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Narrative Transportation And Propaganda Language On Nike's Youtube Channel : A Discourse Analysis

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Abstrak

The title of this research is “Narrative Transportation and Propaganda Language on Nike’s YouTube Channel: a Discourse Analysis.” This research aims to analyzed narrative transportation, propaganda language, and cohesion-coherence contained in Nike advertisement. The research method used is the descriptive qualitative discourse analysis. The research data consists of 17 advertisement videos uploaded on Nike’s official YouTube platform during the period July 2024 to February 2025. The analysis was conducted using three theories: Transportation Imagery Model theory by Green & Brock, Appraisal theory by Martin & White, and Cohesion-coherence theory by Halliday & Hasan. The findings shows that Nike advertisement use more narratives that tell the character stories of iconic athletes. The storyline consistently features narratives of struggle, self-doubt, and difficult situations athletes face. The language of propaganda is found through a short theme or tagline that appears at the end of the advertisement video. The theme or tagline is explained through the narrator’s expression so that it forms the audience’s perception of the values offered by Nike. Cohesion and coherence of the narrative are formed through lexical links, the use of conjunctions, and logical storylines so that the advertisement message can be understood and accepted intact by the audience.

Keywords: *Advertisement, Discourse Analysis, Narrative Transportation, Propaganda, Cohesion-Coherence*

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I INTRODUCTION

Social media has become one of the most important marketing and brand communication tools including advertisement. In this digital era, YouTube is among the most popular platforms with over 2.5 billion users globally, Labudová

(2024:396). YouTube allows marketers to use the power of narrative, voice, and images to engage with people on an emotional and convincing level. In today's marketing landscape, advertisements promote products use propaganda linguistic

techniques and compelling narratives to evoke emotional responses, creating deeper audience connections.

The term narrative transportation that uses in the language of propaganda in this research, is not intended in a context of political, misleading, or disparaging another brands. Rather, propaganda in the context of this research is defined as communication designed to influence public perception in building brand image and reinforce ideology. Jowett And O'Donnell (2015:2), defining propaganda in its most neutral sense is spreading and promoting ideas aimed at achieving a certain objective. Therefore, propaganda narratives in advertisements are understood as communication strategies that convey values, social identity, and emotional meanings within the message.

Advertisement is a marketing communication tool designed to persuade the public to buy a product to increase brand awareness, create interest, and stimulate purchasing behavior. Advertisements are usually in the form of media such as TV, radio, print, billboards, websites, YouTube, Facebook, TikTok, Instagram, and Twitter. Advertisements often feature videos that blend into the environment and appear familiar compared to the surrounding content. This indicates that contemporary advertisement emphasizes long-term relationships and interactions with consumers and audiences, using strategies that involve humor, emotional storytelling, the effectiveness of well-reputed influencers, and purposeful visual content.

One of the world's most well-known companies is Nike, which has effectively communicated its brand values by using YouTube advertisement. Founded by Phil Knight and Bill Bowerman in 1964, the company was originally called Blue Ribbon Sports (BRS), but in 1971 it officially became Nike. Nike has become one of the most recognizable and well-liked footwear and clothing brands in the world because of its famous swoosh logo and motto Just Do It. Based on the Brand Finance Global 500 (2025:49) report, the Nike brand ranks 66th in the list of the 500 most valuable brands in the world and holds the second position as the strongest global brand based on the Brand Strength Index (BSI) with a score of 94.7 out of 100. This result indicates that the Nike brand has significant strength and influence in the sports industry. This success is not

only due to product quality but also its mastery in crafting emotionally resonant advertisements.

Additionally, research by Ali et al., (2017:24) discussed the differences between the Nike, Adidas, and Puma brands. It stated that since 2000, Nike has been the leading sportswear company in terms of brand strength and revenue generation. Nike also leads the digital market and has many fans or followers on the internet, such as on Facebook, Twitter, and YouTube.

As part of its innovative marketing strategy, Nike collaborates with world-renowned influencers, artists, and athletes to promote its products. Such as NBA athlete LeBron James, world-renowned professional female tennis player Serena Williams, and world-leading football athlete Cristiano Ronaldo from Portugal. Through this collaboration, the Nike brand successfully reached a wider audience and strengthened engagement with its main consumers through social media. For example, LeBron James' support for social justice and community empowerment appeals to young people, making him an excellent fit for Nike's brand image. Effective influencers in product placement may help to raise brand recognition and impact purchase decisions among young customers who look to these sportsmen for encouragement in terms of style and performance.

Although Nike advertisements are widely present on various platforms, research that explicitly analyses the narrative transportation, propaganda, cohesi and coheren in Nike advertisements on YouTube is still limited. The narrative transportation and propaganda language in Nike advertisements includes techniques that strive to motivate, influence, tell stories of struggle, courage, and victory that can form an emotional connection with the audience. The propaganda approach in Nike brand advertisement which combines social values and emotions to shape brand perceptions is still under-explored. Cohesi and coheren analyzes the structure of discourse works in forming a complete and organized meaning. Therefore, it is necessary to analyze more deeply about narrative transportation, propaganda, cohesi and coheren strategies in Nike YouTube advertisements are used in maintaining brand quality. This research aims to fill the gap by conducting a discourse analysis of Nike's YouTube advertisements. Discourse analysis was chosen because this method allows in-depth exploration of linguistic elements in advertisement.

The researcher conducted this research because Nike is a globally recognized brand, the world's biggest supplier of athletic shoes, clothing, and a significant producer of sporting goods. Nike is also one of the brands that are consistent in maintaining the quality of its products along with the development of the times, with uses a lot of media to market its products, one of which is YouTube with 2.5 billion active users. Despite this fame and consistency, the researcher assumes that the Nike brand uses narrative transports that are propaganda in nature. This is evidenced by one concrete and real example of this strategy is Nike's advertisement titled So Win, uploaded on Nike's official YouTube account, which reached 3.3 million views. The

advertisement depicts the struggle against social boundaries, especially those faced by women in sport and public life. For example, the final narrative transportation quote from the video advert is "Whatever you do, you can't win, so win". Implicitly, the advertisement narrative transportation implies the message that social boundaries and gender stereotypes can be conquered through the values represented by Nike. Nike is not just a brand, but a symbol of resistance and victory. This is also in accordance with the definition of propaganda which changes public perception and aims to build brand loyalty through identity.

II RESEARCH METHODS

2.1 Method of Collecting the Data

This research uses the purposeful sampling method. Purposeful sampling is a sampling technique carried out by researcher in selecting these samples randomly, through considerations that are appropriate to the research needs. Creswell (2014:32) explained that Qualitative research typically entails collecting data as written text and images which prioritizes the wealth of information over the amount of data, and the selection of data allows researcher to choose certain chases that can provide insight into the phenomenon being studied.

2.2 Method of Analyzing the Data

This research uses the narrative analysis method. Narrative analysis is the process of understanding, organizing, and interpreting data through stories, Creswell (2014:530). In this stage, the researcher analyzes the characters, plot, transportation results, propaganda language, and cohesion-coherence contained in the advertisement. The findings of this research are presented in narrative form, consisting of descriptive paragraphs.

2.3 Technique of Collecting the Data

The data collection aspect of this research was thus done using an observation method of video advertisement published through Nike's official YouTube channel. Creswell (2014:234)

explain that observation is a data collection process that is carried out directly by observing the data to be researched. In this research, the data collected in the form of video containing a narrative by the narrator. The data collection process involved direct observation of Nike advertisements on YouTube. After observation, the selected video ads were downloaded, and the dialogue was then transcribed, or the process of converting the narrator's speech into written text.

2.4 Technique of Analyzing the Data

This research uses an interactive model analysis technique. According to Miles and Huberman (2014:33), an interactive model is a qualitative data analysis technique that emphasizes that the analysis process involves a relationship between three main components, namely data condensation, data display, and describing conclusions. In this research, data condensation was carried out by selecting and focusing on relevant data accordance with the research objectives. Then, data presentation or data display was conducted by displaying the selected data in the form of narrative descriptions written in descriptive paragraphs. After that, the researcher interpreted the presented data to find narrative meanings contained in the advertisement.

III RESULTS AND DISCUSSION

3.1 The narrative transportation used in Nike's YouTube advertisements

Narratives :

I don't care how you get there. I don't care what you do to get there. The goal is to win.

1. StorytellerAntecedents

Character. The main character in this video advertisement is Kobe Bryant, a widely recognized professional NBA legend from the United States. Kobe is known for his very hard work ethic, high mentality, and his very inspiring character, especially in the field of sports.

Plot. Kobe appears with a fierce and passionate face, as if to convey the message that winning is not for everyone, but for those who fight. The visuals in this advertisement use real match footage. The appearance of Kobe and the cheers of supporters are very realistic giving the impression that the audience watching this advertisement is watching a real match, not engineering.

2. Story-Receiver Antecedents

This advertisement allows viewers, especially teenagers and basketball athletes, to relate to real life through the themes of failure and performance anxiety. Those who admire Kobe's winning mindset will feel transported into Kobe's focus on winning, and adopting a similar mindset.

3. Transportation Results Based on YouTube Comments

Affective Response. A comment from a YouTube user @Moneyman723, stated that "Black Mamba forever RIP Kobe forever my idol." The comment showed an expression of grief through the word RIP, an abbreviation of Rest In Peace, and the audience's admiration for Kobe, who had died, and nicknamed him the Black Mamba.

Cognitive Response. A comment from a YouTube user @Trinx323, stated that "That was his most vicious mamba look EVER to me because of how important that finals was to him and vs tony allen ; his toughest defender Kobe Bryant." This comment observes and assesses Kobe's expression during the final match and his opponent.

Belief. A comment from a YouTube user @ayporos6049, stated that "That vicious look is the definition of K.O.B.E , he really doesn't want us to weep for him, just remember that look, he'd love it." The comment expressed confidence about

Kobe being remembered through his iconic performances.

Attitude. A comment from a YouTube user @meninomaria7003, stated that "I dont care how you get there. the goal is to win. is this a ad for steroids or for nike?." This comment shows critical attitude by questioning whether the advertisement is promoting aggressive/provocative or just Nike products.

Based on analysis TIM theory's, this advertisement brings the audience close to mindset of a champion. The audience becomes transported through identification with Kobe Bryant as a verifiable and iconic character and through narrative and visual immersion into his assertive monologue. This combined with a high degree of verisimilitude and authenticity, allows the audience not only to observe but also to embody and internalize the philosophy of total victory as a mindset. Narrative transportation ultimately evokes a series of audience responses and fosters confidence and positive intentions towards Nike as an embodiment of true champion spirit.

3.2 Propaganda language used in Nike's YouTube advertisements

Narratives :

I don't care how you get there. I don't care what you do to get there. The goal is to win.

1. Attitude

a. Affect

The expression "I don't care how you get there, I don't care what you do to get there" implicitly communicates an attitude of not caring about the process or manner of non-winning. This is not a negative feeling toward oneself, but a rejection of anything that is not winning.

The phrase "The goal is to win" will explicitly communicate a strong desire and drive to attain the goal leading to a feeling of satisfaction or pride upon attaining the goal. This is an expression of resolve and commitment.

b. Judgment

In the context of professional sports, the mindset expressed in the phrase “I don't care how about” is considered unethical indifference that justifies any means to achieve a goal. However, in this context, the phrase is used to convey extreme determination. This entire narrative is Kobe's potential to defend a predetermined victory, no matter what. It is a declaration of an ability or talent, graft, and mental resiliency. “The goal is to win” shows full conviction that he or his team could do it.

c. Appreciation

The phrase “The goal is to win” represents an extreme valuation on winning. Winning is considered to be the only thing of real and absolute value. The process, or means, is considered of less value than the result of winning. This elevates winning to the highest value.

2. Engagement

The narrative in this advertisement is monoglossic. There are no modalities such as (might, should, or could be) of doubt and uncertainty. The statements are absolute truths that cannot be contested or proven wrong; there is only one voice here. The phrase “I don't care” is a stance against denial of any kind and asserts there is only one correct view.

3. Graduation

a. Force

Utilizing repetition in the phrase “*I don't care how you get there, I don't care what you do to get there*” reinforces and emphasizes to the listener that it doesn't matter about how to reach the intended goal. There are no half measures for victory. “Winning a little” or “almost winning” is meaningless and irrelevant, because the only thing that matters is the full accomplishment of the intention to win.

b. Focus

The phrase “*The goal is to win*” specifically sharpens the focus on the end point. The means and the process are not important because the narrative is focused on the single point of winning. This sharpens the focus on the most important aspect of competition.

Applying the definition of propaganda, the communication created by this advertisement affects public perception to achieve the ultimate goal. This advertisement advances and shapes the perception that being of a “Winning is everything” mentality is the correct and powerful mindset. It propagates this notion of dedication at any cost “I

don't care how you get there, I don't care what you do to get there, The goal is to win” as the only way to achieve success. The propaganda message is that Nike is a brand for someone hungry for victory and willing to do everything to achieve a goal, which will help their brand image and brand position. This fits within the narrative propaganda aim of advertising that are to convey value, social identity, and emotional meaning in the message.

3.3 Cohesion and coherence in Nike YouTube advertisements

Narratives :

I don't care how you get there. I don't care what you do to get there. The goal is to win.

1. Cohesion

a. Personal reference

“I” is a reference to Kobe Bryant as the speaker, bringing the significant power of personal and authoritative voice to the message.

“You” refers to the audience or the party wanting to achieve a goal, making the audience feel directly connected to the message.

“There” refers to the end goal, to “Win.” This is an anaphoric reference that will refer earlier on to the idea of victory.

b. Lexical cohesion

The reiteration of the word “*I don't care*” demonstrates the speaker's complete focus and decisiveness therefore linking the first two lines sources of lexical cohesion.

The repetition of the phrase “*Get there*” supports the very notion of progress to a given destination.

2. Coherence

a. Thematic consistency

The overriding theme is an obsession with winning and the relentless desire to win. Sentences like “I don't care how you get there” and “I don't care what you do to get there” reinforce the lack of importance of the means, only the end. The entire message is grounded in this way of thinking.

b. Logical sequence

The advertisement begins by rejecting the means or process, then followed by the conclusion or one goal. The sequence is a reasonable flow of

ideas and takes the audience from eliminating the unimportant to finding what is most important.

c. Contextual relevance

This message is highly relevant in the context of sports, particularly competitive sports like basketball where the goal is to win. In the context of the Nike brand, which typically has themes of performance and winning, coupled with the brand visuals is highly relevant, while upholding the association with winning. The relevance of this message is further reinforced by the visual of Kobe Bryant who is an iconic representation of someone who embodies winning.

3.4 Research Findings

Based on qualitative research that has been done, researcher found that Nike advertisement is not just about selling a product; it is more about selling a philosophy or story of athletes about empowerment, self-affirmation, and resistance to doubt. These findings are explained through the following combinations:

1. Viewed from the side of Narrative Transportation

From the point of view of narrative transportation, Nike advertisement use more narratives that tell the character stories of iconic athletes. The storyline consistently features narratives of struggle, self-doubt, and difficult situations faced by real athletes. The narrative, which is often in the form of an internal monologue, provides a transportation effect for the audience to process and feel the narrative being told, as if the audience were the athlete himself. For the most part, Nike still predominantly relies on real footage of highlights from the Olympics or great moments in sports history. The goal is to show the greatness of athletes in real life, instill credibility or inspiration from the real world, and strengthen Nike's image through concrete evidence of success.

2. From the point of view of Propaganda Language

Nike's advertisement is genius from a researcher's perspective. Researcher found that Nike employed propaganda by using a short theme or tagline that consistently appeared at the end of the advertisement, followed by Nike's

swoosh logo. Propaganda based on the theme or tagline, using the narrative of the story of athletes who face great challenges, discrimination, or limitations, then rise and achieve victory. The goal is to ideologically build Nike's image and arouse the emotional feelings of the audience. The themes or short taglines used by Nike are "Winning isn't for everyone," "I get up," "I am the pressure," "Filosofi killer bees," "Greatness, it only takes everything," "Only the nastiest get the nicest," "I told you so," and "So win."

Audiences who are already propagandized by this advertisement will tend to accept Nike as a means of representation of identity and as a symbol of values such as courage, empowerment, and resistance to social boundaries. Without realizing it, Nike has played an ideological role by changing public perception so that when the audience buys Nike products, the audience will have the values offered through the stories of athletes. The fact is, the audience will not necessarily have an advantage like the athletes if they have purchased the product. This strategy creates the illusion that ownership of the product is equivalent to participation in achieving the struggle, passion, and success achieved by athletes.

3. Use of Propaganda Language that is Provocative and has a Negative Connotation

Based on research that has been done, among all 17 advertisements that use propaganda language, the researcher found that there were several advertisements identified as propaganda that were provocative and had negative connotations. These advertisements are: Winning isn't for everyone | Kobe Bryant | Nike, Winning isn't for everyone | Am I a Bad Person | Nike, and Only the Nastiest Get the Nicest | Nike Vapor Edge 6 | Nike.

These three advertisement use narratives that challenge social norms and ethics in competition and contain narrative messages that trigger controversy by highlighting elements of arrogance and aggressive nature. The narrative is built through the stories of athletes who justify any means to achieve victory.

IV CONCLUSION

The section consists of conclusions and suggestions for research findings.

4.1 Conclusions

Based on the findings and analysis of Nike advertisement on the YouTube platform, it can be concluded that Nike advertisement effectively build emotional engagement with the audience. The performances of world-class athletes, realistic stories, and strong visuals are very influential in shaping immersive narratives and touching emotions. Propaganda language is used strategically in influencing public perception and reinforcing brand ideology. Nike uses evaluative expressions implicitly or explicitly, such as repetition of words, slogans, and the dramatic narrator's voice. The level of cohesion and coherence is also maintained in the structure of the narrative. The elements of reference, conjunction, lexical cohesion, collocation, and ellipsis, as well as the continuity of the theme Create a logical and relevant storyline. This not only strengthens the integration of discourse but also helps the audience in understanding and remembering the message conveyed so that the narrative becomes more impactful.

4.2 Suggestions

1. For the next researcher

It is suggested that it can expand the scope of research that compares the narrative strategies of various other well-known brands in identifying differences in the use of propaganda and narrative language. Then, it can include transportation analysis directly through interviews with the public to dig deeper into how transportation affects consumer behavior.

2. For practitioners and marketers

Marketing communication practitioners can utilize narrative transportation as an evaluation that can build emotional connections to the target market, the use of positive and ethical propaganda language can form a strong brand perception.

3. For academia

This research can be used as reference material in linguistic studies that include discourse analysis, digital communication, and branding strategies.

4. For creator content on social media

Content creators are advised to use narrative transportation and propaganda techniques that are conveyed subtly in order to build emotional connections by paying attention to realistic aspects, clear lines, and strong message values.

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