

ABSTRAK

Penelitian ini mengkaji mengenai representasi identitas serta strategi kehumasan melalui wacana iklan *fashion* di TikTok menggunakan Analisis Wacana Kritis (AWK) dengan dimensi tekstual, praktik wacana, dan sosial-budaya. Dikaji dengan metode kualitatif, penelitian melibatkan analisis dokumen dua video TikTok sebagai data utama serta menelaah penangkapan pesan oleh publik sebagai bagian dari praktik wacana. Fokus pada iklan kontroversial American Eagle “Sydney Sweeney Has Great Jeans” yang menonjolkan satu figur dominan, dan GAP “Better in Denim” yang merayakan keberagaman. Penelitian ini mengungkap ideologi dan relasi kuasa tersembunyi melalui bahasa, visual, slogan, dan reaksi publik. Hasil menunjukkan American Eagle memperkuat dominasi simbolik dengan menekankan identitas tertentu sebagai standar kecantikan utama dan memicu kritik atas slogan dan representasi identitas yang ditampilkan. Sebaliknya, GAP menyajikan resistensi simbolik melalui keragaman identitas setara tanpa hierarki serta membangun narasi inklusif. Sehubungan dengan hal itu, penangkapan pesan oleh publik menunjukkan bahwa strategi komunikasi merek tidak dapat dilepaskan dari konteks sosial dan ideologis yang melingkupinya. Representasi identitas bukan hanya persoalan estetika, melainkan keputusan strategis yang memengaruhi penerimaan audiens dan kepercayaan terhadap *brand*.

Kata kunci: Analisis Wacana Kritis, representasi identitas, relasi kuasa, *public relations*, iklan *fashion*

ABSTRACT

This study examines identity representation and public relations strategies through the discourse of fashion advertisements on TikTok using Critical Discourse Analysis (CDA), focusing on the textual dimension, discursive practice, and socio-cultural practice. Employing a qualitative method, the study analyzes two TikTok videos as the primary data and also explores public reception as part of discursive practice. The analysis focuses on the controversial American Eagle advertisement “Sydney Sweeney Has Great Jeans,” which highlights a single dominant figure, and GAP’s “Better in Denim,” which celebrates diversity. This study reveals hidden ideologies and power relations through language, visuals, slogans, and public reactions. The findings show that American Eagle reinforces symbolic dominance by emphasizing a particular identity as the main standard of beauty, which triggers criticism regarding its slogan and the identity representation presented. In contrast, GAP offers symbolic resistance by presenting diverse identities on an equal level without hierarchy and constructing an inclusive narrative. Accordingly, public reception indicates that brand communication strategies cannot be separated from the social and ideological contexts surrounding them. Identity representation is not merely an aesthetic matter, but a strategic decision that influences audience acceptance and trust in the brand.

Keywords: Critical Discourse Analysis, identity representation, power relations, public relations, fashion advertising