

REVEALING RACIAL HEGEMONY IN NIKE ADVERTISEMENT CAMPAIGNS ON YOUTUBE: A SYSTEMATIC MULTIMODAL CRITICAL DISCOURSE ANALYSIS

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ABSTRACT

This study investigates how *Nike* as one of sport apparel product in America represents racial hegemony through linguistics and visual elements selected in the advertisement campaign. Critical Discourse Analysis framework by Fairclough (1989), Systemic Functional Linguistics by Halliday (2004), Systemic Functional Visual Elements by Kress and van Leeuwen (2006), and theory of hegemony by Gramsci (1999) are applied to analyse and to elaborate the visual and language patterns used by Nike for the purpose of revealing racial hegemony especially from advertisement campaign in mass media. The data of this study are taken from YouTube in the form of video. Furthermore, to specify the data, Generic Structure by Halliday and Hasan is applied. Then data are processed by using Systemic Functional Linguistics by Halliday (2004) and Systemic Functional Visual Elements by Kress and van Leeuwen (2006) to analyze linguistics and visual elements in the advertisement. The finding discloses that Nike's choices of language or discourse constructs positive image of the minorities in advertisement campaign. Minorities issues such as race, religion, and the stereotype implicitly of their success of being the best athlete in the world. Nike obviously shows of anti racism which gives motivations and labels to the minorities through endorse them with its products in "Just Do It" campaign, which then possibly relates to how American society shapes the discourse about minorities involvement in Nike advertisement campaign.

Keywords: *Racial Hegemony, Advertisement, Discourse, Systemic Functional Linguistics*

ABSTRAK

Penelitian ini mengkaji tentang bagaimana Nike sebagai salah satu produk pakaian olahraga di Amerika mempresentasikan hegemoni rasial melalui linguistik dan elemen visual yang digunakan dalam kampanye iklan. Analisis

Wacana Kritis oleh Fairclough (1989), Systemic Functional Linguistics oleh Halliday (2004), Systemic Functional Visual Elements oleh Kress dan van Leeuwen (2006), dan teori hegemoni oleh Gramsci (1999) diterapkan untuk menganalisis dan menguraikan pola linguistik dan visual yang digunakan oleh Nike untuk tujuan mengungkap hegemoni rasial terutama dalam kampanye iklan di media massa. Data penelitian ini diambil dari YouTube dalam bentuk video. Selanjutnya, untuk menentukan data, Struktur Generik oleh Halliday dan Hasan diterapkan. Kemudian data diproses dengan menggunakan Systemic Functional Linguistics oleh Halliday (2004) dan Systemic Functional Visual Elements oleh Kress dan van Leeuwen (2006) untuk menganalisis linguistik dan elemen visual dalam iklan. Temuan ini mengungkapkan bahwa pilihan bahasa atau wacana Nike membangun citra positif minoritas dalam kampanye iklan. Isu-isu minoritas seperti ras, agama, dan stereotip secara implisit menjelaskan tentang keberhasilan mereka menjadi atlet terbaik di dunia. Nike jelas menunjukkan bentuk anti rasisme dengan memberikan motivasi dan label kepada kaum minoritas melalui dukungan mereka dengan produk-produknya dalam kampanye "Just Do It", yang kemudian mungkin berkaitan dengan bagaimana masyarakat Amerika membentuk wacana tentang keterlibatan kaum minoritas dalam kampanye iklan Nike.

Kata Kunci: Hegemoni Rasial, Iklan, Wacana, Sistemik Fungsional Linguistik

INTRODUCTION

In modern consumerist societies, advertisements distribute images as a means of mass communication, representing the hegemonic views of society. Hegemony is a result of cultural values, which explains how the dominant classes retain their dominance over the economic, political, and cultural direction of a given country (Elyamany, 2018). In the United States, several tribal groups remain disproportionately respected for their race. There is an increase in number, popularity, intensity of many classes, some born black, white, or demographic groupings, whereas asian, latian, or other racial or ethnic classes, such as the Arabs. Race hegemony, built up on inequalities that perpetuate prejudices that defy a simple definition, and accept such racial changes, thus delivering outcomes not so distinct from long-term discrimination patterns (Gold, 2014). There are many diverse media around us adapted from the western world in the ethnic hegemony. One of the media used is advertising. One of the advertising that brings racial hegemony is "Just Do It" Campaign by Nike. "Just Do It" advertising campaign implemented by Nike has changed the brand perception of Nike where people valued the brand even more and consumer willing to pay more in order to own the products by Nike due to their quality, style and reliability (Zawawi, 2017).

Nike is implying a political, cultural and ideological forms in an advertisement. Actually, *Nike* is a dominant market for sport apparel that often uses the representation of professional athletes to endorse their products. It is a highly successful method for consumerism, and *Nike* is featuring the minorities and it does not stop the consumers. *Nike's* sustainable success throughout economic hardships in the US is an example of hegemony. That success is maintained by their powerful advertising. However, in order to redefine the concept of tribal groups, this storyline of the advertisements shows an indication of the hegemony based on Gramsci's concept of constructing or maintaining or fracturing domination / subordination relations, taking economic, political and ideological forms.

This study is conducted to reveal racial hegemony issues in the Western nation of their culture which is showed in the advertisements and to examine how the racial hegemony issues are represented through the language of the narrator as well as the image through its visual elements of the selected shots of the *Nike* advertisements campaign which indicates racial hegemony based on Gramsci's notion of hegemony.

In addition, this study is significant since racial hegemony has still been represented as one of the institutions through ads. It also tries to exchange message and idea and to build consumers' minds on a particular issue. By examining and revealing the racial hegemony presented in the advertisements using the theories above, it builds a more conceptualized critical thinking of the consumer regarding social issues related to racial hegemony which mostly utilize language as social practice. It also helps in understanding how the strategies of *Nike* built an equality of the minorities in cultural and political issues at this time.

The thoughts of Antonio Gramsci were used for a very wide area of study, including the criticism of the mass media and popular culture. Antonio Gramsci is a neo Marxist theorist who is known as the theory of hegemony. Hegemony as a theory literally was born from the thoughts of Gramsci about the political situation in his day. The thought of hegemony is thus an idea which often exposes political struggles using the context of Karl Marx's thinking. The interpretation of hegemony as a cultural or ideological means in the study of mass media and popular culture maintains the dominant groups in society's domination by ensuring the "spontaneous acceptance" in subordinate groups such as working classes by negotiation of a political and ideological consensus.

Ransome, one of the Gramsci thinker interpreters, was able to observe a variety of principles found in hegemony theory that provide the dominant group with various forms of social power. This distinguishes between the rule

of oppression by direct force or a threat of force and the unity that comes with individuals assimilating the ideology or domination of the dominant Group deliberately or voluntarily: an assimilation that enables the group to be hegemonic (Strinati, 2004: 189).

There is, therefore, no physical or moral indoctrination to embrace subordinate groups in different views of the dominant group. Acceptance happens by what is called consensus or concession, when any compromises of the dominant group come to the substitute. The interests of these subordinate groups are articulated by culture focused on the tradition of hegemony. Compared by orthodox Marxism, this is a significant difference from Gramsci's thinking. Hegemony is not a capitalist functional order, but it is a collection of consensual ideas which stem from and shape class and other social conflicts. Gramsci explained this concept by suggesting that the superiority of a social group is reflected in two ways: 'dominance' and 'intellectual and moral leadership'. Gramsci clarified in his further clarification that hegemony was not exercised by the state but civil society. This means that the development, replication and transformation of hegemony is carried out by various institutions of civil society which cover various fields of cultural production and consumption, including through advertisement (Levy, 2005; Napolitano, 2013).

Reading advertisements as a text in a critical paradigm can be done through semiotic analysis (Thwaites, et al, 2002). The idea of semiotic analysis is inseparable from the reality that ad text occupies a space full of meaning from a text reader. There is an arbitrary definition for any ads marker so that a particular definition can last uninterpretable. Every reader of the text not only accepts but also produces and exchanges meanings. Based on the elaborated problems, this study seeks to answer how is feminism constructed through the interplay between linguistics elements, visual elements, and social cultural context in *Beauty and the Beast*?

METHOD

The type of this research was qualitative. The source of the data was a 3 video advertisement campaigns. They are *Nike – Find Your Greatness* (2012), *Nike – Equality* (2017) and *Nike – Dream Crazy* (2018). The source of data was got from YouTube. The narration and visual images are used as data. To gain the data from the advertisement, the first step was by watching the advertisement campaigns from the beginning to the end. After that, transcribing the narration to make the transcript and capturing shots from the advertisements. Then, Generic Structure by Halliday and Hasan was used to get

the elements of the structure of the Nike Advertisement Campaign. Generic Structure was used to select the data from the source of data. The structure of this movie was represented below:

O^M^TL

The key of the symbols:

O: Opening, M: Message, TL: Tagline

After the elements of the movie were found, the shots and clauses were chosen from each element that relevant to the topic investigation. There are 3 data which consists of 84shots and 107 clauses. The data recapitulation can be seen on the table below.

Table 2.1 The racaptulation of the data

Scene	Shots	Clauses
1. Nike - Find Your Greatness	4	7
2. Nike - Equality	7	8
3. Nike - Dream Crazy	5	12
Total shots and clauses	16	27

Next, the clauses were analysed using Systemic Functional Linguistics and the shots were analysed using Systemic Functional Visual Elements.

FINDINGS AND DISCUSSION

Result and Discussion of Visual and Linguistics Elements

This part discusses the first step of model Critical Discourse Analysis (CDA) by Fairclough (1989). The analysis focuses on the linguistics and visual elements of the movie. Visual analysis contains three structures which are ideational, interpersonal, and textual structure. Ideational process consists of participants, process and circumstance. Moreover, interpersonal process comprises of camera movements, image act & gaze, perspective, social distance and size of frame. Furthermore, textual process consists of information value and salience. In addition, the linguistics analysis consists of ideational and interpersonal process.







Nike - Find Your Greatness

The visual and linguistics elements analysis of this first selected scene starts from the description of situation happens in the scene along with the figure of the shots followed by the results of visual element analysis, transitivity analysis, and mood analysis. After that, the description of the results of both visual and linguistic elements are discussed.

Field : The athletes of surfer, the woman boxer, and the boy basketball player
 Tenor : Blacks and Disability
 Mode : Spoken, referring the dominant influences on the giving spirit of positivism

This scene is taken from *Message* that shows the man and his fellow surfers are run towards the ocean and the surfers were running at the beach. Then the shot changes to a Black female boxer and a young baseball player. The results of visual analysis are showed below

Table 3.1 Shots 1 of Nike – *Find Your Greatness*

Camera	Shot	Image Track	Dialogue/ Soundtrack
Camera Stationary	1		
Camera Stationary	2		
Camera tracking in behind of them and below	3		Somehow we've come to believe that greatness is reserved for a chosen few for superstars.
Camera tracking in beside	4		
Camera Stationary	5		
Camera tracking in from of him	6		

The results of the analysis of linguistics elements can be seen as follows.

||| Somehow we've come to believe [[that greatness is reserved for a chosen few for superstars]] |||

Table 3.2 Clause 3 of Nike – Find Your Greatness

Somehow	we	've	come to believe
	Actor	Process; Mental	
	Subject	Finite	Predicator
	Mood: Declarative		Residue

Table 3.3 Clause 4 of Nike – Find Your Greatness

that greatness	is	reserved	for a chosen few	for superstar
....Phenomenon				
....Compliment				
Actor	Process: Material	Goal		
Subject	Finite	Predicator	Compliment	
Mood: Declarative	Residue			

Table 3.1 shows the result of the visual analysis. The representational structure or ideational meaning is a process of the man and his fellow surfers running towards the ocean, then the surfers running to the beach. The shot changes into a black girl training boxing and the last narration in the visual element shows the boy with disability play baseball. Table 3.2 shows the process used in the linguistics element and the clause uses mental process delivered by the narrator. The narrator said *Somehow we've come to believe* it means it concerned with the world inside our mind, it is related to human cognition and also called as process of 'sensing' (Halliday and Matthiessen, 2004). On the other hand, table 3.3 shows the clause uses material process, the clause showed *that greatness is reserved for a chosen few for superstars*. It is considered as material process with *that greatness* as the Actor and *for chosen few for superstar* as the Goal, the process that represents outer realization of inner process (Halliday and Matthiessen, 2004).

The interpersonal meaning shows the shot seen from a bird's view, and then from a medium long shot which were taken from right in the action, as if the cameraman and consequently the viewer were one of the surfers running at that very beach. The medium long shot shows the full figure of the surfers (Kress and van Leeuwen, 2006). Then, a shot of a young baseball player is shown at very close personal distance. He is shaking his head, as if to punctuate the narrator's sentence and simultaneously negate it. Close personal distance is the distance at which 'one can hold or grasp the other person' and therefore also the distance between the young boy and audience (Kress and van Leeuwen, 2006). The narrator continues his speech across a shot that formed an

integral part of one of the individual advertisements, revealing the same boy to be disabled, missing the lower part of his left hand.



Nike - Equality

The analysis of this scene started from the description of situation that happens in the scene then followed by the figure of the shots. Then, the results of visual element analysis, transitivity analysis, and mood modality analysis were represented. Last, the description of the results of both visual and linguistic elements were discussed.

- Field : The Americans are playing basketball
- Tenor : The Americans and LeBron as the star of this advertisement
- Mode : Spoken, referring the campaign of this advertisement.

This scene is taken from *Message*, it shows the narrator in the middle of crowd of basketball players. The results of visual analysis are showed below

Table 3.4 Shots 1 of Nike - Equality

Camera	Shot	Image Track	Dialogue/ Soundtrack
Camera Stationary	1		If we can be equal here, we can be equal everywhere
Camera Stationary	2		

The results of the analysis of linguistics elements can be seen as follows.

||| If we can be equal here, we can be equal everywhere |||

Table 3.5 Clause 7 of Nike - Equality

If	We	Can	Be	Equal	Here
	Token	Process: Relational Identifying		Value	Circumstances
	Subject	Finite	Predicator	Complement	Adjunct
	Mood: Declarative		Residue		

Table 3.4 shows the result of the visual analysis. The representational structure or ideational meanings shows the Americans watching basketball and LeBron as star is standing in the center of concrete court. Table 3.5 shows the process used in the linguistics element and the clause uses process of relational

identifying. The words *can be* is a process to refer relation between *we* as a Token and *equal* as a Value. In addition, Halliday and Matthiessen (2004) argued that such clause is important because they represent a strategy for expanding the naming resources of language. In other words, *equal* becomes the resource of knowledge in interpreting the meaning in this clause.

The interpersonal meaning shows of two shots which have different camera uses. The first shot used medium long shot which means showing the full figure of the boy on the field (Kress and van Leeuwen, 2006). The second shot used medium shot which means allowing us to imaginarily come close to public figures (Kress and van Leeuwen, 2006). The clause used mood declarative which means the characteristic expression of a statement (Halliday and Matthiessen, 2004).



Nike - Dream Crazy

The visual and linguistics elements analysis of this first selected scene starts from the description of situation happens in the scene along with the figure of the shots followed by the results of visual element analysis, transitivity analysis, and mood analysis. After that, the description of the results of both visual and linguistic elements are discussed.

- Field : The motivation delivered by the narrator Coolin Kaepernick
- Tenor : The Black Colin Kaepernick is the main star in this advertisement
- Mode : Spoken, referring the message of the campaign in this advertisement

This scene taken from *Message* showed the star delivered his message. The results of visual analysis are showed below

Table 3.6 Shots 4 of Nike - Dream Crazy

Camera	Shot	Image Track	Dialogue/ Soundtrack
Camera panning following character	1		Believe in something even if it means sacrificing everything
Camera Stationary	2		

The results of the analysis of linguistics elements can be seen as follows.

||| Believe in something even if it means sacrificing everything |||

Table 3.7 Clause 10 of Nike – Dream Crazy

[Ø You]	Believe	in something	even if it means sacrificing everything
Senser	Process: Mental	Phenomenon	Circumstance
Subject	Finite	Predicator	Complement
Mood		Residue	

Table 3.6 shows the representational pattern or ideational meaning of two shots of visual element. The shots show Colin Kaepernick as the main character in this advertisement. He delivers his idea or his quote to the viewer. The ideational meaning of linguistic element shows the clause used mental process, the word *believe* as the subject which is the addressee, 'you' which is however the speaker addressing herself; that is, they serve to construe the speaker's own processes of consciousness and they are processes of cognition or express degrees of belief (Halliday and Matthiessen, 2004). The clause mood declarative means the characteristic expression of a statement (Halliday and Matthiessen, 2004).

The interpersonal meaning of visual element showed that the camera used of these shots is panning following the character, it means the camera moved from behind to the front of the character. These shots used camera close up, it shows head and shoulders of the subject (Kress and van Leeuwen, 2006).

Discursive Practice Analysis in *Beauty and the Beast* movie

This subchapter discusses the second step in doing Critical Discourse Analysis (CDA) through Fairclough (1989). The analysis is an interpretation or processing analysis which deals with discursive practice of the text. Here, the analysis is done based on the results of the text analysis on each data combined with theory of hegemony by Gramsci (1999).

Nike Advertisement and The History

Nike brand strategy is to build a powerful brand - so powerful that it inspires fervent customer loyalty from people literally all over the world. *Nike* uses campaign advertising to share ideas and message to customers in the form of emotional branding or commonly called "Just Do It" campaign. "Just Do It" slogan created in 1987 by Wieden + Kennedy to accompany. The *Nike's* first major television campaign, included commercials for running, walking, cross-training, basketball and women's fitness. *Nike* in the "Just Do It" campaign is to showcase about the athletic community and is just as much about the little or no connection to sports people. Looking at the history, *Nike* featured with 80 years

old in 1988 and advocated for people with disabilities, in the 90s it featured Blacks and today Nike has combined all the stars in turn each year.

Linking the Campaign to Strategy

Nike was a tough spot in the late 1970's. It could be argued that the "Just Do It" campaign was not only about sneakers but also about Nike's own renaissance. No longer content to be the choice running shoe of a few of athletes and exercise nuts, Nike wanted to expand its operation to target every American, regardless of race, age, gender, believe or physical-fitness level. "Just Do It" succeeded in that it convinced Americans that wearing Nike for every part of your life designed for comfort and everyone else is wearing them. It was showed by the clause *Here, within these lines, on this concrete court, this patch of turf, here, you are defined by your actions not your looks or your believes* (table 4.18). The clause described that real life is filled with differences (race, ethnicity, social class, gender, etc.). Nike through the spirit of sports, invites all people to wear the products and raises the equality. Besides, Nike dominate or side the minority in voicing their rights in unity of America. As Gramsci (1999: 202) stated that the historical unity of the ruling classes is realised in the State, their history is essentially the history of States and of groups of States.

The reason Racial Hegemony in the Campaign was successful

Nike is tapped into consumers' desire for showing opportunities for sports. Campaign advertisements share optimism and provide an appeal for marginalized groups. Besides, it is imploring consumer to confidence and to respect their physical fitness. The advertisements campaigns are made to look like a necessity, and the way to start exercising is to buy Nike merchandise. More importantly, by owning Nike you were instantly a member of a desirable group. The campaign was easily identifiable and stayed true to its message. In addition, the form racial hegemony that made a success in this campaign is caused by the optimistic that is shown in clause *Believe in something even if it means sacrificing everything* (table 4.57). It describes encouraging people to do what they believe, no matter the consequences. Nike is wanting to spread the message that to *believe in something* is the first step to achieve any goal, in sports or in life. Nike is assumed of having hegemonic power towards the stars. Nike looks support anti-racism but it is still powerful. It is in line with the concept of hegemony which is formed by Gramsci. Hegemony is practiced not only by coercion but also by persuasion as Gramsci (1999: 611) coercion has to be ingenious combined with persuasion and consent.

Socio – Cultural Practice of Racial Hegemony in Nike Advertisements Campaign

This sub chapter is aimed to explain the socio-cultural context where racial hegemony is practiced by *Nike* in Advertisements Campaign. The results of SFL and visual analysis are used to connect the real-world situation which depicted in advertisements campaign. In addition, the issue of racial hegemony which is also happened in America today is served to understand the context of the advertisements campaign.

Here, the messages of *Nike's* campaign considered as a company that upholds equality, while the campaign is used to gain sympathy from the public that can have an impact on developing market share and increasing the sales of its products. Racial Hegemony in *Nike* conducted a power and an ideology. Gramsci (1999) stated American negroes have a national and racial spirit which is negative rather than positive, one that is carried out by the whites in order to isolate and depress them. It explained the relationship between racial hegemony in the *Nike* Advertisement Campaigns, it implicitly displayed. This study consists of three advertisement campaigns they are *Nike - Find Your Greatness* released in 2012, *Nike - Equality* released in 2017 and *Nike - Dream Crazy* released in 2018. They released in official *Nike* YouTube Channel. As Davis (2008) stated the role of race in sports has paralleled racial perceptions that manifest in broader American society. Thus, sports have reflected the racial attitudes that existed during various periods of American history. Yet the prominence of sports in our society has a potential impact of harmful stereotypes that affect the most prevalent form of racism today. For this reality, however, it will require individuals in positions of power in sports (including athletes) to take bold actions that defy the unconscious racism that plagues sports. Related the visual and linguistic analysis discussed in the previous sub-chapter, the results showed the *Nike* hegemony to Racial Minority. The process of hegemony conducted by *Nike* towards the Minority Groups is by utilizing the mindset or expression of thinking, especially motivation that is intended for the Minority Groups. It proven by presenting the most numerous processes, they are mental and material processes. The mental process that shows the cognition process of the message conveyed by the narrator, after that the process material shows the doing or event that is proven by the term of verb. In visual elements it presents ideational and interpersonal meaning, which means consists of visual interpretations they are camera movement, and frames. Here, *Nike* focused to the Blacks and minorities, it caused *Nike* has endorsed them as a model of the products. Therefore, linguistic and visual elements are very related to show the power that *Nike* has towards the minority groups so that

consumers are sympathetic to the advertisement. Nike tries to get the target market from minority groups and to ensure that the *Nike's* products can be used by all groups including minorities in America. As a minority groups, they believe it without coercion from *Nike*.

Minority groups has a position as an advertising star as well as a model of the product. This attracts consumers from minority groups to buy and use these products. *Nike* featured with famous sports athletes such as Colin Kanerpick in *Nike - Dream Crazy*(2018), Lebron and Selena in *Nike - Equality* (2017). This advertisement is about showing how sports can be done by all groups, they are Blacks, Muslims, Disabilities, Urban Womens, and Japanneses. *Nike* advertisements not only got sympathetic from the consumer but also got criticism. Campaign material or advertisements accompanied by campaigns such as those conducted by *Nike* are prone to disputes. Many consider it as a form of concern for a company for what happens to the community, but not a few also consider it only opportunistic advertising that uses social issues and is actually only profit and sales oriented. As John K. Galbraith in Baudrillard (1998) stated that what companies (like *Nike*) do is nothing but aim to increase public consumption. According to him, through mass media, companies use advertisements as if for social purposes or to show something that is needed by society, when in fact it is not. Advertising used only to trick people into feeling they need something they really don't need. Researchers found the possibility that the "Just Do It" campaign carried out by *Nike* was basically a way for companies to instill a desire for consumption in society by making *Nike* products a symbol of equality itself. So that consumers will consume *Nike* products with the aim of making it a measure of the equality they get.

CONCLUSION

Based on findings on the previous chapter, it is confirmed that racial hegemony is constructed in *Nike* Advertisement Campaigns. Systemic Functional Linguistics focused on ideational and interpersonal metafunction meanwhile, Systemic Functional Visual Elements analysis focused on ideational, interpersonal and textual metafunction. As the dominant, Nike shows the minorities and endorse them with its products and the narrator in advertisement delivered by the narrator described real life that filled the differences of race, ethnicity, social class, gender, etc.. *Nike* focussed on the right of the lower classes, equality, and justice. Since the advertisement campaigns used the minorities as the stars and the model of products, it has a hidden meaning why *Nike* used them being stars. It because they can influence their groups to buy the products. Besides using coercive power to control and

constrain society, Nike also used hegemonic power to gain support and sympathy. Relating to the social issues that brought in Nike advertisement campaigns, they got market share and upjump of the stocks. Nike has made the meaning of sport by linking to the values of equality, anti-discrimination, equality of opportunity, social mobility, and popular culture. In addition, Nike described itself as a company and a brand by using symbols intended to link with equality, such as the image of Nike as a company that fights for equality, Nike as a company that opposes discrimination, and Nike as a symbol of equality and social mobility. It is found that several inconsistencies between the message were delivered, and that most of the equality and the constructed sport aimed to instill the desire and invitation of the society to consume the products of Nike. Peoples have entered a new era of media with a faster, wider and more massive reach. The device's screen in the hand of the people every day is flooded with informations and messages. So, it is important for the community to be able to understand the messages more accurately and critically.

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