

ANALISIS WACANA KRITIS PELANGGARAN ETIKA PADA IKLAN ECINOS DI MEDIA SOSIAL

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ABSTRAK

Periklanan digital memungkinkan iklan komparatif beredar cepat sehingga persoalan etika tidak hanya ditentukan oleh isi klaim, tetapi juga cara perbandingan dikonstruksi. Penelitian ini bertujuan menganalisis konstruksi pelanggaran etika pada iklan komparatif ecinos di media sosial menggunakan Analisis Wacana Kritis Norman Fairclough. Penelitian menggunakan pendekatan kualitatif dengan paradigma kritis. Data utama berupa arsip digital video iklan komparatif ecinos, didukung unggahan ulang, video klarifikasi, komentar audiens, Etika Pariwisata Indonesia, Undang-Undang Perlindungan Konsumen, dan literatur akademik. Analisis dilakukan melalui dimensi teks, praktik diskursif, dan praktik sosiokultural. Hasil penelitian menunjukkan bahwa diksi evaluatif, modalitas, struktur perbandingan, visual pengujian, serta simbol ceklis dan silang mengonstruksi ecinos lebih positif dan produk pembanding kurang menguntungkan. Burn test, water absorption test, dan hand-feel test menunjukkan karakteristik tertentu, tetapi prosedurnya belum sepenuhnya dapat diverifikasi dan hasilnya diperluas menjadi klaim kualitas yang lebih luas. Pada praktik diskursif, ecinos memiliki kendali awal atas perbandingan, sedangkan unggahan ulang, klarifikasi, dan komentar menghadirkan pembungkaman tandingan. Secara sosiokultural, persoalan etika berkaitan dengan promosi, persaingan merek, prinsip etika periklanan, dan kuasa pengiklan atas representasi. Pelanggaran etika dengan demikian dikonstruksi melalui ketimpangan representasi, kendali awal pengiklan, dan penggunaan kuasa tersebut dalam promosi serta persaingan merek.

Kata kunci: Analisis Wacana Kritis, Etika Periklanan, Iklan Komparatif, Ecinos, Media Sosial

A CRITICAL DISCOURSE ANALYSIS OF ETHICAL VIOLATIONS IN ECINOS ADVERTISEMENTS ON SOCIAL MEDIA

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ABSTRACT

Digital advertising enables comparative advertisements to circulate rapidly, making ethical issues dependent not only on claims but also on how comparisons are constructed. This study analyzes ethical violations in ecinos comparative advertising on social media using Norman Fairclough's Critical Discourse Analysis. It employs a qualitative approach within a critical paradigm. The primary data are a digital archive of ecinos comparative advertising video, supported by reposts, clarification videos, audience comments, the Indonesian Advertising Ethics Code, the Consumer Protection Law, and academic literature. Analysis covers text, discursive practice, and sociocultural practice. Findings show that evaluative diction, modality, comparative structures, material-testing visuals, and checkmark/cross symbols construct ecinos more positively and the compared product less favorably. Burn tests, water absorption tests, and hand-feel tests indicate specific characteristics, but their procedures are not fully verifiable and their results are extended into broader quality claims. In discursive practice, ecinos initially controls the comparison, while reposts, clarifications, and comments generate counter-framing. Socioculturally, ethical issues relate to promotion, brand competition, advertising ethics, and advertiser power over representation. Ethical violations are therefore constructed through unequal representation, initial advertiser control, and the use of such power in promotion and brand competition.

Keywords: Critical Discourse Analysis, Advertising Ethics, Comparative Advertising, Ecinos, Social Media