

# ADVERTISEMENT CAMPAIGN ANALYSIS AS MARKETING COMMUNICATION STRATEGIES USED BY ADIDAS

Student Name : Eka Junita Darya Ningsih  
Student ID Name : 5504211050  
Supervisor Lecture : Doris Sukma, M.Pd  
Student Institute : State Polytechnic of Bengkalis

## ABSTRACT

In today's competitive digital landscape, companies must adopt effective marketing communication strategies to maintain brand relevance and engage with their audiences. Adidas, as one of the leading global sports brands, has actively utilized Instagram to deliver creative and emotionally driven advertising campaigns. This research aims to analyze the advertisement campaign strategies used by Adidas as a marketing communication strategy on Instagram. With the focus on three main aspects: the variation of content, the language functions, and how both are utilized as strategic tools in advertising. The purpose of this research is to know the variety of content used by Adidas as a marketing communication strategy for their advertising campaigns, to know the language function of the advertising campaign used by Adidas as a marketing communication strategy, and to analyze Adidas's use of content variations and language functions as a marketing communication strategy. This study applied a qualitative method with content analysis and discourse analysis techniques. The analysis focused on four content types (text, image/photo, audio, and audiovisual) and six language functions (referential, phatic, expressive, poetic, directional, and metalingual) as proposed by Jakobson. The findings show that Adidas strategically uses audiovisual content as the most dominant form to attract audience attention, while expressive and referential language functions are the most frequently applied to convey emotional messages and informative content. The use of digital and nonverbal communication techniques further enhances message delivery and audience engagement. These strategies collectively demonstrate Adidas' effectiveness in implementing marketing communication through advertising campaigns that build emotional connection and brand loyalty.

**Keywords:** *Advertising Campaign, Marketing Communication Strategy, Content Variation, Language Function, Adidas, Instagram*