In the beginning, AirAsia was really making a serious effort to enable everyone to fly on the no frills airline.

Fares were not only cheap for those who purchased their tickets in advance. Also there were no hidden costs and the total fares after taxes were cheap and really affordable to the man in the street.

In fact if you were lucky enough the tickets you bought could even be cheaper than the cost of the ticket for a long haul bus.

Not only were there cheap tickets but there were a lot of extras that normal airlines did not provide.

Senior citizens above 60 were given priority of boarding, you could select any seats of your choice, there was no such thing as fuel surcharge added to the cost of the ticket.

In short, there were no hidden costs.

But AirAsia , nowadays cannot boast of its ‘now everyone can fly’ slogan because its concept has been totally altered.

Now, its policy is to charge for everything. Senior citizens no longer have the privilege of boarding first. If you want to board first you have to pay for priority boarding. If you want to select your favourite seats you have to pay for it.

Just you think that is the end of it, you are hit with another cost. It's call processing fees for using a credit card for your online booking.

It seems that the credit card company commission is even passed to the passenger in the guise of processing fees.

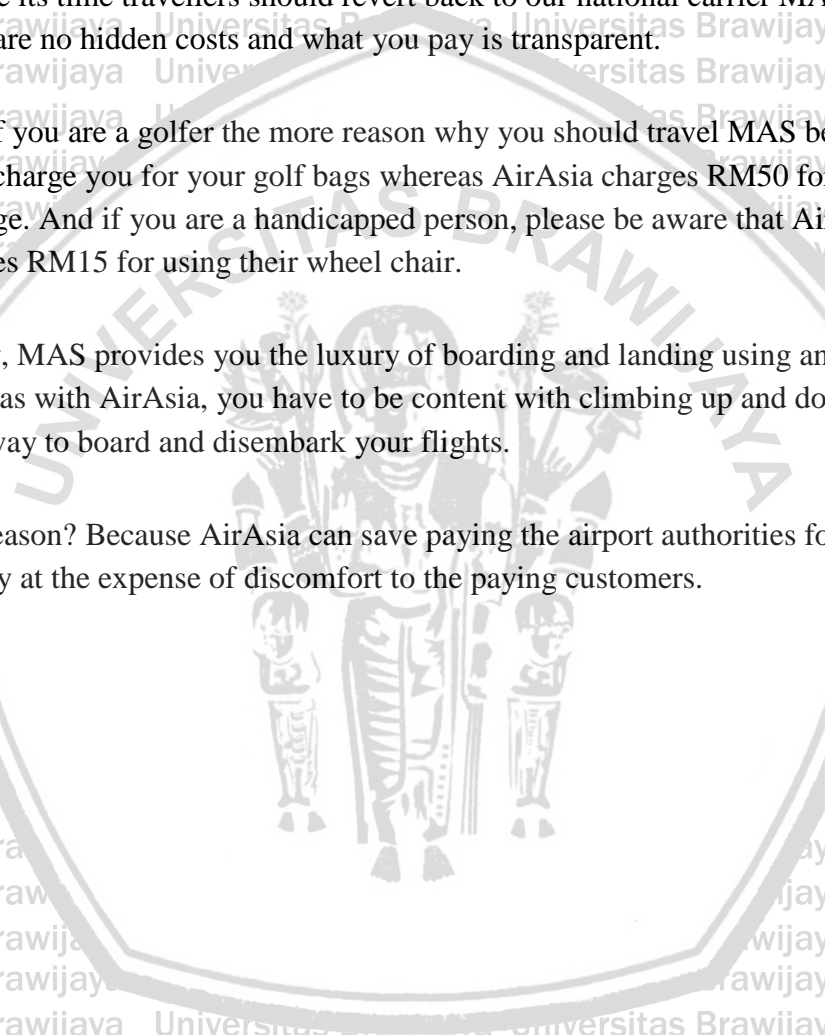
The moral of the story is that we should no longer be deceived by the AirAsia slogan of 'Everyone can fly'.

Maybe its time travellers should revert back to our national carrier MAS. At least there are no hidden costs and what you pay is transparent.

And if you are a golfer the more reason why you should travel MAS because they don't charge you for your golf bags whereas AirAsia charges RM50 for that extra luggage. And if you are a handicapped person, please be aware that AirAsia charges RM15 for using their wheel chair.

Lastly, MAS provides you the luxury of boarding and landing using an air bridge whereas with AirAsia, you have to be content with climbing up and down a gangway to board and disembark your flights.

The reason? Because AirAsia can save paying the airport authorities for using the facility at the expense of discomfort to the paying customers.



Appendix 5. Article 3 used in Sociocultural Practice of AirAsia

Advertisement ‘Now Everyone Can Fly’

AirAsia: Their 6 Marketing Secrets Revealed

Published on June 18, 2015

Azleen Abdul Rahim

Content Strategist, Conper and NitNot

Question. If you wish to book a flight ticket for your upcoming holiday, which airline's portal you'd be heading to first?

The answer is very obvious isn't it? I bet you're going to say AirAsia. Well, so am I. Every single time when I think of a holiday, AirAsia will come to my mind first. Why is that happening? Easy, because they want us to think it that way.

Each and every time when the AirAsia name flying by my mind, I will think of only three things: Low Cost Airline, my upcoming holidays and Tan Sri Tony Fernandes. Everyone knows that AirAsia is a creative organization when it comes to marketing, especially their online marketing initiatives. Everyone knows that their strategy is extremely aggressive, up-to-date and effective.

AirAsia was born in 2001, after Tan Sri Tony Fernandes and Datuk Kamarudin Meranun purchased Tune Air Sdn Bhd, a financial-troubled airline company from its previous owner. This two best buddies then turned this sick company into a world-class budget airline company that revolutionize global airline game in Asia. Not only that, they also indirectly revolutionize the whole travel industry in this part of the region too. After almost 15 years in operations, AirAsia is now a global brand.

From the marketing perspective, what have they done right that makes the brand name of AirAsia so successful? Lets take a look at these points.

Target Market and Solving A Problem.

AirAsia's overall business and marketing strategy started here. Taking the success stories of Ryanair and Easyjet back in Europe as their vision, AirAsia team convinced that the low cost airline is the way forward. They decided to focus and roll in Asia. They believe they can change and disrupt the entire airline industry.

They truly believed that this business model is going to work wonders to their benefits and advantage in Malaysia and Asia. The reasoning is very simple. They

believe that Asian people love to travel. Not just love, they are crazy about traveling actually. The only thing that is blocking these traveler wannabe from going full steam ahead is because of the cost of the airline ticket which is too unreasonable at that time. So, with the no-frills airline business model, it will not only complement and solve the existing travelers' problem on costs, but also complement the marketing agendas by making it easy. AirAsia solved a big

Easy To Understand Branding.

Once AirAsia identified their target markets and problems to be solved, the marketing and branding parts are going to be easy. Then what they do is they decided on the name of AirAsia. With this AirAsia name, indirectly they were announcing to the world that they are going after the Asia airline market. They want to conquer Asia. The name itself explains everything. That is why the right name is extremely important for a business.

Tagline.

AirAsia needs another statement to support the AirAsia brand name, so that the people can understand everything about them without having to explain further or again and again. *Now Everyone Can Fly*, was chosen as AirAsia's tagline to support the brand. To me, their chosen tagline is brilliant. Without having to opt for long winded and complex chosen of words, they just came up with just a simple yet meaningful tagline. Despite just one simple sentence, it clearly says to me that I can travel anywhere I want, safely, without hassle and just have to pay a reasonably amount of money for it.

If you want to know whether a tagline or logo is effective or otherwise, just ask a 10-year old kid. I can tell you now that my kids know and can easily spell out what AirAsia's tagline is right now.

Direct Touch To Consumers Via Online Marketing.

I was quite surprise when AirAsia were at their infancy stage many years ago. They decided not to sell tickets via agents, instead they opted for the utilization of technologies. Today, ticketing agents are no longer relevant. People, like me, prefer to purchase tickets online. AirAsia already embarking the internet and eCommerce way of doing things before any other companies. They realized early that internet and eCommerce are truly a game changer tools that can't be ignored. Look at them today, look at how you check the prices today, look at how buy your tickets today and look at how you do your check-in today.

AirAsia put a lot of efforts and resources, including financials, to push their marketing online. Their website and portal are easy to navigate, great user experience and expectation as well as mobile-ready too. Unlike some of their competitors who do not pursue the online marketing efforts with their hearts, AirAsia just marching ahead of them. Today, AirAsia has become the benchmark of the industry and the rest are trying to copy them.

Social Media Utilization.

While the rest of the organizations out there wants to stay '*corporate*' and utilizing social media without any purpose, AirAsia do it differently. They want to be remained as human. So what they do is they established and grow their very own community. Social media channels are being used wisely, to collect feedbacks. By staying human, direct interactions with their own community who also their fans and customers are made easy. Talking and chatting over social media is encouraged. Even Tan Sri Tony Fernandes and Datuk Kamarudin Meranun are avid users of social media. They interact with their friends, staffs and even customers directly. They make red-tapes history.

Why are they encouraging their staffs to interact socially over social media? Simple, they want to convert an online friendships into a closer trustworthy real-life friendships. When this happens, this network of new friends of their staffs will trust AirAsia and make AirAsia part of their traveling plan.

Email Marketing.

AirAsia realizes that these social media channels are regularly changing their algorithm from time to time. Today, it is no longer easy and cheap to do online marketing over social media as before. That is why they are growing their community and make it as big as possible. Once the community is huge, they will no longer depend on social media to grow their community. What they just do is that, they will only utilize email marketing or newsletter and blast out any announcement or promotions directly to each and every customers directly.

They know that they can control only the content and community elements of it, but not social media. In the future, when social media marketing is getting ridiculously expensive, they will just abandon it.

It is time for you to understand the foundation elements of AirAsia online marketing secrets. As you can see, it is not just marketing part of it only that they are do it creatively, but also the core of their very own business as well. Are you willing to go deeper and revisit your business plan in order for you to succeed in marketing and sales?

Appendix 6. Berita Acara Bimbingan Skripsi



**KEMENTERIAN RISET, TEKNOLOGI, DAN
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4. Topik Skripsi : Critical Discourse Analysis
5. Judul Skripsi : Society Interpretation on AirAsia Airline
Advertisements 'Now Everyone Can Fly'
6. Tanggal Mengajukan : 19 September 2015
7. Tanggal Selesai Revisi : 9 Agustus 2016
8. Nama Pembimbing : Tantri Refa Indhiarti, M.A.
9. Keterangan Konsultasi :

No	Tanggal	Materi	Pembimbing	Paraf
1	17 Desember 2015	Konsultasi Outline	Pembimbing	
2	11 Maret 2016	Pengajuan Bab I & II & 3	Pembimbing	
3	14 Maret 2016	Revisi Bab I & II & 3	Pembimbing	
4	15 Maret 2016	Revisi Bab I & II & 3	Pembimbing	
5	17 Maret 2016	ACC Seminar Proposal	Pembimbing	
6	21 Maret 2016	Seminar Proposal	Pembimbing	
8	1 Mei 2016	Pengajuan Bab IV & V	Pembimbing	
12	13 Juli 2016	Revisi Bab I, II, III, IV & V	Pembimbing	
13	15 Juli 2016	ACC Seminar Hasil	Pembimbing	
14	20 Juli 2016	Seminar Hasil	Pembimbing	
16	26 Juli 2016	Revisi Bab I, II, III, IV & V	Pembimbing	
17	27 Juli 2016	ACC Ujian Skripsi	Pembimbing	

18	29 Juli 2016	Ujian Skripsi	Pembimbing	1
19	8 Agustus 2016	Revisi Bab I, II, III, IV &	Pembimbing	1

10. Telah dievaluasi dan diuji dengan nilai: B

Mengetahui,
Ketua Jurusan Bahasa dan Sastra

Malang, 9 Agustus 2016
Dosen Pembimbing

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