

ABSTRACT

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Sensory representation system is how people perceive what comes in through the three senses, visual, auditory, and kinaesthetic (Vaknin, 2008). This study aims to analyze the sensory representation systems in neuro-linguistic programming (NLP) found in consumers' responses to celebrity endorsement Nagita Slavina in a post on Instagram account @buttonscarvesbeauty. This study used qualitative textual analysis using the theory of sensory representation systems by Vaknin (2008), including visual, auditory, and kinaesthetic. This study showed that there were 300 data found. 70 (23.3%) data as visual, 16 (5.3%) data as auditory, and 214 (71.4%) data as kinaesthetic. NLP sensory representation system has benefits in making marketing communications more effective and also helps simplify communication messages so that the messages can be conveyed well to the consumers. From the analysis of 70 visual data points, there were 27 distinct visual words, with 'beautiful' being the most frequently used. In the 16 auditory data points, there were 16 unique auditory words, with 'voice' being the most common. The last, from the 214 kinaesthetic data points, 58 different words were identified, with 'curious' being the most frequently used. It hoped that the result of this research is useful for everyone who wants to study sensory representation systems.

Keywords: Celebrity endorsement, NLP, sensory representation systems

