

## DAFTAR ISI

|   |             |
|---|-------------|
| <b>HALAMAN JUDUL.....</b>                   | <b>i</b>    |
| <b>PERNYATAAN KEASLIAN TUGAS AKHIR.....</b> | <b>ii</b>   |
| <b>PERSETUJUAN DOSEN PEMBIMBING.....</b>    | <b>iii</b>  |
| <b>PERSETUJUAN TIM PENGUJI.....</b>         | <b>iv</b>   |
| <b>ABSTRAK.....</b>                         | <b>v</b>    |
| <b>ABSTRACT.....</b>                        | <b>vi</b>   |
| <b>KATA PENGANTAR. ....</b>                 | <b>vii</b>  |
| <b>DAFTAR ISI.....</b>                      | <b>ix</b>   |
| <b>DAFTAR GAMBAR.....</b>                   | <b>xiii</b> |
| <b>BAB I PENDAHULUAN.....</b>               | <b>1</b>    |
| I.1 Latar Belakang.....                     | 1           |
| I.2 Identifikasi Masalah.....               | 5           |
| I.3 Rumusan Masalah.....                    | 7           |
| I.4 Tujuan Penelitian.....                  | 7           |
| I.5 Kegunaan Penelitian.....                | 7           |
| I.6 Sistematika Penelitian.....             | 8           |
| <b>BAB II OBJEK PENELITIAN.....</b>         | <b>10</b>   |
| II.1 Objek Penelitian.....                  | 10          |
| II.2 Starbucks Coffee Indonesia .....       | 13          |
| II.3 Visi dan Misi Perusahaan.....          | 15          |
| <b>BAB III TINJAUAN PUSTAKA.....</b>        | <b>18</b>   |
| III.1 Komunikasi.....                       | 18          |
| III.2 Bahasa.....                           | 19          |
| III.3 Teori Kekuasaan Michel Foucault.....  | 20          |
| III.4 Analisis Wacana.....                  | 22          |
| III.5 Analisis Wacana Kritis.....           | 25          |

|  |            |
|--|------------|
| III.6 Slogan.....                                  | 30         |
| III.7 Ciri – ciri slogan.....                      | 32         |
| III.8 Kriteria Slogan.....                         | 32         |
| III.9 Kampanye.....                                | 35         |
| III.10 Kerangka Pemikiran.....                     | 37         |
| <b>BAB IV METODE PENELITIAN.....</b>               | <b>38</b>  |
| IV.1 Metode Penelitian.....                        | 38         |
| IV.2 Analisis Wacana Kritis Norman Fairclough..... | 39         |
| IV.3 Teknik Pengumpulan Data.....                  | 43         |
| IV.4 Unit Analisis.....                            | 44         |
| IV.5 Teknik Pemeriksaan Keabsahan Data.....        | 44         |
| IV.6 Rencana Analisis Data.....                    | 45         |
| <b>BAB V PEMBAHASAN.....</b>                       | <b>47</b>  |
| V.1 Pembahasan.....                                | 47         |
| V.1.1 Teks.....                                    | 57         |
| V.1.2 Discourse Practice.....                      | 54         |
| V.1.3 Sociocultural Practice.....                  | 61         |
| <b>BAB VI KESIMPULAN DAN SARAN.....</b>            | <b>74</b>  |
| VI.1 Kesimpulan.....                               | 74         |
| VI.2 Saran.....                                    | 75         |
| <b>DAFTAR PUSTAKA.....</b>                         | <b>76</b>  |
| <b>DAFTAR LAMPIRAN.....</b>                        | <b>A-1</b> |
| <b><i>CURRICULUM VITAE</i></b>                     |            |

## DAFTAR GAMBAR

|  |    |
|--|----|
| Gambar I. 1 Data Survey APJII 2017.....                          | 1  |
| Gambar II. 1 Poster Kampanye <i>#DisconnectToConnect</i> .....   | 16 |
| Gambar II. 2 Stiker Kampanye <i>#DisconnectToConnect</i> .....   | 17 |
| Gambar II. 3 Logo Starbucks.....                                 | 19 |
| Gambar IV.1Dimensi Analisis Wacana Kritis Norman Fairclough..... | 45 |
| Gambar V.1 Instagram Starbucks.....                              | 55 |
| Gambar V.2 Instagram Starbucks.....                              | 57 |
| Gambar V.3 Poster kampanye <i>#DisconnectToConnect</i> .....     | 59 |
| Gambar V.4 Artikel Kompasiana.com.....                           | 68 |
| Gambar V.5 Artikel Tribunnews.com.....                           | 69 |
| Gambar V.6 Artikel Majalah Gadis.....                            | 70 |
| Gambar V.7 Artikel Majalah Gadis.....                            | 71 |
| Gambar V.8 Artikel Go-jek.com.....                               | 72 |