# ABSTRAK

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| Judul | : Analisis Wacana Kritis Iklan Imbauan Vaksin COVID-19 Ditpromkes Kemenkes RI di Youtube |
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Pandemi COVID-19 yang berlangsung sejak 2020 silam sangat berdampak pada kehidupan masyarakat juga berbagai sektor pemerintahan. Beragam upaya dan tindakan diambil pemerintah dalam mengatasi bencana pandemi COVID-19 ini. Diantaranya yaitu pembatasan sosial, penetapan aturan protokol kesehatan dan program vaksinasi COVID-19. Penelitian yang berjudul Analisis Wacana Kritis Iklan Imbauan Vaksin COVID-19 Ditpromkes Kemenkes RI di Youtube ini, bertujuan untuk menyelidiki bagaimana wacana yang ada dalam iklan-iklan imbauan vaksinasi COVID-19 yang dilakukan Ditpromkes Kemenkes RI di Youtube serta mengetahui apakah ada unsur komunikasi persuasif di dalamnya.

Penelitian ini menggunakan metode analisis wacana kritis Teun A Van Dijk dengan paradigma kritis. Analisis dibagi menjadi tiga bagian yaitu analisis dimensi teks, analisis kognisi sosial, dan analisis konteks sosial. Jenis penelitian ini masuk ke dalam jenis studi pustaka dengan menggunakan pustaka dan sumber lainnya sebagai data penelitian.

Hasil penelitian ini menunjukkan adanya wacana mengenai keamanan vaksin COVID-19 yang dijamin oleh pemerintah dan unsur komunikasi persuasif dalam iklan-iklan imbauan vaksin COVID-19.

Kata kunci : iklan, vaksin COVID-19, Ditpromkes Kemenkes RI, youtube, analisis wacana kritis, komunikasi persuasif

# ABSTRACT

The COVID-19 pandemic that has been going on since 2020 has had a huge impact on people's lives as well as various government sectors. Various efforts and actions have been taken by the government in dealing with the COVID-19 pandemic. Among them are social restrictions, establishment of health protocol rules and the COVID-19 vaccination program. This research entitled Critical Discourse Analysis of COVID-19 Vaccine Public Service Ads by the Indonesian Ministry of Health's Ditpromkes on Youtube, aims to investigate how the discourse is contained in public service ads for COVID-19 vaccinations conducted by the Indonesian Ministry of Health's Ditpromkes on Youtube and find out whether there are elements of persuasive communication.

This study uses Teun A Van Dijk's critical discourse analysis method with a critical paradigm. The analysis is divided into three parts, which are text dimension analysis, social cognition analysis, and social context analysis. This type of research is included in the type of literature study by using literature and other sources as research data.

The results of this study indicate that there is discourse regarding the safety of the COVID-19 vaccine guaranteed by the government and elements of persuasive communication in public service ads for a COVID-19 vaccine.

Keywords: ads, COVID-19 vaccine, Indonesian Ministry of Health's Ditpromkes, youtube, critical discourse analysis, persuasive communication