A MULTIMODAL DISCOURSE ANALYSIS OF PROPERTY ADVERTISEMENT IN LAMPUNG

A Thesis

FITRIA AYU RAMADOLAH
NPM :1711040063

TARBIYAH AND TEACHER TRAINING FACULTY
STATE ISLAMIC UNIVERSITY RADEN INTAN
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A Thesis
Submitted as Partial Fulfillment of the Requirements for S1-Degree

By:
FITRIA AYU RAMADOLAH
NPM: 1711040063

Study Program   : English Language Education

Advisor   : M. Ridho Kholid, S.S., M. Pd.

Co-Advisor   : Sri Suci Suryawati, M. Pd.

TARBIYAH AND TEACHER TRAINING FACULTY
STATE ISLAMIC UNIVERSITY OF RADEN INTAN LAMPUNG
2023

ABSTRACT

The research was about A Multimodal Discourse Analysis Of Property Advertisment In Lampung. Advertising is ultilized to promote certain product and attract the attention of potential costumer to purchase the product. In the study, the researcher use advertisement broadcasted though an electronic form namely property house. The advertisement is audiovisual, and form of the massage include sound and moving images. The analys is in study used a multimodal analysis focus on multimodal sistem.

Qualitative research was used as the methodology. The study found that this advertisement covers the five aspect of the multimodal semiotic system : linguistic, visual, audio, gestural and location. These five aspect are intograted to convey the core massage in property advertisement.

After analyzeing the data, there were some points of the result. The first, advertisement structure consists of verbal and visual text to persuade and influence buyers decision. Seconds, the text is completed in speech alone, picture, motion, graphic and influencing act of comunication.

Keywords: Advertisement Property, Multimodal, Qualitative Research.

DECLARATION

Hereby, I state this thesis entitled " A Multimodal Discourse Analysis Of Property Advertisement In Lampung". Certify that this thesis definitely my own work. I am fully responsible for the contents of this thesis, and other researcher opinion or findings included in the thesis are quoted or citid in accordance with ethical standars.

Bandar Lampung, 2023 Declared

Fitria Ayu Ramadolah
NPM: 1711040063

KEMENTERIAN AGAMA
UIN RADEN INTAN LAMPNG
FAKULTAS TARBIYAH DAN KEGURUAN

Alamat : Jl. H.Endro Suratmin Sukarame Bandar Lampung Tlp.0721703260

APPROVAL

Title	: A MULTIMODAL DISCOURSE ANALYSIS OF PROPERTY ADVERTISEMENT IN LAMPUNG
Student's Name	: FITRIA AYU RAMADOLAH
Student's Number	: 1711040063
Study Program	: English Education
Faculty	: Tarbiyah and Teacher Training Faculty

APPROVED

Was tested and defended in the examination session
at Tarbiyah and Teacher Training Faculty
Stated Islamic University of Raden Intan Lampung

Advisor,   Co-Advisor,

M. Ridho Kholid, S.S., M. Pd   **Sri Suci Suryawati, M. Pd**
NIP :198505122015031004   NIP: -

The Chairperson
Of English Education Study Program

Dr. Mohammad Muhassin, M.Hum
NIP: 197708182008011012

KEMENTERIAN AGAMA
UIN RADEN INTAN LAMPNG
FAKULTAS TARBIYAH DAN KEGURUAN
Alamat : Jl. H.Endro Suratmin Sukarame Bandar Lampung Tlp.0721703260

ADDMISION

A thesis entitled " **A MULTIMODAL DISCOURSE ANALYSIS OF PROPERTY ADVERTISEMENT IN LAMPUNG** ", by: **FITRIA AYU RAMADOLAH**, NPM: **1711040063**, Study program : **English Education,** was tested and Defended in the examination on: **Monday, April 17 2023**.

Board of Examiner:

Chairperson   : Prof. Dr. Idham Kholid, M. Ag (.................)
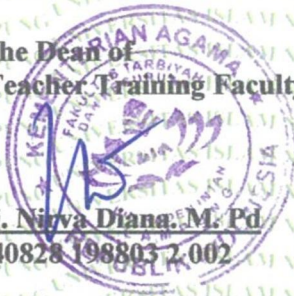
Secretry   : Septa Aryanika, M.Pd (.................)

Primary Examiner : Zakiyah, M.Pd (.................)

Secondary Examiner: M. Ridho Kholid, M.Pd (.................)

Tertiary Examiner : Sri Suci Suryawati, M.Pd (.................)

The Dean of
Tarbiyah and Teacher Training Faculty

Prof. Dr. Hj. Nirva Diana, M. Pd
NIP: 19640828 198803 2 002

MOTTO

إِنَّ ٱلَّذِينَ ءَامَنُوا۟ وَعَمِلُوا۟ ٱلصَّٰلِحَٰتِ وَأَقَامُوا۟ ٱلصَّلَوٰةَ وَءَاتَوُا۟ ٱلزَّكَوٰةَ

لَهُمْ أَجْرُهُمْ عِندَ رَبِّهِمْ وَلَا خَوْفٌ عَلَيْهِمْ وَلَا هُمْ يَحْزَنُونَ ﴿٢٧٧﴾

"Indeed, those who believe, do righteous deeds, establish prayer and
pay zakat, they get a reward from their god, nothing concern
for them and not they grieve,"
(Q.S. Al-Baqarah : 277)[1]

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[1] Departemen Agama RI, Al-Qur'an dan Terjemah, (bandung:syamil Quran,2009), p.47

DEDICATION

This thesis is dedicated to:

1. Allah SWT who always blessing and giving me for guidance and fluency in finishing this thesis.
2. The greatest inspiration in my life, my beloved parents, Mr. Radensyah SE.MM and Mrs. Nasmaida S.Pd who never stop praying and supporting me time to time.
3. My beloved brothers, M. Azis Ramadola and A. Saputra Ramadola who have already prayed, supported for my success and cheered me up until the completion of this thesis.
4. My beloved lecturers and Almamater UIN Raden Intan Lampung.

CURRICULUM VITAE

Fitria Ayu Ramadolah was born on January, 26th 1999 in Kotabumi, North Lampung. She is the middle girl of Mr. Radensyah and Mrs. Nasmaida. She has two brothers, their name are M. Aziz Ramadolah and A. Saputra Ramadola.

She accomplished her formal education at Elementary school of SDN 2 Kotabumi and finished in 2011. She continued at Junior High School Of SMPN 3 Kotabumi, and finished in 2014. After that she continued her school at Senior High School of SMAN 3 Kotabumi adn graduated in 2017. After finishing her study in Senior High School, She decided to study in English Education Program of Tarbiyah and Teacher Training Faculty Raden Intan State Islamic University Lampung.

ACTNOWLEDGEMENT

In the name of Allah, the most gracious, the most beneficent. Praise be to Allah, the almighty God. For blessing me with his mercy and guidance to finish this thesis. The peace is upon prophet Muhammad SAW, with his familly and his followers.

This thesis is submitted as a compulsory fulfillment of the requirements for S1 degree of English Education study program at Tarbiyah and Teacher Training Faculty Raden Intan State Islamic University Lampung (UIN Raden Intan Lampung).

The thesis would never come into completion without help from others. It has obtained a lot of help from many people during writing this thesis and it would be impossible to mention all of them. She wishes, however, to give his sincerest gratitude and appreciation to:

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9. Thank you for myself for trying and struggling in compliting this thesis.

Finally with fully aware, that there is still weaknesses in this thesis. Therefore, the readers are expected to make better quality of this thesis.

Bandar Lampung.   2023
The Researcher

Fitria Ayu Ramadolah
NPM: 1711040063

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CHAPTER I
INTRODUCTION

This chapter presents title confirmation, background of the problem, focus and sub-focus of the problem, problem formulation, objective of the research, significance of the research, research method and systematic of the discussion.

A. Title Confirmation

The purpose of this proposal will be explained to make the readers understanding what will the writers do. The thesis proposal title is "A Multimodal Discourse Analysis of Proverty Advertisment in Lampung". The explanation below is for understanding some of terms contained in this thesis proposal. Here as follows :

Multimodal discourse analysis is an activity in using multisemiotics resources to enrich the quality of communication especially for making meanings that are distributed using various modes and mediums. The importance of multimodal analysis is as a result of the rise of modern texts that not only contain verbal texts but also visual texts that are caused by technological advances in the printing industry.

Advertisement is one of the communication tools used by advertisers to promote or inform a product or a service. It is also a type of marketing communication.[1] It is a general term that refers to all forms of communication, used by marketers to reach their customers and convey the message. It means the purpose of making an advertisement is to persuade the customers to buy theadvertised products.

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[1]Moriarty, S. *Advertising (*Jakarta: Kencana, 2011), 6.

One of the advertisements nowadays is proverty advertisement. In fact, proverty advertisement is one thing that so important for the person who have just married or even to build their dreams in the future. So, the proverty advertisement must be cleared to be read whether as a visual or also as a contain.

Therefore, the writer will be conducted the thesis proposal entitled " A Multimodal Discourse Analysis of Proverty Advertisement in Lampung".

B. Background of the Research

Language is a fundamental human ability for creative exrpression, face-to-face communication purpose, scientific purpose, and many other purpose. Language is a tool that use to communicate with other people in the world, as the activity in daily life. Language is as the simbols of vocal and visual to give expression that happens in a situation. Language is qualitatively the same in every individual and district form more general abilities to process information or be have intelligent[2]. It means that language is a human ability to communicate and interac with others in all aspects of life.

Pursuant to Moriarty, advertisement is one of the communication tools used by advertisers to promote or inform a product or a service. It is also a type of marketing communications. It is a general term that refers to all forms of communication, used by the marketers to reach their customers and convey the message. It means that the purpose of making an advertisement is to persuade the costumers to buy the advertised products.

[2] H Douglas Brown, Principles of Language and Teaching, (5th Ed), (San Francisco: Pearson Education, 2016), p. 16

Moreover, the advertisers have many media to promote their products or services. The media are internet, billboard, television, banner, poster, magazine, newspaper, and many others. Internet is one of the popular media used to publish and promote the products or services. As the growth of increasingly advanced technology, the internet seems to have become a daily consumption of human life and the business world. In this era, people often use or waste the time for accesing the internet. Therefore, the advertisement on the internet becomes an effective way for the company to persuade the consumers to buy the products.

Advertising products in the internet is also beneficial. The benefit is not only for the advertiser, but also for the consumers. For the advertiser, firstly, they can promote their product widely without limitation of place and time. Secondly, the design of the advertisement can be fixed with various type of internet application. The last, internet is an effective tool to increase advertiser's income with a cheap budget. For the consumers, internet makes them easy to shop the products without visiting the outlet directly. It means, that the consumers can save their time. Moreover, the consumers can shop anytime and anywhere they want. The consumers only need to visit the site of the certain product then they can search and buy the products.

In lampung, there are so many advertisement that we can see on electronic media. Such as instagram, one of the interesting advertisement to be identified is property advertisement. There are many reasons which persuade the consumers to choose certain products. It may becaused by packaged, covered, and appearanced of those advertisement. By looking at the last possible reason, the advertiser should make the interesting and suitable advertisement. It is proposed to make the message of the advertisement can be

well-accepted by the consumers and get the positive response from them.

One of the example is tagline of proverty advertisement "Cluster Palapa Mewah Elegant". If we look from the sentences alone has invited the public to buy the product because the appearance of elegant. Most of the proverty advertisement have a same slogan and tagline to provide people to buy their product. Futhermore, the level of understanding about multimodal the majority of people is still low so that they just understand by looking the image which shown an advertisement without identifying the implicit meaning, in other word they are able to understand texts in writing rather than text visually. The low of ability the people to understand the information which be delivered through a text because they do not know multimodal analysis yet.

Multimodal is a study of semiotic aspects as a signs in the society. Semiotics involves a study not only about signs in daily conversation, but also about everything referring to theothers.[3]Moreover, the signs are figure, sound, gesture, and object. Multimodal is an inter-disciplinary that understands communication and representation to be more than about language. In understanding the advertisement, we can use multimodal analysis where multimodal analysis is a way to analysis is not only the visual image but also the linguistic elements. Multimodal is choosen in this research because it is the new way to do the communication with the other people.

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[3]Chandler, Daniel. *Semiotics: The Basic*. 2nd Ed (London: Routledge, 2007), 7.

O‟Halloran also studies the modes in a multimodaldiscourse, and interprets how these modes act together to reflect its significance according to systemic functional grammar. Multimodality is a terminology used to refer to the way people communicate using different modes at the same time. According to Kress & van Leeuwen, a multimodal text is concerned with texts that contain the interaction with both verbal and visual semiotic modes in order to achieve the communicative functions of the text.[4] According to Halliday Systemic Functional Linguistics theory is the basis of multimodal research, mainly focusing on conceptual meaning.[5]Halliday uses the term, each social semiotic justifies both a conceptual function, a function of demonstrating the world around and within us, and an interpersonal function, a function of social communication as social relatives.

In place of communication purposes, multimodality refers to a combination of writing, speaking, visualization, sound, music and etc. Based on Halliday‟s systemic functional grammar, Kress and van Leeuwen in Guo and Feng propose the theory of Visual Grammar believing that every semiotic system has the ability to project the social relations between the receivers and the speakers.[6]Those studies above have made a great contribution to the knowledge of the multimodal discourse analysis and have a further enrichment to multimodal discourse analysis theory.

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[4]Kress, G. & Leeuwen, T. *Reading Images: The Grammar of Visual Design.* (London: Routledge, 1996), 16.

[5]Halliday, M. A. K. *An Introduction to Functional Grammar.* (London and New York: Arnold, 2004), 11.

[6]Guo, Feng. A Multimodal Discourse Analysis of Advertisements-Based on Visual Grammar. JAH (*Journal of Arts & Humanities*). *6*(3). 59

6

Thus, the research is interesting conduct a research entitled"
A Multimodal Discourse Analysis of
PropertyAdvertisement".This research will takes four
advertisements of Instagram official account
@sigerproperty. The data are taken from instagram account
of it. Furthermore, in this research the researcher will be
analyzed therealization of the visual elements and
experiential function of property advertisement which is
expected to help the people particularly the students in
understanding both of them.

C. Focus and Sub-focus of the Problem

In this research, it focuses to identifying about a
multimodal analysis discourse of property advertisement in
Lampung. Meanwhile,the sub focus of this research is
conducted to know about the visual elements and
experiential functions of property advertisment in Lampung
based on Kress and van Leeuwen theory.

D. Problem Formulation

Consistent of the background of the problem above,
the problem formulation that is revealed in this research, as
follows:

1. What are the visual elements that find in the proverty
   advertisment in Lampungbased on Kress and van
   Leeuwen theory?

2. What is the experiential function realized in the proverty
   advertisement in ampung based on Kress and van
   Leeuwen theory?

E. **Objective of the Research**

The objective of this research, as follows:

1. To find outthe visual elements that find in the proverty advertisment in Lampungbased on Kress and van Leeuwen theory.

2. To describetheexperiential function realized in the proverty advertisement in Lampung based on Kress and van Leeuwen theory

F. **Significance of the Research**

This study found in the research used as follows:

Theoritically, the result of this research was expected to give contribution as a source the study of multimodal on advertisement especially how analysis the visual elements and linguistic in metafunction especially experiential function of advertisement.

Practically, this research gave the contribution to the following parties such as for the students this research was very useful to give the information about multimodal on the advertisement, especially how expressed the meanings of visual and analyzed linguistic in metafunction especially experiential function on the advertisements, while for the lecturers this research helped them to teach multimodal in the advertisements as the additional material especially how expressed the meanings the meanings of visual and analyzed linguistic in metafunction especially the experiential function on the advertisements, and the last one was for the other researchers this research stimulated them to create further research concerning about multimodal in the advertisement, particularly how expressed the meanings the meanings of visual and analyzed linguistic in

metafunction especially the experiential function on the advertisements.

G. Relevant Research

In this research, the researcher is interested to conduct the research to look for the use ofmultimodal discourse analysis. There are several researchers who have conducted theresearchabout multimodal discourse analysis. Dealing with this research, the researcher takes some relevant researches which have been investigated. The first researcher is Mohammad Muhassin in 2022 with the title "A Multimodal Analysis of Umrah Pilgrimage Advertisement". This research aims to explore visual and verbal modes employed in Umrah pilgrimage advertisement, the meanings conveyed by the modes, and the meaning relations built by the modes to strengthen the advertisement message. Utilizing the generic structure framework of advertising, visual data were analyzed by Visual Grammar Kress & van Leeuwen and verbal data were scrutinized by Systemic Functional Grammar Halliday&Matthiessen. Meanwhile, the intermodal meaning relations were viewed from Intersemiotic Complementarity by Royce. The research found that the advertisement had all the generic structures, namely lead, display, visual emblem, announcements, enhancer, verbal emblem, tag, and call-and-visit information. In verbal modes, the nominal groups represent the ideational meaning, whereas the imperative clause serves as ideational, interpersonal, dan textual meanings. In addition, visual modes include representational, interactive, and compositional meanings. Verbal and visual modes support each other to form cohesion through the relations of repetition, synonymy,

homonymy, meronymy, and collocation. With the cohesion, the message of the advertisement conveyed to the readers becomes more communicative and persuasive so that it can arouse the readers interest in using the product services of the company.

The second research by Intan Azkiyah, Didin Nuruddin Hidayah et al., in 2021 with the title "A Multimodal Discourse Analysis of Disneyplus Hotstar Indonesia TV Advertisement". This research aims to explore the multimodal analysis of the DisneyPlus Hotstar Indonesia TV Advertisment. The results show that DisneyPlus Hotstar Indonesia TV advertisment has a multimodal semiotic system consisting of linguistic, visual, audio, gestures, and spatial elements. Each multimodal semiotic system is closely related to constructing advertising menaing. The message is understandable for the audience. Moreover, this research is expected to contribute to developing the discourse analysis discipline, especially multimodal analysis.

The last research by Maulydia Tamara Savitri and Rusdi Noor Rosa in 2019 with the title "A Study of Multimodal Analysis in Smartphone Advertisement". This research aims to analyze multimodal in Samsung Galaxy S9 audiovisual advertisement using the systemic functional linguistics theory by Halliday, multimodal theory by Kress and van Leeuwen and generic structure analysis theory by Cheong. The finding of this research obtained that all semiotic systems in Samsung Galaxy S9 are in harmony and complete each other. The analysis also shows that there are five generic structures found in this advertisement video; lead, display, announcement, emblem, call and visit. Meanwhile, the other structures (tag and enhancer) are not found in this advertisement.

Beside that, this research have the differencies and similarities. The similarities can be found on the focus of the research that to know the multimodal analysis discourse of proverty advertisment in Lampung based on Kress and van Heeuwen theory While if we see on the previous research itself the main focus to identified advertisement is not about proverty. Although this research will be identified the visual elements and experiential functions of multimodal analysis dscourse based on Krees and van Leewuen theory especially in Lampung.

H.   Research Method

1. Research Design

This research will be used qualitative research design for analysis of the subject, because this research found the visual elements and experiental functions of multimodal analysis discourse. Qualitative research is an interpretative approach that purpose to get specific meaning and behavior experienced in social phenomena.[7] Qualitative research is a social inquiry that focuses on how to interpret people and understand about their experience and the words that they use in life. As said by Creswell qualitative research matches research problems that we do not know about the variables and need to explore of the research.[8] Qualitative research is a research which produces descriptive data in oral or written form subjects that have the goal of an individual understanding and complete about the background. The

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[7]Palmer Cathryne and Bolderston Amanda, *A Brief Introduce to Qualitative Research. (*The Canadian Journal of Medical Radiation Technology, 2006), 16.

[8]Jhon Creswell. *Educational Research.*(University of Nebraska: Pearson. 2002), 16.

research will use descriptive methods to visual elements and experiental functions of multimodal analysis discourses because this research will describe a phenomenon and the types of visual elements and experiental functions of multimodal analysis discourses based on Kress and van Leeuwen theory. As explained by Gay, the descriptive method is one of the methods that collecting data in order test to test the hypothesis or to answer the research questions. [9] Descriptive method will match that using in this research because it will help this research to describe the explanation of the result visual elements and experiental elements of proverty advertisement.

2. **Research Subject**

Research subject is the mainly things that should be have by the researchers in this research. Because it explained about something which will be identified or even analyzed by the researchers itself. It is as the modals for the research in completing this thesis. In this research, the research subject is the proverty advertisement found in official account Instagram and TikTok of @sigerproperty.

3. **Research Instrument**

In every qualitative research, the researcher will spend every research stage helping the writer comprehend all the collected data in research. Therefore, qualitative research has a lot of time in research. It means in this research will spend a lot of time and focus on research to get a lot of information about that analysis. The key instrument from this research is the researcher

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[9]Gay.*Educational Research: Competencies for Analysis and Application* (3rdEd). (Columbus, OH: Merrill, 1987), 26.

herself.[10] The author will spend a great deal of her time reading, watching and understanding relate to the theory and concept before the writer collects and analyzes the data. The writer will be an instrument and collector of data at the same time.

There are two kinds of research instrument that are used in this research. There are a human instruments and non-human instruments. The writer is a man instrument as human writer, therefore it is impossible to investigate directly without any interpretation from the researcher self. For non-human instruments, this research needs a laptop or computer in visualize the advertisment as media to analyzing the visual element and experiential functions multimodal discourse analysis based on Kress and van Leewuen theory.

Besides that, in this research used table of instrument are mentioned to collect the data. It made easy to identifying types of language style in the movie of Legally Blonde.

3. Data and Data Source

The data are fact or information that used to decide the answer of research question.[11] Data is an important thing in research because it is the form of a phenomenon in the number and field. From the data, research will find the result of research. The data of this research is multimodal discourse analysis theory by Kress and van Leeuwen that find in proverty advertisement.

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[10] J.W Creswell, Op.cit. 175.

[11]AfifAnnikmatulKhoiriyah. "An Analysis of Figurative Language UsedInmoviescript"Frozen" (State Islamic Institute of Tulungagung. 2016), 35.

Based on Ary et.al there are two data source to get the data, those are:

1. Primary source

   Primary source is a source that can get information directly. It means primary a source give prominent data relates to the problem of the research. Actually, for primary source people can use the result of questioner and interview.

2. Secondary source

   Secondary source is an additional source to get the data. Given said secondary a source is pre-existing a source that has been gathered to different purpose or by someone other than researcher.[12] In the other word, the function of the secondary source is collecting data in different purpose when conducting the research.

   After read explanation above, the data source in this research used the secondary source that having on an advertisment, it is the proverty advertisment of officialaccount Instagram and TikTok of @sigerproperty.

4. Data Collecting Technique

Ary said there are three manners that are used in qualitative research to collect data. They are an interview, observation, and document or artifact analysis.[13] In this research will collect in the form of written documents to understand the phenomenon in

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[12] Lisa. M. Given. *"The SAGE Encyclopedia of Qualilative Research Methods"*(A SAGE reference Publication. United Kingdom. 2008), 13.

[13] Donald Ary, *Introduction to Research in Education Eight Edition* (Belmont:Wadsworth, 2010), 431.

research. Documentation used in scientific research to collect data of research. In this research used advertisement of proverty advertisement by official account instagram as written document that used.

In this research applied documentary technique for collecting the data.

There were several steps to collect the data:

1. Downloading the advertisement.
2. Watching the advertisement.
3. Take the screeshoot of the advertisement.
4. Reading and examining carefully the texts and the images contained onadvertisement.
5. Identifying and analyzing the data to find visual element and experimentalfunction.

5. Data Analysis

Data analysis is the important step of every research. As recorded by Lodico et al, in all qualitative research, data analysis and interpretation are continuous throughout the study, so that insights gained in initial data analysis can guide future data collection.[14] In addition as said by Ary, a qualitative researcher must organize and categorize or code the large mass of data so that they can be described and interpreted[15]. He also explain that the data analysis in qualitative research is a time-consuming and difficult process because typically the researcher faces massive amounts of field notes, interview transcripts, audio recordings, video

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[14]Lodico, Marguerite G. *Methods in Educational Research: From Theory to Practice. (*USA: A Wiley Imprint, 2006), 26.
[15]*Op.Cit*, 435.

data, reflections, or information from documents, all of which must be examined and interpreted.

As stated by Miles and Huberman, analysis can be define as consisting as three current flows of activity that is : data reduction, data display, and conclusion drawing/verification.[16] In this research, the researcher used Miles and Huberman's theory in analyzing the data, so there are three steps to do, they are:

a. Data Reduction

Data reduction become the first steps to do in analyzing the data in this research. As claimed by Miles, data reduction means to the way of choosing, cutting, pasting the data whose include to the focused of the research. In this research the data was in the form proverty advertisement. As said by Miles theory, in this step the researcher firstly analyzing the data by collecting the data, analyzed carefully and checking the data by rewrite the sentence produces by the identifying which the verbal and experiental functions analysis to be analyzed. After that, the researcher categorized the data based on the theory by Kress and van Leeuwen.

b. Data Display

The second steps data display. In line with Miles, generally a display is an organized, compressed assembly of information that permits conclusion drawing and action. In this step, the researcher showed or displayed the data which is contained

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[16] Miles, Mathew B., dan A. Michael Huberman. *An Expanded Sourcebook: Qualitative Data Analysis*. (London: Sage Publications, 1994), 134.

the verbal and experiental function. The researcher showed which part contains of it, what types of verbal in those advertisement.

c. Conclusion Drawing

After finished doing data reduction and data display, the last steps to analyze the data in this research was drawing conclusion. In accordance with Miles, final conclusion may not appear until data collection is over, depending on the size of the corpus of field notes; coding storage and retrieval methods of the funding agency, but they often have been prefigured from the beginning even when a researcher claims to have been proceeding inductively. In this step the researcher concluded the result of the research based on the research problems.

6. Trustworthiness of the Data

In a research, trustwothiness of the data is a proof that the data can be accounted for. In qualitative research, findings or data are valid if there is no difference between what is being reported by the researcher with what is going on the subject of the research which is being investigated. In conducting the truthworthiness test of the data, the researcher utilized triangulation. Triangulation is defined as checking the data from various things. Denzin on Hales explains that triangulation itself is divided into several kinds, namely :

a. Data Triangulation

This kind of triangulation is about using various data resources such as time, space, and people involved in a research. Data triangulation will reduce the risk of false interpretation and reinforce conclusions of the findings.

b. Method Triangulation

In this kinds of triangulation, the researcher use multiple methods while studying the same phenomenon under one research. The purpose is to lower the deficiencies and biases that come from any single method.

c. Investigator Triangulation

Investigator triangulation defines as the use of more than one investigator, interviewer, observer, researcher, or data analyst in a research. The ability to certify discoveries throughout investigators without earlier discussion between them can significantly enhance the credibility of the discoveries.

d. Theory Triangulation

In order to validate the data, the researcher utilized different theories or perspectives when inspecting a situation or phenomenon. The point of this kind of triangulation is to see at a situation from a different point of view.[17]

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[17]David Hales, *An Introduction to Triangulation,* (Geneva : UNAIDS Monitoring and Evaluating Fundamentals Series, 2010), 14-16.

However, from the five kinds of triangulation above, the researcher only used investigator triangulation. To check whether the data is valid or not, the validation would be checked by the expert to the study related to this research.

I. **Systematic of the Discussion**

The discussion of this research would be systematized into five chapters that are related to one another. The structure of the discussion is as below :

Chapter I   : This chapter is an introduction which consists of title affirmation, background and focus and sub-focus of the research, identification of the problem, formulation of the problem, objective of the research, significance of the research, relevant studies, research methodology, and systematic discussion.

Chapter II   : This chapter presents theories from experts to support this research study which consists of theories about Multimodal and Advertisment.

Chapter III   : This chapter consists of a general description of the object in this research which in this case is proverty advertisement in "Instagram" and there is data and fact presentation of the research to show how the result of data analysis will be presented.

Chapter IV   **:** This chapter is about the results of the research. There are research findings and discussion. The research findings discusses the data analysis results and a list of the findings of the types of visual elementsand experiantial functions that exist in property advertisement, while the discussions explain the answer of the research question and discuss the findings of the verbal elements and experiantial functions of property advertisement based on Kress and van Leewuen theory..

Chapter V   **:** This chapter consists of conclusion and recommendation. The conclusion contains a statement from the researcher about the result of the research according to the data analysis and the research findings whilst the recommendation states the researcher's suggestion of the upcoming research.
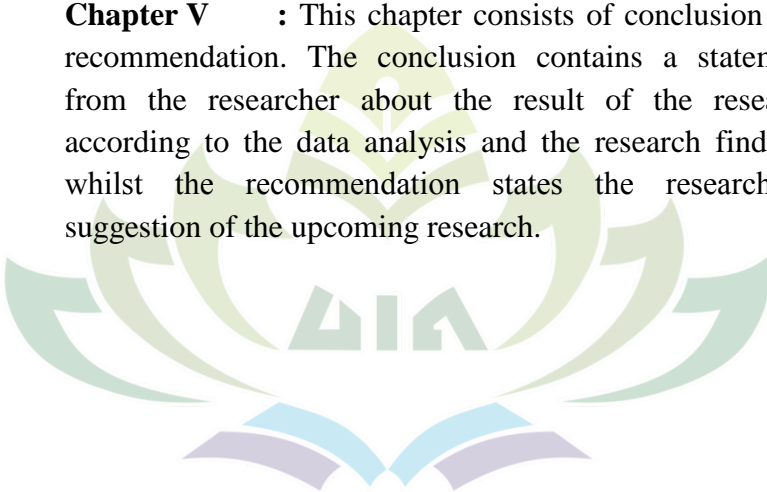
CHAPTER II
LITERATURE REVIEW

This chapter explains some theories related to the research. The discussion focuses on A Multimodal Discourse Analysis Of Property Advertisment In Lampung.

A. Theory

Discussing a study is essentially inseperable from reviewing a theory and approach that forms the basis for studying that field. In this development, the multimodal theory develoved by Kress and Van Leewen (2006) uses multimodal analysis to find out the meaning contained in advertising massages[18]. The structure of the text in print advertisement may be represented by text with verbal (linguistic) elements only and graphic channels with visual elements or only no verbal (non language) and graphic channels or a combination of both.

1. Systemic Functional Linguistics (LFS)

Systemic Functional Linguistic Theory (LFS) is a liguistic theory since the20th century at University of London which followed Halliday and Greogorywho call themselves Neo-Firthian by developing a framework of linguistictheories about systems, functions, meanings, social semiotics and languagecontexts. Sinar explained that Halliday's LSF theory is different from systemictheories of language that view language as part of social phenomena that arerelated to the social context in language use.[19]

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[18] Op.Cit, 15.
[19] Sinar, T.S.*Teori dan Analisis Wacana : Pendekatan LinguistikSistematik Fungsional*. (Medan: Mitra Press, 2012), 13.

LFS conveyed a broad meaning in developing theories, descriptions,practices and applications of studies of language, text, and context. Theapplication of LSF in solving the problems of language, to understand thenature and function of language functions, to understand the similarities ofaspects of the language of all languages, the differences in language differenceswith one another, understanding the quality of texts, understanding andproducing speech, moving written texts to oral texts and understanding therelationship between language and culture. LSF presented the framework "Linguistic Theory" by following thefunctional systematic linguistic principles. In investigating the phenomenon ofdiscourse analysis, this theory applied a language foundation approach that wasinterpretatively semiotic, thematic and interdisciplinar.

The term"systematic" (S) has implications for systemic relationships and choices ofspeaker systems / writers in a network system of relationships, and this choice starts from vertical or paradigmatic, systems of meaning systems involved and interrelations with phenomena that investigated, the underlying system of meaning systems behind it, below it, above it and around it or across the phenomena being investigated.The term "Functional" (F) implies that discourse analysis pays attention to the functional realization of the system in structures and patterns, which are structurally horizontal and syntagmatic, function or meaning meanings thatexist in language and the function of language is to make meaning which means expressed by the speaker / writer together according to the purpose of making meaning in

a text. The meaning and function are important components in creating text. The contextualization of learning to language learners is that language learning means learning to interpret language.[20]

2. Experiential Function

Experiential function relates to what has happened between oneself to the external world. The clause represents the actions relating to inside of oneself as experience and outside world of some one. According to Halliday and Matthiessen , we use language to make sense of our experience and carry out ourinteractions with other people.[21] In this function, they have some points to represent their experiences, they are participants, process and circumstance. Participants are the doer that do an action in clause. Participantsare close to the center; they are directly involved in the process, bringing about its occurrence. Participant is obligatory in the clause. Then, circumstance the background of process that done by the participants. Circumstance is specifying when, where, why and how of the process. Circumstance can be location, time, manner, extent, cause, contingency, accompaniment, role, matter and angle. Circumstance is the optional because not all clause have circumstance.

Next, process is the most central element in the configuration. Process also is the obligatory. The transivity construes the world of experience into a manageable set of process types, by transivity we can

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[20]Ibid, 27.

[21]Halliday, M. A. K and Matthiessen, C.N.M. *An Introduction toFunctional Grammar Fourth Edition*. (London: Edward Arnold, 2014), 23.

analyze the types of process, what types of processes are mostly used by the speaker or writer in the text. Halliday and Matthiessen said the clause construes relationship of signification between a word and its meaning. There are three principle types of process, they are material, experimental and relational and three subsidiary types of process such as behavioral, verbal, existensial.

a. Material process

Material process is process of doing and involve the physical action of human. It indicates events or activities. In material process, there is two participants where participant I does action called as actor and participant causes the change which is impacted by the action called goal.

Table 2.1

Example of Material Process

Benny	Bought	A new book
Actor	Process : Material	Goal

b. Mental process

Mental process refers to verbs indicating perception, cognition and affection. It is known as a type of process that relates the sense, feelings, thought and perception. In this case, the first participant related to the sense must be a conscious or human being is called by senser, and the second participant or the purpose will be named by the phenomenon. There are verbs which refer to this process suh as know, see, like, want, think, imagine and so on.

Table 2.2

Example of Mental Process

Jim	Likes	Ice cream
Senser	Process : Mental	Phenomenon

c. Relational process

Relational process involves states of being, including having. It is typically realized by the verb be (is, ame, are, was, were, been), become, seem and appear or some verbs of the same class (known as copular verb). There are two classifications in relational process, they are relational attributive process and relational identifying process. In the relational attributive, the first participant will be named by Carrier while the sencond participan is called by Attributive.

Then relational identifyin, the first participant will be named by Token and the other participant will be named by Value. According to Eggins said that typically the nominal groups in identifying intensive are definite, whereas in attributives the attribute is an indefinite nominal groups. It means that there is no passive form in relational attributive otherwise it can be passive form is relational identifying, It is happened because most of the first participant and the other participant are nominal groups.

Table 2.3

Example of Relational Process

Raisa	Is	A singer
Carrier	Process : Relational	Attribute

d. Behavioural process

Behavioural process is the process of physiological or psychological behavior. Here, behavioral process related with something o physic or mental, which is the first participant role is called as behaver but There is no name in the second participant. The examples of of this process are smile, laugh, bow, sleep and so on.

Table 2.4

Example of Behavioural Process

I	Slept	In the bedroom
Behaver	Process : Behavioural	Circumstance

e. Verbal process

Verbal process of saying, as in what did you say? This process is tended to verbal communication. The potential participant roles, they are :

1) A sayer as the participant responsible for the verbal process.

2) A receiver as the one to whom the saying is directed, it may be the subjectin a passive clause.

3) A verbiage as the function that corresponds to what is said.

4) A target as the entity taht is targeted by the process of saying.

The examples of this process are say, tell, ask, order, continue, observe, reply, cry, shout, protest, and so on.

Table 2.5

Example of Verbal Process

Smith	Told	A story
Sayer	Process : Verbal	Verbiage

f. Existential process

Existential process represent exercise by positing that " there was/ is something" that something exist or happens. Existential process is describing about "exist" or existenc. There is no name in the first participant , while the second participant is called existent. The examples of this process are be, come, go and so on.

Table 2.6

Example of Existence Process

There	Is	A car
Carrier	Process : Existence	Existent

3. Multimodal

Multimodal is all interactions, meaning multimodal stresses that all meansof communication playan important role both verbally and visually becauselanguage contains meaning, content or informative content. According toO'Halloran states multimodal analysis includes all types ofcommunication that have text interactions and interactions of two or moresemiotic sources or means of communication to achieve the communicativefunction of the text.[22]Multimodality is defined as "the use of several semioticmodes in thedesign of semiotic product or event, together with a particular way in whichthese modes are combined".Modality" in multimodal discourse refers to howpeople use semiotic resources to create truth. It's a very complicated conceptand has different modality markers in different semiotic resources. It does notsimply equal to modal verbs or auxiliary verbs, for example can, may, andmust.

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[22]Halliday, M. A. K and Matthiessen, C.N.M. *An Introduction toFunctional Grammar Fourth Edition*. (London: Edward Arnold, 2014), 19.

3.1 Theories of Multimodal

a. Kress and Leewen

Kress and Leewen's opinion, the three metafunctions of linguistics can beextended to visual communication. In Reading image, they see image as aresource for representation and thus will display culturally producedregularities. The meanings expressed by people are the first and foremost socialmeanings, so Halliday's three metafunctions for language can also be used astarting point for their account of images because they assume the threemetafunctions model works well as a source for thinking about all modes ofrepresentation. Kress and Van Leeuwen assume that images, color, music,typography and other visual modes are similar to language and they cansimultaneously fulfill and realize the three broad communicative metafunctionsas language does. In their view, image and other visual modes can representobjects and their relations in a world outside the representational system, sothere are many ideational choices available for visual sign-making in visualcommunication. They also think that image and other visual modes have thecapacity to form texts, complexes of signs which internally cohere with eachother and extremely with the context in and for which they were produced.

Besides, image and other visual modes are able to represent a particular social relation between the produce, the viewer and the object

represented. And all semiotic systems are social semiotic system which allow us to negotiate social and power relationships. They see images of whatever kinds as means for the articulation of ideological position. That's why in their Reading Images, they draw examples from many domains, such as textbooks, websites, advertisements, magazines articles and so on to express their meaning makingin their social practices. The key notion in any semiotics is the sign or signmaking, so Kress and Van Leeuwen discuss forms (signifier) such as vector,modality, gaze, composition, perspective, line and color, as well as the way inwhich these forms are used to realize meanigs in the making of signs.

Based on Halliday's theory, Kress and Van Leeuwen use a slightlydifferent terminology in discussing the meaning of image in visualcommunication: representational instead of ideational; interactive instead ofinterpersonal; and compositional instead of textual. As for the representationalmeaning, they have distinguished two kinds of image in the light of thedifferent characteristics of image: one is narrative images which involve fourprocesses, those are action process, reactional process, speech and mentalprocess, and conversation process, another is conceptual images which includethree kinds, namely classificational process, anlytical process and symbolicprocess. Kress and Van Leeuwen have suggested three ways to examine theinteractive meaning of images from three aspects: contact, social distance andattitude. The

compositional meaning of images is realized through : threeinterrelated systems: information value, salience and framing. From Kress andVan Leeuwen's visual grammar, we can see that images are made up ofelements that can be decomposed when we analyzed the meaning of them. Justas language, images have meanings only when they are integrated together.That is, the meaning of visualimages comes from the arrangement of differentvisual elements. The three metafunctions put forth by Kress and Van Leeuwenare not direct relationships between semiotic resources and meaning. Theconcept such as power, interaction, detachment and involvement and so on arenot meanings hidden in the images, rather, they are meaning potentials, that isthey are the possible meanings which will be activated by the producers andviewers of images.

b. Bull and Anstey

In multimodal analysis, according to Geoff Bull and Michelle Anstey stated that a text is called multimodal if the text is realized from a combination of two or more semiotic systems. [23]There are five semiotic (sign, symbol and or code) systems that the multiliterate needs to have knowledge of when exploring and examining multimodal texts.

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[23]Anstey, Michele and Geoff Bull. 2010. *Helping teachers to explore multimodality texts*.http://www.curiculum.edu.au/leader/helping_teachers_to_explore_multi modal_texts,31522.html?issueID=12141, accessed on August 17, 2019 at 21.00.

1) Linguistic analysis

    Comprising aspects such as vocabulary, alphabets, generic structure and the grammar of oral and written language.

2) Visual analysis : Comparising aspects such as colour, layout, page or screen and still and moving images. Here visual images may involved body laguage, motion, dance, two and three dimensional works of art, photographs and clipart, films and video, museum exhibits and dioramas, advertisements, illustrated written or verbal discourse, architecture, hypermedia and visual relity experiences, and so on.

3) Audio analysis

    Comparising aspects such as volume, pitch and rhythm of music, sound effects and silence.

4) Gestural analysis

    Comparising aspects such as movements, speed and stillness in facial expression and body language and posture.

5) Spatial analysis

    Comparising aspects such as proximity, direction, position of layout and praganisation of object in space.

3.2. Multimodal in Advertisement

Multimodal consists of verbal texts and visual texts have logicalrelationships in conveying a meaning. These relationships can be knownthrough the linkages between the components of metaphor in verbal texts andvisual texts, accoding O'Halloran (2004). Conveying of information andmeaning which contains elements of verbal text and also visual text is called asadvertising. Advertising is any activity to announce something to the public ininforming or offering products in the form of goods or services so that peopleinterest in buying or using it. To find out the meaning contained in the and thepurpose of analyzing the advertsementfor communicating the verbal and visuallanguage presented in the image, layout, color and combined with words,phrases, clauses and sentences also.

The relationship between multimodal and advertising is closely related because it is in accordance with its understanding that multimodal consists of visual image and visual text, as well as advertisements that contain the same elements in conveying messages and informations. It is impossible for an advertisement without an image or text.

4. Visual

4.1. Visual Element

According to Kress and Van Leeuwen (2006) say that various visual elements in the text are moralized

toindicate attitude and evaluate stances, visual elements can be moralized just as much as linguistics element.[24]

According to Halliday, visual image is as a form of non-verbal communication that can be studied and understood in similar ways to language and can be analyzed using grammatical texts. There are three visual elements in multimodal, they are : lead, display, and emblem.

    a. Lead

Lead is the main partof an advertisement. This element plays an important role in print advertisements, displayed in the size, position and colour which should have the potential to create an impression and meaning for the user. Cheong classifies the component of lead into the Locus of Attention and Component to The Locus of Attention. Locus of Attention serves as the core of advertising messages, displayed in the size and colour with distinctive quality compared with other visual components. [25]Complement to The Locus of Attention functions as a liaison and focus public attention on specific parts in Locus of Attention. The ideational function serves in explaining the reality created by the advertiser to attract attention and interest of society to the reality is a trick of manipulation.

[24]Kress, G. & T. Van Leeuwen. *Reading Images–The Grammar of Visual Design*. (London: Routledge, 2006), 19.

[25]Cheong, Yin Yuen. *Open Linguistics Series. The Construal of IdeationalMeaning in Print Advertisement* (edited by Kay L. O'Halloran). (London and New York : Continuum, 2004), 16.

Figure 2.1 Example of Lead (Mie Sedap Korean Spicy Advertisement)

b. Display

Dispaly is visualization of product or service in the advertisement. The visual component. Display serves to describe the product in a real and explicit way, but that implicit way, but impicit function shown here is the realization of products or services that are not real to become real through another medium. Meanwhile, the visual component dispakly Congruent serves to realize a product without going through symbolization and display Incongruent realizes a product through symbolization.

Figure 2.2 Mie Sedap Korean Spicy Advertisement

c. Emblem

Emblem is visually realized throught the advertised product logos of the product. Emblem provides identity or status for the product lying on any side to adjust the proportion of advertisement texts. The emblem position is anywhere in the advertisements.

Figure 2.3 Mie Sedap Korean Spicy Advertisement

4.2. Visual Metalanguage for Comprehending and Composing Visual Meaning

The visual design metalanguage is informed by the work of Kress and Leeuwen, Callow, and Painter, Martin and Unsworth. The visual metalanguage is organised around three simultaneously operating menaing functions. To effectively comprehend, respondto, and compose visual text, students need to understand how visual semiotic or meaning making resources enact meaningthrough three substrands:

- Expressing and developing ideas in visual texts: for example, howmeaning about who, what, where, when, why, can be designed throughchoices of lines, symbols, vectors,size,and colour.

- Interacting and relating with others through visual text: for example, howmeaning about how we interact and relate with subject gaze, and colour.

- Composition and structure of images: for example, how a visual text canbe organised to create a cohesive, coherent whole, through choices ofsalience(what the viewer's attention is drawn to first), colour, and viewingpath.

5. Advertisement

5.1 Definition of Advertisemnet

Advertising is part of a promotion mix and the promotion mix is part of themarketing mix. In simple terms, advertising is defined as a message that offersa product that is addressed to the community through a media. Whileadvertising (advertising) is all costs that must be spent by sponsors to makepresentations and non-personal promotions in the form of ideas, goods orservices.In the delivery of advertisements have various attractions in an effort tomake people want to see or make an impression on the audience. One of themis the attraction of humor that is often used because it is easily known and easyto remember from an advertising message.

According to Sugihantoro,advertisements with the theme of humor are often popular advertisements andare most remembered by the audience.[26] Advertisers often use television or radiomedia in displaying humor advertisements, but humor advertisements can alsouse print media. Advertisers use humor in their advertisements for variousreasons, including advertising messages delivered in humor can attractaudiences quite effectively in maintaining audience attention..In delivering messages through advertisements, the important thingbesides the attractiveness of the ad, the execution of the creation and the styleof delivery is the content of the message itself. The contents of the messagecontained in the advert are conveyed through visual elements that we can findits meaning using the study of semiotics.

5.2. Purposes and Benefits of Advertisement

As for the purpose of advertising as a diverse implementation ofcommunication tools that are important for the company business and otherorganizations. According to Terence A, they are :

a. Informing (providing information), advertising makes consumers aware of new brands, educates them about various brand features and benefits, and facilitates image creation positive brand.

b. Persuading, effective advertising will be able to persuade consumers to try the products and services advertised.

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[26]Supriyanto, Aji. *Pengantar Teknologi Informasi*. (Makassar: Penerbit Salemba Empat, 2008), 16.

c. Reminding (reminding), advertising keeps the company's brand fresh in the memories of consumers.

d. Adding Value (providing added value), advertising provides added value by improving the quality and innovation of the brand with and affects consumer perceptions.

e. Assisting (assisting), the role of advertising is as a companion that facilitates other efforts of the company in the marketing communication process.

While the function and purpose of presenting advertisements is to attract the attention of the public or prospective consumers, maintain or maintain a brand image that is imprinted in the minds of the public, and lead the image to consumer behavior ,Wibowo (2003).One of the main advantages of television advertising is its ability to build images. Television advertisements have high coverage, coverage, and repetitions and can display multimedia messages (sounds, images and animations) that can sharpen memories. The cost of television advertising per appear relatively cheaper than advertisements inmagazines or newspapers.

5.3. Stucture of Advertisement

Advertising is a form of promotion for individuals, organizations, orcompanies to convey their vision and mission. In the advertisements text

aboutthe names of products, ideas, and services that can benefit users. Anadvertisement has a purpose. One of them is to support, remind, and persuadeconsumers to take action on products/ideas offerd.To understand the meaning contained in advertisingmessages,

Cheongprovides an advertisements structure consisting of verbal, visual text, andcomplete combinations.[27]

- The announcement provides three explanations about only the one message displayed, the most important aspects of other messages in the text and catch phrase.

- Amplifiers to make or translate meanings conveyed from interactions between Introduction and Announcements. Message amplifiers in advertisements are usually delivered through paragraphs.

- Call and Visit Information is contact information that can be contated by the community of users who want to get approved products and usually call and visit the information selected in small text and its position at the bottom or top, or right-left of the advertisement product.

- The leader expalin he size, position, or color that must have the potential to save the impression and meaning for the user.

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[27]Cheong, Yin Yuen. *Open Linguistics Series. The Construal of Ideational Meaning in Print Advertisement* (edited by Kay L. O'Halloran). (London and New York : Continuum, 2004), 23..

- Display for drawing products. The visual display component is made to realize the product without symbolization and displays incongruent to realize the product through symbolization.

- The emblem is divided into visual symbols realized through the advertised product logo, and the linguistic symbol embodied through the bran names between trademarks. The emblem function gives an identity or status for the product thathas a position on the side of the advertisement text.

- Tags are recommendations for advertising products.

- Conversation in the text explains actives and passive participants in the verbal text.

- Setting fuctions for the background that explain tha advabtages of product offered.

- Additives are relationships taht explain varkious information through verbal texts taht are complementary in nature provided by the product.

- Demand is a direct interaction between participants and audiences manifested through eye contact or eye contact that stares at the witness.

- Social and Equality is a way of taking visual elements to the text by providing information to the public about the product that can be easil accessed and its realization can be found in call and visit information. Salience shows that the superiority obtained by using advertised products is not directly conveyed to the public, for

example, a beautiful body is the dream of every woman.Reactor are people around who pay attention to objects that are the center of attention.

5.4. Types of Advertisement

There is not just one kind of advertising. In fact, advertising is a large andvaried industry. Different types of advertising have different roles. Consideringall the different advertising situations, it can identify seven major types ofadvertising:

a. Brand advertising, is the most common type of advertising which promotes the brand to its target and aims to have a long term identify and image in the minds of the consumers.

b. Retail or local advertising, focuses on the retailers, distributors, or dealerswho sell their merchandise in a certain geograpical area, retail advertising has information about products that are avilable in local stores.

c. Direct-response advertising, is a direct way of advertising to the target consumers throught the use of mail,telephone, e-mail or text message.

d. Business to Business advertising, is a type of advertising thatfocuses on a specific niche in the business industry.

e. Instutional advertising, is focused on establishing an image or identity of a company into the minds of the audience.

f. Nonprofit advertising, is used by not-for-profit organizations to reach customers. It is also used to solicit donations and other forms of program participation.

g. Public service advertising, is advertisements for bringing awareness to the public for a good causeor to prevent bad situations from happening.

B. Previous of Relevant Study

The research about multimodal has been carried out by several the researcher. First, Lubis (2013) conducted a research entitled Print Advertisements Structural Multimodal Analysis aims to analyze text adverts based on analysis of language metaphor and multiodal analysis to find relationships between the construction of verbal texts and visual texts in construction. This research applied language metaphorical theory (ideational function, interpersonal function and textual function on Halliday's theory (1985,1994,2004) combined with multimodal analysis which is sponsored by Kress and Van Leewen (2006) and Cheong (2004). Language metafunction Halliday (2004) while the visual analysis uses Kress and Van Leewen's metaphor, a source of data from the print out of "New Nourshing System", New Dove Flawless White from Harper's Inonesia Magazine Bazaar, Brand's and Nutrishake from Men's Health Indonesia. This research was print advertisement text that contained verbal sentences and phrases and visual images. The research used the research method Dirks (2006; 117) in identifying, classifying and analyzing data.In his research, Lubis draws the conclusion that each component of metaphysics has the same potential in expressing about ad text. Verbal text and the mental relationship has a relationship and cause and effect. Ad text was based on two ideologies included in the text namely sexist ideology which assumes and displays advertisements for women's beauty

products. The meaning of each verbal and visual text is based on the interaction between meaning and function in

Halliday's metafuction to describe what is happening in the world (ideas), to bring interaction and relationships between people (interpersonal food) and to form intact entities that are communicative (textual meaning). Furthermore, the research conducted by Sinar (2013) "Print Advertisement Text Analysis: A Multimodal Perspective. This study discussed the use of language or discourse by giving attention in various ways, ranging from analyzing grammatics, sound realization, intonation, lexical, syntactic structure, semantic aspects, situation context, culture, language ideology and multimodal visual analysis. By combining metaphorical language analysis; ideational functions, interpersonal functions and textual functions based on Halliday's Functional Systemic Linguistic (LSF) concept (1985, 1994, 2004) with multimodal analysis on visuals from both the conceptual text ads of Kress and van Leeuwen (2006) and Yeun (2004). The results of the study based on visual analysis are the femininity of women visualized with beautiful, sexy and charming bodies, as well as male masculinity with the appearance of a strong muscular body. Whereas based on Marie's and L

Men's print advertisingideology which represents femininity and masculinity is the result of sociocultural construction by the community which ultimately results in a bias in women's social roles that are different from men based on the language of print advertising. The expression of clauses in print advertising as text in its context has the potential to give rise to the value and social order of the community. This research was very relevant to previous research above, which made a remarkable contribution to this research, namely the use of

Systemic Functional Linguistic Theory (LFS) by Halliday and Kress and van Leeuwen's visual metafunction theory on multimodal texts, where this theory covers the entire semiotic system contained in the text , namely verbal text and visual text. To analyze the multimodal texts on bukalapak advertisement used the visual metafunction theory. In addition to the theories that are relevant to previous research this study is also relevant to the variables of the study, namely multimodal analysis and an advertisement.

C. Conceptual Framework

The researcher examined multimodal analysis research . The multimodalanalysis is discussed in this study used the Systemic Functional Linguistics (SFL) theory. The multimodal analysis model is developed from a combination of multimodal Halliday's theory and multimodal analysis by Kress and Leeuwen. In addition, this research focused on the visual elements and experiential function of the advertisement from Bukapalapak advertisement especially *Proverty Advertisement in official account of @sigerlampung*. After analyzing the visualelements and experiential function, the researcher got the finding.