ABSTRACT

Advertising is a product produced by a company in providing information related to products or services, where the target of this advertisement is usually shown to a predetermined target. The advertisements produced are certainly fruitful in a message as outlined in writing and illustrations that represent the message. The audience who is the target or just watching, also interprets the advertisement, so that this meaning is different for some people. No exception for Colin Kaepernick's version of the Nike ad, which was the object of the author's research, this ad received negative and positive responses at the same time, even being banned by President Donald Trump at the time. Where this is the main attraction, even from the author. Because this ad is the first time in the history of sales increase of up to 30%. The research was conducted to find out the meaning of the message hidden in this advertisement. The research method used by the author is a descriptive qualitative approach to critical discourse analysis by Norman Fairclough's model with a critical paradigm. The conclusion in this study is that advertising messages are emotionally wrapped and appropriate to social events in society, making this advertising message attractive and reaching the hearts of the target community. However, behind this message there is a hidden intention that is implied for the benefit of a brand in achieving an increase in sales, reputation, and brand awareness.

Keyword : Meaning, Message, Critical Discourse Analysis Norman Fairclough