

ABSTRACT

As a muslim-majority country, Indonesia gives halal certificate for many kinds of products who are sold so that people can practice their religion with ease. However, halal certification tends to be taken advantage for media to commodify religion value for the sake of profit. This phenomenon shows up in hijab Zoya's commercial 'Cantik Nyaman Halal' version which commodified religion value such as halal word. This research objective is to perceive the commercial's discourse to commodified halal word; how does the commodification of halal word displayed on the commercial's structure; how is the style of the commercial used to commodify halal word; and to perceive the types and levels of modalistiy that are used to commodify halal word. This research uses qualitative method with critical paradigm. The data analysis used in this research is social semiotics by Theo Van Leeuwen which used four analysis dimensions, such as discourse, genre, style, and modality. The result of this research came with some conclusions: Zoya's commercial commodified religion value through the discourse about halal hijab as main and important characteristic, Zoya's commercial commodified halal word in body advertisement and closing, Zoya's commercial represented modern and religious lifestyle with informal and realistic commercial's style, and Zoya's commercial has epistemic modality in medium level and deontic modality in high level.

Keywords: Commodification, Commercial, Halal, Social Semiotics Theo Van Leeuwen, Advertisement