

TABLE OF CONTENT

ABSTRAK	II
ABSTRACT	III
ACKNOWLEDGEMENT	IV
TABLE OF CONTENT	VI
TABLE OF IMAGES	VIII
LIST OF TABLE	IX
LIST OF ATTACHMENT	X
CHAPTER 1	1
INTRODUCTION	1
1.1 Research Background	1
1.2 Research Objective	12
1.3 Research Focus and Research Questions	12
1.3.1 Research Focus	12
1.3.2 Research Question	13
1.4 Research Benefits	13
1.4.1 Theoretical Benefits	13
1.4.2 Practical Benefits	14
1.5 Time and Research Location	15
CHAPTER II	16
LITERATURE REVIEW	16
2.1 Literature Review	16
2.1.1 Persuasive Message	17
2.1.2 Advertisement on Youtube	18
2.1.3 Multimodal Rhetoric in Digital Endorsement	19
2.1.4 Aristotle's Rhetorical Triangle	20
2.2 Previous Research	21
2.3 Research Framework	26
CHAPTER III	27
METHODOLOGY AND OVERVIEW OF THE RESEARCH OBJECT	27
3.1 Research Methodology	27
3.1.1 Research Methods	28
3.1.2 Research Paradigm	28
3.1.3 Qualitative Content Analyse	28
3.2 Data Collection Methods	29
3.2.1 Research Subjects	29
3.2.2 Data Collection Technique	29
3.3 Methods of Analyzing and Maintaining Data Validity	30
3.3.1 Data Analysis Technique	30
3.3.2 Data Validity Test	31

3.3.3 Secondary Data	32
CHAPTER IV	34
RESEARCH FINDING AND DISCUSSION	34
4.1 Research Finding	34
4.1.1 Findings From Secondary Data: Audience Comments on Youtube	35
4.2 Research Result	37
4.2.1 Ethos (Credibility)	37
4.2.2 Pathos (Emotion)	39
4.2.3 Logos (Logic)	40
4.2.4 Definition of Advertisement “ <i>Kini Waktunya GTW: Garansi Tepat Waktu</i> ”	41
4.2.5 Definition of Video Advertisement “ <i>Kini Waktunya GTW: Garansi Tepat Waktu</i> ”	42
4.2.6 The Profile of Vidi Aldiano	42
4.3 Disccusion	45
CHAPTER V	50
CONCLUSION AND EVALUATION	50
5.1 Conclusion	50
5.2 Suggestions	51
5.2.1 Academic Suggestion	51
5.2.2 Practical Suggestion	52
Bibliography	XI
ATTACHMENT	XI