

# **A MULTIMODAL ANALYSIS OF SELECTED SHOPEE ADVERTISEMENTS**

**A Thesis**

**Submitted as a Partial Fulfillment of The Requirement for S-1 degree**

**By:**

**DIAN PRADILA**

**NPM: 1911040312**

**Study Program: English Education**



**TARBIYAH AND TEACHER TRAINING FACULTY  
RADEN INTAN STATE ISLAMIC UNIVERSITY LAMPUNG**

**2023/2024**

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**Supervisor : Dr. Mohammad Muhassin, M. Hum  
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RADEN INTAN STATE ISLAMIC UNIVERSITY LAMPUNG**

**2023/2024**

## ABSTRACT

New technological developments had boosted the used of different modes or semiotic resources. Semiotic resources or modes helped to create the meaning-making process. A multimodal message was made up as two or more modes work together to give meaning for the overall discourse. This study was described how the multimodal features work together in constructing meaning in Shopee advertisement.

This research was analyzed multimodal analysis of Shopee advertisement which focused on verbal element were analyzed by experiential function, visual elements and intersemiotic complementarity. It aimed to describe the realization of verbal element, to analyze visual elements realized, and to analyze how the visual elements and verbal elements relate to each other in Shopee advertisement. There were three advertisements taken from YouTube channel of Shopee Malaysia as the data, they were 10.10 Brands Festival is Here, 11.11 Big Sale Shopee Save the day, 12.12 Birthday Sale Coming Soon. The data were collected by downloading the advertisements, watching, taking the screenshot, reading and examining the texts and the images, and identifying and analyzing to find the verbal element, visual elements and intersemiotic complementarity. The method of this research was the qualitative method and used theory of experiential function by Halliday, theory of visual elements by Kress and Van Leeuwen, and intersemiotic complementarity suggested by Royce.

The research found that the advertisements had all the verbal element were analyzed by experiential function which includes Material process 9, mental process 3, Relational process 2 and implicit process 11. Visual element which includes lead 22, display 37, emblem 22. The visual components of the advertisements include lead, display, and emblem. Whereas in terms of verbal components of the advertisements include announcements, tag, Call and Visit Information, and emblem. And intersemiotic complementarity namely verbal and visual modes support each other to form cohesion through the relations which includes repetition 3, synonymy 3 and meronymy 3. With the cohesion, the verbal texts of the advertisement strengthen the visual images and vice versa. Cooperation between verbal texts and visual images is to deliver the messages of the advertisement to the viewers.

**Keywords:** Advertisement, Experiential function, Intersemiotic Complementarity, Multimodal Analysis, Visual Element,







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## MOTTO

وَمِنْ آيَاتِهِ خَلْقَ السَّمَوَاتِ وَالْأَرْضِ وَأَخْتِلَافُ أَلْسِنَتِكُمْ  
وَالْوَلَوْنِكُمْ إِنَّ فِي ذَلِكَ لَآيَاتٍ لِّلْعَالِمِينَ ﴿٢٢﴾

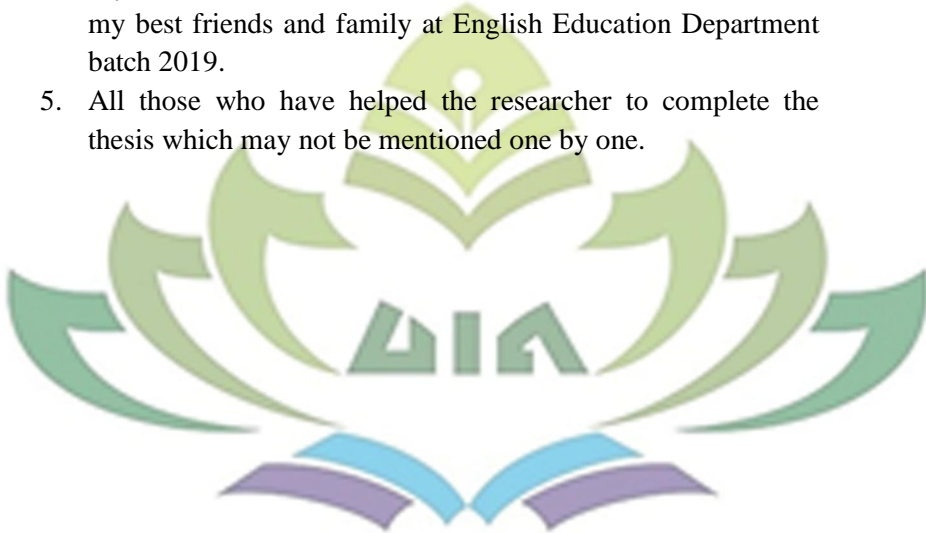
And among its signs is the creation of the heavens and the earth, the difference in your language and the color of your skin. indeed, in that there are signs for those who know. (Q.S. Ar – Rum: 22 )



## DEDICATION

Appreciatively, I dedicated this thesis to me, another part of myself that always eager for challenges in life. And especially for:

1. My Allah who always give his full of rohmah and blessing.
2. My beloved Parents my mother and my father who always support me though their endless love and prayers, May Allah always give them health and always take care of them.
3. The whole lecturers at English Department of Faculty of Tarbiyah and Teacher Training Raden Intan State Islamic University Lampung.
4. My beloved best friend since new student until now. And all my best friends and family at English Education Department batch 2019.
5. All those who have helped the researcher to complete the thesis which may not be mentioned one by one.

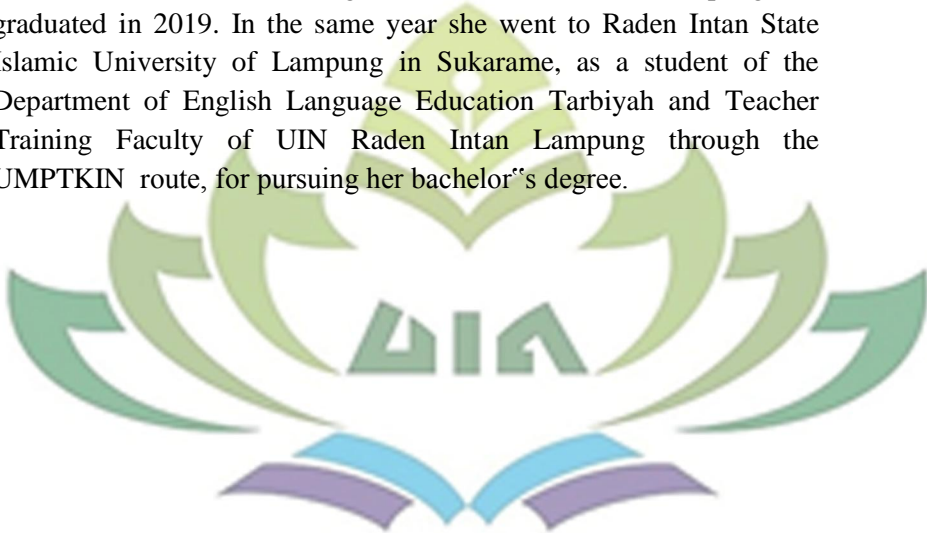




## CURRICULUM VITAE

The author of this thesis is Dian Pradila, or famously called by her friends, Dila. She was born in West Lampung Regency on May 31, 2001. She is the only one daughter of Dede Sariah and Murtada.

Dian Pradila began her formal educational at SD Negeri 3 Sidodadi Gadingrejo, Pringsewu Lampung and graduated in 2013. Her junior high school was completed in SMP Patria Gadingrejo, Pringsewu Lampung and graduated three years later in 2016. Then continued school at SMK Negeri 1 Kebun Tebu West Lampung and graduated in 2019. In the same year she went to Raden Intan State Islamic University of Lampung in Sukarame, as a student of the Department of English Language Education Tarbiyah and Teacher Training Faculty of UIN Raden Intan Lampung through the UMPTKIN route, for pursuing her bachelor's degree.



## ACKNOWLEDGMENTS

Praise and gratitude to the presece of God Almighty for His grace and love so that the researcher can complete this research which takes the title “A Multimodal Analysis of selected Shopee Advertisements.” This research is submitted to fulfill the requirements in accomplishing S1 degree at English Department of Tarbiyah and Teacher Training Faculty of UIN Raden Intan Lampung. The researcher realizes that this research is still far from the perfection, therefore the researcher expects constructive criticism and suggestions from all of the reader. During finishing the research, there were many difficulties faced by the reseacher and without helping from the people, it may impossible for the researcher to finish this research. Next, she thanks to people mentioned below:

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Finally, the words cannot be enough to expressed, except praise to Allah the lord of the world, for blessing and guidance. since nothing is perfect, and despite all the meaningful names I have mentioned above, every mistake in this bachelor thesis remains exclusively mine, and thus, I am welcome to any form of critical feedback for the betterment of this thesis. Hopefully, the findings of research are expected to be useful for those who read this thesis and interested to the topics.





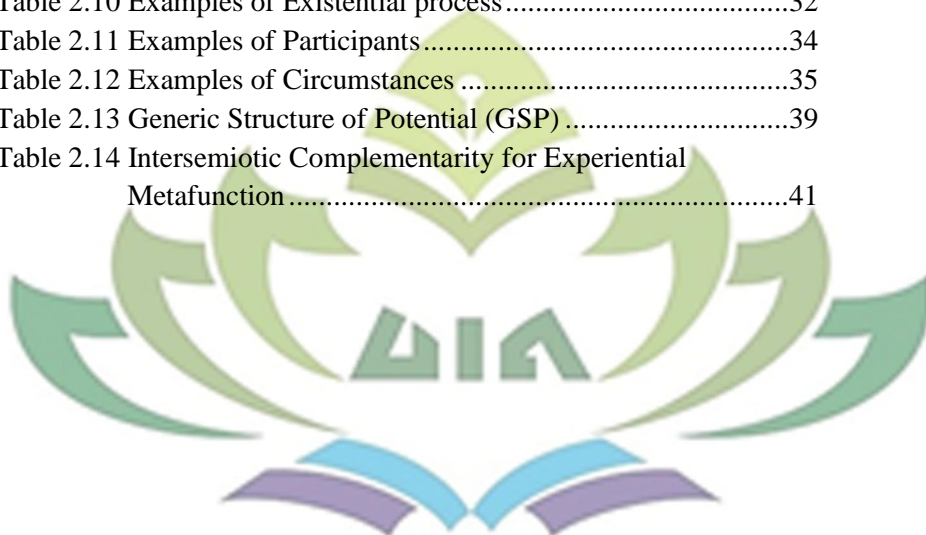
## TABLE OF CONTENTS

	Page
COVER.....	i
ABSTRACT .....	ii
APPROVAL LETTER .....	iii
ADMISSION LETTER .....	iv
DECLARATION .....	v
MOTTO.....	vi
DEDICATION .....	vii
CURRICULUM VITAE.....	viii
ACKNOWLEDGEMENT.....	ix
TABLE OF CONTENTS .....	xi
LIST OF TABLES.....	x
LIST OF FIGURES.....	xi
LIST OF APPENDICES .....	xiii
<b>CHAPTER I INTRODUCTION</b>	
A. Title Confirmation .....	1
B. Background of the Problem .....	2
C. Focus and Sub-focus of the Research.....	7
D. Problem Formulation .....	7
E. Objective of the Research .....	7
F. Significance of the Research.....	7
G. Relevant Research.....	8
H. Research Method .....	1
1. Research Design .....	11
2. Source of Data .....	11
3. Research Instrument .....	12
4. Data Collecting Technique .....	12
5. Research Procedure .....	13
6. Data Analysis .....	13
7. The Trustworthiness of the Data.....	15
I. Systematics and Discussion .....	17
<b>CHAPTER II LITERATURE REVIEW</b>	
A. Systematic Functional Linguistics .....	19
B. Metafunction.....	20
C. Ideational Function .....	22

D. Experiential Function.....	22
E. Multimodal Analysis.....	36
F. Generic Structure of Potential.....	38
G. Visual Element.....	39
H. Intersemiotic complementarity.....	41
I. Advertisement.....	43
J. Shopee.....	44
<b>CHAPTER III DESCRIPTION OF THE RESEARCH OBJECT</b>	
A. General Description of the Object.....	47
B. Fact and Data Display.....	49
<b>CHAPTER IV RESEARCH ANALYSIS</b>	
A. Data Analysis.....	51
1. The Experiential Function Realized in 3 Selected Shopee Advertisements by Halliday Theory.....	51
2. The Visual Elements Realized in 3 Selected Shopee Advertisements by Kress and van Leeuwen's Theory ...	68
3. The Intersemiotic Complementarity Realized in 3 Selected Shopee Advertisements by Royce's Theory.....	82
B. Research Findings.....	107
<b>CHAPTER V CONCLUSION AND SUGGESTION</b>	
A. Conclusion.....	109
B. Suggestion.....	110
<b>REFERENCES.....</b>	<b>111</b>
<b>APPENDICES.....</b>	<b>117</b>

## LIST OF TABLES

Table	Page
Table 2.1 Examples of material process.....	25
Table 2.2 Examples of material process.....	25
Table 2.3 Examples of mental process cognition.....	27
Tabel 2.4 examples of mental process affection.....	27
Tabel 2.5 examples of mental process affection.....	28
Tabel 2.6 examples of mental process perception.....	29
Table 2.7 Examples of Relational process.....	30
Table 2.8 Examples of Behavioral process.....	31
Table 2.9 Examples of Verbal process.....	31
Table 2.10 Examples of Existential process.....	32
Table 2.11 Examples of Participants.....	34
Table 2.12 Examples of Circumstances.....	35
Table 2.13 Generic Structure of Potential (GSP).....	39
Table 2.14 Intersemiotic Complementarity for Experiential Metafunction.....	41





## LIST OF FIGURES

Figure 2.1	The display in a print Advertisement .....	40
Figure 3.1	The discussion of verbal element in 10.10 Brands Festival is Here advertisement .....	51
Figure 3.2	The discussion of verbal element in 11.11 Big Sale Shopee Save the day advertisement .....	55
Figure 3.3	The discussion of verbal element in 12.12 Birthday Sale Coming Soon advertisement .....	62
Figure 3.4	The discussion of visual element in 10.10 Brands Festival is Here advertisement .....	68
Figure 3.5	The discussion of visual element in 11.11 Big Sale Shopee Save the day advertisement .....	70
Figure 3.6	The discussion of visual element in 11.11 Big Sale Shopee Save the day advertisement .....	71
Figure 3.7	The discussion of visual element in 11.11 Big Sale Shopee Save the day advertisement .....	73
Figure 3.8	The discussion of visual element in 11.11 Big Sale Shopee Save the day advertisement .....	74
Figure 3.9	The discussion of visual element in 11.11 Big Sale Shopee Save the day advertisement .....	76
Figure 3.10	The discussion of visual element in 12.12 Birthday Sale Coming Soon advertisement .....	77
Figure 3.11	The discussion of visual element in 12.12 Birthday Sale Coming Soon advertisement .....	79
Figure 3.12	The discussion of visual element in 12.12 Birthday Sale Coming Soon advertisement .....	80

## **LIST OF APPENDICES**

- Appendix 1 10.10 Brands Festival is Here advertisement
- Appendix 2 11.11 Big Sale Shopee Save the day advertisement
- Appendix 3 12.12 Birthday Sale Coming Soon advertisement
- Appendix 4 validity of data
- Appendix 5 Plagiarisme
- Appendix 6 originality report



# CHAPTER I

## INTRODUCTION

### A. Title Confirmation

It is important to clarify the words linked to the title of this proposal as a first step in getting an understanding in order to alleviate the process of writing this undergraduate thesis proposal entitled “A Multimodal Analysis of selected Shopee Advertisement”. In the title of this undergraduate thesis, there is an explanation of how various terminology should be understood. The explanation is as follows:

#### 1. Multimodal Analysis

Multimodal analysis can be defined as practices of using multisemiotic resource 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.

#### 2. Shopee

Shopee is an application that is engaged in buying and selling online and can be accessed easily by using a smartphone. Shopee is a commercial electronic website headquartered in Singapore and owned by Sea Limited (formerly known as Garena), which was founded in 2009 by Forrest Li. Shopee was first launched in Singapore in 2015 and has since expanded to Malaysia, Thailand, Taiwan, Indonesia, Vietnam, and the Philippines. Starting in 2019, Shopee has also been active in Brazil, the first country in South America and outside Asia that Shopee visited.

#### 3. Advertisement

Advertisement is a form of communication use by companies or producers in promoting certain products in hopes of persuading the audience so that they want to get or buy the product. This clearly implies that advertisement



are things that play a very important role, or it can be said that they are the spearhead in the industrial world. the first thing that must be considered in making advertisements is how to get the attention of people. Because without attention, there will be no interest. It is expected that an action will occur to buy the advertised product with interest.

## **B. Background of the problem**

Language is the main communication tool in human life. In general, all human activities require communication tools to interact with the surrounding environment. Human language communicates, experience, thoughts, feelings, and other things to other humans. Through language, humans receive information from each other perfectly. Without language, communication between individuals with one another cannot run perfectly.

In communication process, not only uses one language to communicate but also two languages or even more. In other words, the diversity of language in society makes people able to communicate in more than one language. According to Webster linguistic defines as the study of human speech that includes unity, nature, structure, and language change.<sup>1</sup> It can be concluded that linguistics is a study that learns about language.

The communication and technology are strong relate directly to convey the veiled intentions of a particular discourse where communication is not only relies on verbal but also non-verbal communication as well. Furthermore, one form of communication which we often encounter is posteror picture that in its delivery depends on visual communication.

Visual communication passes the information to people by using gestures, images, signs and short film advertisements among the others. It is very effective way of telling the information because usually the majority of people respon quickly to visual images instead texts. The images which are use in visual

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<sup>1</sup> M. Muhassin, 2014, Telaah Linguistik Interdisipliner Dalam Makrolinguistik, *English Education: Jurnal Tadris Bahasa Inggris*, 6(1), 1-20.

communication helping entertaining, persuading, informing and enlightening the audience. The combination of linguistic sign with visual, often photographic signs in visual communication allow us to explore the terms and ideas.

Lim as cited in Guo and Feng proposes that the society is full of various semiotic resources, which create the significance by the cooperation of signs.<sup>2</sup> In line with Lim, Kress and van Leeuwen also propose that The so-called modes include visuals, gestures and actions, form the social resource modal in the use of process just like the language, therefore, the semiotic resources always have social meaning.<sup>3</sup> Semiotic resources which help the meaning making process, the experiences and learning becomes sensible.<sup>4</sup> So, all these aspects can be analysed using multimodal.

O' Halloran also studies the modes in a multimodal discourse, 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.<sup>5</sup> According to Halliday Systemic Functional Linguistics theory is the basis of multimodal research, mainly focusing on conceptual meaning.<sup>6</sup> 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.

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<sup>2</sup> Guo, Feng. (2017). A Multimodal Discourse Analysis of Advertisements-Based on Visual Grammar. *JAH (Journal of Arts & Humanities)*. 6(3). p. 59

<sup>3</sup> Ibid. p. 60

<sup>4</sup> Surmiyati, Hery. (2017). Multimodal Analysis and the Cultural Context of Indonesian English Textbooks. <https://www.researchgate.net/publication/319643671> p. 4

<sup>5</sup> Kress, G. & Leeuwen, T. (1996). *Reading Images: The Grammar of Visual Design*. London: Routledge.

<sup>6</sup> Halliday, M. A. K. (2004). *An Introduction to Functional Grammar*. London and New York: Arnold.

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.<sup>7</sup> 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.

Multimodal is a study of semiotic aspects as a signs in the society. Chandler (2007) explains that semiotics involves a study not only about signs in daily conversation, but also about everything referring to the others.<sup>8</sup> Moreover, the signs are figure, sound, gesture, and object. According to Kress & van Leeuwen, Multimodality is the way people communicate using different modes at the same time.<sup>9</sup> The presence of these various modes can help interpret the complex meanings contained in spoken and written texts. 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.

Thus, advertisement is one of the communication tools use by to announce something to the public that aim to inform, encourage, offer and increase sales of a product service, both in the form of goods and services so that people are interested in buying or using them. As a messenger, advertisement is generally placed in places where the audience can easily access them either in visual form (image) or audio (voice). The reasons why visual communication are important in conveying the information on an

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<sup>7</sup> Guo, Feng. Op. Cit. p. 59

<sup>8</sup> Daniel Chandler, *Prospect and Retrospect in the basic semiotic*, 2<sup>nd</sup> Ed. ( London: Routledge,2007), p. 211.

<sup>9</sup> Ni Putu Meira, P.Y, 2021, Multimodal Approach for Functional Systemic Linguistic Studies, *International Journal Systemic Functional Linguistic*, P. 13.



advertisement because it is easier to process signal quickly than read a sentence of the text. Beside that, it helps in achieving the consistency, visual communication is also simple, effective and flexible way.

Therefore, the advertisement is mostly realize through the various ways such as visual, audio, audiovisual and text by which aimed to deliver the information for the public. An advertisement consists of many visual image which is not always interconnected among each others. It can be clearly seen on cigarette advertisements which is mainly aimed to inform the dangerous of cigarette implicitly to stop smoking. Unfortunately, the advertisement is dominantly shown about sport activities, travelling, the taglines and also figures which clearly delivered that there is no danger of smoking so that many people assumed smoking is not terrible something.

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, because they do not know multimodal analysis yet. Multimodal is chosen in this research because it is the new way to do the communication with the other people. This research is interesting conducting the research entitled "A Multimodal Analysis of Selected Shopee Advertisement".

This research taken three advertisements of Shopee, the reason why choosing this advertisements is because these advertisements used the right language selection, namely using english. And this advertisement is the most watched advertisement because it features the most sought after monthly promo. The advertisement that chose are 10.10 Brands Festival is Here, 11.11 Big Sale Shopee Save the day, 12.12 Birthday Sale Coming Soon. Therefore, to understand the complexity of the meaning, it is necessary to do a multimodal analysis in the advertisements. The data are taken from Youtube channel of Shopee Malaysia. Furthermore, in this research the researcher analyze the realization of the visual elements, experiential

function and intersemiotic complementarity of Shopee advertisement which is expect to help the people particularly the students in understanding both of them.

This research is closely related with English Education, in the world of education especially in verbal and visual communication learning activities, it is often found because it is very basic that teachers must have. Teachers communication skills are very important so that their function as a motivator can be carried out properly. Therefore multimodal is needed in the world of education. O'Halloran and Lim Fei (2011) argue that educators have a responsibility to understand the multimodal way knowledge is presented and to teach students' to assess, and adapt multimodal texts that they cannot find.<sup>10</sup> For example, in learning using picture media, picture play an important role in teaching students'. Pictures are attractive to students' because they contain colors and shapes which make them more motivated to study the text. With multimodal analysis, images may have a greater contribution in conveying meaning than just written texts. This is in line with Lundy and Stephens (2015) which state that pictures can help students' understand the meaning of the text outside the literal context.<sup>11</sup> In addition, visual clues in picture contributed to stimulating students' ability to express their thought (Kedra & Zakeviciute 2019).<sup>12</sup> In conclusion, the claimed image needs to be used in teaching texts. If they do not understand multimodal analysis, for example when asked to analyze Malin Kundang story, they will only mention the meaning of the picture. The story Malin Kundang features a boy named Malin Kundang who scold his mother. They will not tell about the background (Circumstances), the roles of actor (participants), possible actions (process). That is, they do not know the possible meanings that

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<sup>10</sup> O'Halloran, K. L., & Lim-Fei, V, *Dimensioner of Multimodal Literacy*, (Denmark: Nationalt Videncenter for Laesning; 2011), P.14–21.

<sup>11</sup> Lundy, A. D, and Stephens, A. E, *Beyond the literal: Teaching visual literacy in the 21<sup>st</sup> century classroom*. Procedia social and behavioral sciences, P. 174.

<sup>12</sup> Kedra, J, & Zakeviciute, R. 2019. Visual literacy practices in higher education: what, why, and how?. *Journal of visual literacy*. P. 38.

can be explored in image as well as the contextual text image relationship.

### **C. Focus and Sub-focus of the Research**

This research focuses on multimodal analysis in three Shopee advertisements such as Shopee 10.10 Brands Festival is Here, 11.11 Big Sale Shopee Save the day, 12.12 Birthday Sale Coming Soon, Meanwhile sub focuses on investigating the theory of experiential function by Halliday, visual elements suggested by Kress & van Leeuwen, and intersemiotic complementarity suggested by Royce.

### **D. Formulation of the Problem**

Based on background of the research above, the formulation of the problem that is reveal in this research can be stated, as follow:

1. What are the verbal elements realized in selected shopee advertisements ?
2. What are the visual elements realized in selected shopee advertisements ?
3. How do the intersemiotic complementarity realized in selected shopee advertisements?

### **E. Objective of the Research**

The objectives of the research wich are arrange by the researcher of this research, as follow:

1. To analyze verbal elements in selected shopee advertisements.
2. To describe the visual elements realized in selected shopee advertisements.
3. To analyze how do the intersemiotic complementarity realized in selected shopee advertisements.

### **F. Significance of the Research**

Hopefully, the result of this research will bring some benefits to the theoretical and practical meaning.

1. Theoretically

This research is 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 advertisements.

2. Practically

This research gives the contribution to the following parties such as :

- a. For the students

This research very useful to give the information about multimodal on the advertisement, especially how express the meanings of visual and analyzed linguistic in metafunction especially experiential function on the advertisements.

- b. For the lecturer

This research help them to teach multimodal in the advertisements as the additional material especially how express the meanings of visual and analyzed linguistic in metafunction especially the experiential function on the advertisements.

- c. for the other researcher

This research stimulate them to create further research concerning about multimodal in the advertisement, particularly how express the meanings of visual and analyzed linguistic in metafunction especially the experiential function on the advertisement

## **G. Relevant Researches**

Several researcher concerning multimodal discourse analysis have been conducted. One of them is Mohammad Muhassin in 2022 with the title “ A Multimodal Analysis of

Umrah Pilgrimage Advertisement”<sup>13</sup>. 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 structure, 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, and 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 Maulidya Tamara Savitri and Rusdi Noor Rosa in 2019 with the title “A Study of Multimodal Analysis in Smartphone Advertisement”<sup>14</sup>. 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

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<sup>13</sup> M. Muhassin, 2022, A Multimodal Analysis of Umrah Pilgrimage Advertisement, *Jurnal Education and Development*, Lampung, 460-469.

<sup>14</sup> M.T Savitri & R.N Rosa, 2019, A Study of Multimodal Analysis in Smartphone Advertisement, *E Jurnal of English Language & Literature*, Padang, 229-240.



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.

The last research by Devi Pratiwi and Sri Wulan in 2018 with the title “Multimodal Discourse Analysis in Dettol TV Advertisement”.<sup>15</sup> In this research, researchers attempts to look at any multimodal elements which comprise the advertisement and how these elements express meanings that strengthen the message intended by the producer. The analysis is conducted by following Linguistic Functional Systemic proposed by Halliday. Furthermore, the multimodal discourse analysis is conducted by combining multimodal theory from Anstey and Bull and Kress and Van Leeuwen, while to determine the generic structure of advertisement, this study follows Cheong's formulation. This research basically followed qualitative method with the general principles to draw the multimodal element existed in the ad including utterance, image, sound, color, gesture and space with the purpose to catch the entire meaning and message delivered by the producer.

In this research the researcher do a multimodal analysis of selected shopee advertisement. 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 (SFL) 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 on shopee advertisement the researcher used theory generic structure of advertisement, by Cheong's. In addition to the theories that are relevant to previous research this research is also relevant to the variables of the study, namely multimodal analysis and an advertisement. The difference between this research and previous research is that in this research the researcher want to

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<sup>15</sup> Knepublishing, April 2018, “Multimodal Discourse Analysis in Dettol TV Advertisement”, accessed from [https:// Knepublishing.com](https://Knepublishing.com), on 10 October 2022.

find out how do visual elements realized in selected shopee advertisement, and How do experiential function realized in selected shopee advertisement. This has not been analyzed in the previous research.

## **H. Research Method**

### **1. Research Design**

This research applied the descriptive research and qualitative method. Based on Creswell, qualitative research is in shape to investigate problem that we do now no longer realize approximately the variables and want to discover the research.<sup>16</sup> This study was conducted by using descriptive-qualitative research method to describe the informations realized in Shopee advertisement 10.10 Brands Festival is Here, 11.11 Big Sale Shopee Save the day, 12.12 Birthday Sale Coming Soon using the experiential function proposed by halliday, visual elements theory proposed by Kress & van Leeuwen, and intersemiotic complementarity by Royce. This research was analyzed by using theory of Miles, Huberman and Saldana. After that, in this research the researcher collected the data, made an analysis, and made a conclusion.

### **2. Source of Data**

The source of data is taken from Youtube Channel of Shopee Malaysia because the shopee advertisements from youtube channel Malaysia used english. There are three chose Shopee advertisements, which are:

1. "10.10 Brands Festival is Here. " was published in October 2022, and the duration is 0.30.
2. "11.11 Big Sale Shopee Save the day." was published in in November 2022, and the duration is 00.30.
3. "12.12 Birthday Sale Coming Soon." was published in November 2022, and the duration is 0.30.

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<sup>16</sup> John W Creswell, and J. David Creswell, *Research Design: Quantitative, Qualitative and Mixed Method*, 5<sup>th</sup> Ed, ( London, SAGE Publication: 2018), p. 254.

### 3. Research Instrument

The researcher used some instrument in order gather some data. Arikunto reveals that instrument in collecting data is a tool that is used by researchers to help them in collecting data in order to make it more systematic and easy.<sup>17</sup> The instrument that used in this research is human instrument. In this research, the researcher herself is the primary instrument.

The roles of the researcher as the main research instrument are to plan the research, collect and analyze the data, make the interpretation, and finally report the result of the research. Qualitative researcher as the human instrument, has a function to state the research focus, select informant as a data source, compile the data, judge the quality of the data, analyze the data, interpreting the data, and make conclusion about her/his feelings.<sup>18</sup>

The secondary instrument are journals, articles, books, and computer. Books, journals, and articles are used to collect information about relevant theories. Meanwhile, the computer is used to type the data and make a final research report. in a qualitative research as the primary researcher, all the process is performed started from collecting and analyzing the data until concluding the investigation results. For this research, many instruments are not used as general studies such as surveys, questioner, or others for completing the survey.

### 4. Data Collecting Technique

Data collection techniques allow us to systematically collect information about our objects of study (people, objects, phenomena) and about the settings in which they occur. In this research, the researcher used the observation and documentation as the data collecting procedures. The documents that used by the researcher is

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<sup>17</sup>Suharsimi Arikunto, *Manajemen Penelitian*, (Jakarta: Rineka Cipta: 2000), p. 126.

<sup>18</sup> Sugiyono. *Metode Penelitian Kuantitatif, Kualitatif, and R&D*, (Bandung: Alfabeta: 2010), p. 306

Shopee advertisements. There are several steps to collect the data:

- a. Downloading the advertisement.
- b. Watching the advertisement.
- c. Taking the screenshot of the advertisement.
- d. Reading and examining carefully the texts and the images contain on advertisement.
- e. Identifying and analyzing the data to find experiential function, visual element, and intersemiotic complementarity in the advertisement.

## 5. Research Procedure

According to Creswell, there are several procedures of the research as follows:<sup>19</sup>

- a. Determining the Subject of the Research  
The subject in this research is the multimodal analysis suggested by Kress & van Leeuwen.
- b. Collecting the Data  
The process of taking notes and classification of the experiential function realized, visual elements realized and intersemiotic complementarity identified in the selected shopee advertisement.
- c. Analyzing the Data  
It is the process of inspecting, cleansing, transforming, and modeling data with the goal of discovering useful information, informing conclusions, and supporting decision-making.
- d. Reporting the Data  
It is the stage of reporting and summarizing the research findings as the last procedure of the study.

## 6. Data Analysis

In terms of qualitative data analysis, Bogdan in Sugiyono states, Data analysis is the process of systematically searching and arranging the interview transcripts, field notes, and other materials that you accumulate to increase your own

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<sup>19</sup> John W Creswell, and J. David Creswell, Op. Cit.,p.260-277

understanding of them and to enable you to present what you have discovered to others.<sup>20</sup> After the data have been collected the next step is data analysis.

According to Miles, Huberman and Saldana that there are three types of data analysis. Three types of data analysis can be explained as follows:<sup>21</sup>

#### 1. Data Reduction

The first type of data analysis is data reduction. This data refers to the process of selecting, focusing, simplifying, abstracting and transforming the data that appear in the full corpus of written-up field notes, interview transcript, documents, and other empirical materials.<sup>22</sup> In this case, the researcher tries to arrange the data, puts them into categories and classification which suitable to the focus aspect. From this process, the researcher can ascertain which data are appropriate or not. The appropriate data are arranged systematically while inappropriate data are separated. So it aims to ascertain, there is no inappropriate data or not relevant data.

#### 2. Data Display

The next type of data analysis after data reduction is data display. The researcher organizes, manages the data, and conducts a technique of coding as a way of analyzing this research. At the beginning of the data display, the researcher does some steps to analyze the data. Firstly, the visual data is analyzed by employing Kress and van Leeuwen's theory. And the theory of verbal element analyzed by Halliday in the selected Shopee advertisements.

Secondly, the researcher also applies the theory of Intersemiotic Complementarity suggested by Royce for answering the third formulation of the problem. This theory is use to analyze and to describe the meaning

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<sup>20</sup> Sugiyono. Op. Cit. p. 334

<sup>21</sup> Miles and et al, *Qualitative Data Analysis : A methods of Source Book*, Third Edition (London: Sage Publication: 2014), p. 12.

<sup>22</sup> *Ibid*



relations between the verbal modes and visual modes in the data. The intersemiotic complementarity theory consists of six categorized experiential metafunctions. They are repetition, synonymy, antonymy, meronymy, hyponymy and collocation.

### 3. Conclusion drawing / verification

The last type of data analysis is conclusion drawing or verifications. After making data display, then the researcher make conclusion/verifications based on the objectives of the research. It means after researcher gets the data from data display, the next step researcher is drawing conclusion/verifications based on the objectives of the research. The data that have been described in general are summarized. It means, in this step the researcher gives the clear information of the result and then draws the conclusion or verification the result.

## 7. The Trustworthiness of the Data

In a study, the data must be valid. This section of the study focuses on how data may be trusted. Validity of the data is the most important aspect to find and make verification of the research findings. The data that collected in this research is suitable in reality. According to Sugiono as cited in Dara Rianda, there are four techniques to determine the validity of the data, in order to keep the data are responsible and true namely credibility, transferability, dependability, and conformability. According to that, techniques will use to test the validity as follow:<sup>23</sup>

### a. Credibility

Credibility in qualitative research concerns the truthfulness of the inquiry's findings of the study. Credibility or truth-value involves how well the researcher has established confidence in the findings based on the research design. The researcher has an

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<sup>23</sup> Dara Rianda, 2017, Code Switching and Code Mixing Used by Boy William in Breakout Music Program at NET TV, *Thesis*, State Islamic University of Palangkaraya. p. 30-32

obligation to represent the realities of the research accurate as possible. Based on the statement, this research used triangulation theories and triangulation investigator . The researcher used more than one theoretical scheme to interpret the phenomenon and the researcher asked for the help of other researchers or observers for the purpose of re-checking the level of confidence in the data.

b. Transferability

Transferability is the degree to which the findings of qualitative study can be applied or generalized to the other context or to other groups. Based on the statement, this research is demanded to report the conclusion about multimodal analysis of selected shopee advertisements clearly, systematically, and acceptably. To the result of this research, it can be transferred to the similiar classes which learn about multimodal analysis.

c. Dependability

Dependability is the consistency or stability of the results, the extent to which the same general result would occur with different set of people or in the different settings and times. From the statement, this research gives the true report about the multimodal analysis in the selected shopee advertisements. In qualitative research, dependability is same like realibility. In this research, all of data in this research will be check to know the data dependable. This test would be done by auditing for all of the process of research. It means to know the data is dependable, the researcher can show the entire activities in the field.

d. Conformability

Conformability is a term used in qualitative research. Equivalent to validity in qualitative research. Relate to the degree to which findings in a study can be corroborated by the other investigating the same situation. Based on the statement, this research follows the procedure of the research scientifically which have been applied and

confirmed by the previous studies in order to reach the conformability of the research findings

## **I. Systematics and Discussion**

The systematic discussion that is the steps in the research process is as follows:

### **1. Chapter I Introduction**

This chapter is contains title confirmation, background of the problem, focus and sub-focus of the research, formulation of the problem, objective of the research, significance of the research, relevant research, research method, and systematics of the discussion

### **2. Chapter II Literature Review**

This chapter contains several theories include in systemic functional linguistics, experiential function, multimodal analysis, visual element, advertisement and shopee.

### **3. Chapter III Description the Research Object**

This chapter contains general description of the object and Facts and Data Display.

### **4. Chapter IV Research Analysis**

This chapter contains of the of data analysis and research findings. It presents all the data obtained along with the result of the data analysis with the interpretation of the data.

### **5. Chapter V Conclusion and Suggestion**

This chapter contains the conclusion and suggestion of the research. It presents what can be concluded from the result of the study and provides suggestion related to the conclusion



## CHAPTER II LITERATURE REVIEW

### A. Systemic Functional Linguistics

Before proceeding to the discussion of the concept of multimodal analysis, it is crucial to begin the discussion from the concept of systemic functional linguistics. SFL was developed by Halliday (1985,1999), a professor of linguistics from university of Sidney, Australia. systemic functional linguistics (SFL) is a tool in linguistic that can be used to analyze the text. In Systemic Functional Linguistics according to Halliday, a clause is built by theme and rheme. M.A.K. Halliday creates Systemic Functional Linguistics (SFL), which is also referred as Systemic Functional Grammar (SFG), as a grammar model in the 1960s. Halliday's SFL theory is different from systemic theories of language that view language as part of social phenomena that are related to the social context in language use.

Mentioned that multimodal analysis is closely related to Halliday's Systemic Functional Grammar (SFG). SFG's central assumption is that language is a type of social semiotic, and that it should be studied in relation to its social context. SFG has been used to decipher the grammar of various semiotic modes like pictures, music, and action (Eggins (2004).<sup>24</sup> A language is viewed as a system of meanings in a functional grammar, according to Halliday (2004),<sup>25</sup> with forms through which the meanings can be actualized. As a result, SFG concentrates on the methods for achieving language's functions.

SFL conveyed a broad meaning in developing theories, descriptions, practices and applications of studies of language, text, and context. The application of SFL in solving the problems of language, to understand the nature and function of language functions, to understand the similarities of aspects of the language

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<sup>24</sup> Suzanne Eggins, *An Introduction to Systemic Functional Linguistics*, 2<sup>nd</sup> Edition (London: Continuum: 2004), P. 2.

<sup>25</sup> M. A. K. Halliday, and Matthiessen, *An Introduction to Functional Grammar*, Third Edition(London: Hodder Arnold: 2004)



of all languages, the differences in language differences with one another, understanding the quality of texts, understanding and producing speech, moving written texts to oral texts and understanding the relationship between language and culture.

SFL presented the framework "Linguistic Theory" by following the functional systematic linguistic principles. Halliday as cited in Shuting Liu indicates, In a functional grammar, a language is interpreted as a system of meanings, accompanied by forms through which the meanings can be realized.<sup>26</sup> It can be said that SFL focuses on the means of realizing the functions of language. Based on Halliday's framework, in language structure and human communication there are meta-functions.<sup>27</sup>

## B. Metafunction

Based on Halliday's theory of systemic functional grammar, grammatical phenomena have three basic functional, called as METAFUNCTIONS. Some systemic functional grammarians may classify the metafunctions into three approaches according to their meanings. Halliday (1994) proposes three types of metafunction:<sup>28</sup>

### 1. Ideational Function

Ideational function means that language is used for describing, reflecting or interpreting the world around us, the individual experience of ourselves, consisting of goings-on, happening, doing, sensing, meaning, and being and becoming. Halliday state the ideational metafunction has two sub-parts, namely:<sup>29</sup>

#### a. Experiential Function

Happenings, in the form of processes, participants and circumstance.

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<sup>26</sup>Shuting Liu, 2019, A Multimodal Discourse Analysis of the Interactive Meaning in Public Service Advertisement, *Journal of Advances in Linguistics*, China, p. 1524.

<sup>27</sup> M. A. K Halliday, and Matthiessen, *An Introduction to Functional Grammar*, Fourth Edition (London: Edward Arnold: 2014), P. 30.

<sup>28</sup> M. A. K Halliday, and Matthiessen, *An Introduction to Functional Grammar*, Second Edition (London: Arnold: 1994), P. 34.

<sup>29</sup> *Ibid*, P. 30.

- b. Logical Metafunction  
Semantic relations between clauses (i.e. expand or report) and the nature of the relationship (i.e. dependent or independent)
- c. Interpersonal Function  
Interpersonal function means that language is used for having interaction of communication with people. Halliday states that the speaker may be calling the attention of the listener, or else expressing his or her own angle on the matter in hand, whether probable, desirable and so on.<sup>30</sup> In this case, language is used to enable people to participate in communication process, express their own and understand others' opinions, and expressing feelings of our own on the things around us.
- d. Textual Function  
Textual function refers to the fact that language is a mechanism to turn a random list of sentences into a living passage by organizing any stretch of discourse analysis especially in spoken or written discourse into a coherent and unified text.

In either classification, metafunctions perform respectively in a simultaneous way. In language system, metafunctions are all central to the way grammar works. In this research, the Interpersonal and textual metafunction will not be discussed. Details of ideational functional function, especially experiential function will be introduced in the following parts.

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<sup>30</sup> *Ibid.*, P. 110.

### C. Ideational Function

According to Halliday & Matthiessen as cited in Rifqi Nasirun Nafis consider that the ideational meaning is language as reflection, language provides a theory of human experience.<sup>31</sup> This function reflects both the subjective world (influenced by personal feelings or opinions) and the objective world (based on facts and reality) including time, location, people and events. As is mentioned, the ideational metafunction has two sub-parts: the experiential function and the logical metafunction. However, the experiential function can sometimes be regarded as a paralleled metafunction with the interpersonal function and the textual one. The focus of the experiential function will be focused more detail below.

### D. Experiential Function

Halliday (1994: 40) says that the ideational function is one of the metafunctions that has two sub functions: the experiential and logical function.<sup>32</sup> The experiential functions concerned with content or ideas, while the logical function is concerned with the relationship between ideas.

Experiential function relates to what happened between oneself to the external world. The clause represents the actions relating to inside of oneself as experience and outside world of someone. According to Halliday and Matthiessen, we use language to make sense of our experience and carry out our interactions with other people.<sup>33</sup> Experiential function concerns with verbal clauses that have guided as the way of representing patterns of experience. Halliday and Matthiessen said the verbal clause construes relationship of signification between a word and its meaning.<sup>34</sup>

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<sup>31</sup> Rifqi Nasirun Nafis. (2020). *Multimodal Discourse Analysis in Indonesian Ministry of Tourism Videos Advertisement*. (Thesis, Maulana Malik Ibrahim State Islamic University Malang). p. 20

<sup>32</sup> M. A. K Halliday, and Matthiessen, *An Introduction to Functional Grammar*, Second Edition(London: Arnold: 1994), P. 40.

<sup>33</sup> M. A. K Halliday, and Matthiessen. Op. Cit, P. 25.

<sup>34</sup> *Ibid*, P. 134

Bell (1991:121) states “experiential function expresses cognitive meaning; the fundamental idea conveying function of language.<sup>35</sup> This draws on the systems and networks of transitivity to create proportions which convey the user's experience of the external world of the senses and inner world of the mind. Grammatically, the clauses are means of expressing experience. They enable us to conceptualize and describe our experience, whether of the phenomena of the external world or of the internal world of our thought, feelings, and perceptions. Semantically, a clause represents a pattern of experience, conceptualized as a situation types.

The experiential function is realized by the transitivity system. It strands of meaning will involve one major system , that of transitivity (process type), with the choice of process implicating associated participant roles and configurations. Transitivity choices will be related to the dimension of field, with the choice of process types and participant roles seen as realizing interact ants’ encoding of their experiential reality: the world of actions, relations, participants and circumstances that give content to their talk.

Transitivity system belongs to experiential function. When we look at the experiential function, we are looking at the grammar of the clause as representation. It is called so because the clause in its experiential function is a way of representing pattern of experience. As quoted in Eggins considers that the shaping elements of the transitivity system are the individual, situation and mechanism structure reflecting the real life interactions of who is doing what, when, to whom, how and why.<sup>36</sup> When people talk about what a word or a sentence means, it is the kind of meaning that they have in their mind. Meaning in this sense is related to content or idea. So, here the clause is the most significant grammatical unit because it is the clause that functions as the representation of processes explores by transitivity system.

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<sup>35</sup> Roger T. Bell, *Translation and Translating: Theory and Practice*, first Edition (America: Longman Group: 1991), P. 121.

<sup>36</sup> Suzanne Eggins, *An Introduction to Systemic Functional Linguistics*, 2<sup>nd</sup> Edition (London: Continuum: 2004), P. 213

Transitivity analysis offers a description of one of the structural stands of the clauses. Transitivity specifies the different types of function or process that are recognized in the language, and the structures by which they are expressed.

There are three semantic categories which explain in a general way, how phenomena of the real world are represented as linguistic structures. They are: the process itself, participants in the process and circumstances associated with the process. These provide the frame of reference for interpreting experience of what goes on. We use term process/function and participant in analyzing what is represented through the use of language. Processes/functions are central to the transitivity. They are on the part of the clause which are realized by the verbal group. They are also regarded as what “goings-on” and suggest many different kinds of goings-on which necessarily involve different kinds of participants in varying circumstances, while participants and circumstances are incumbent upon the doings, happenings, feelings and beings.

There are three components of what Halliday calls a Transitivity System, namely process, participants, and circumstances.<sup>37</sup>

#### 1. Process

Processes/functions can be subdivided into different types. There are six different process/function that are identified by Halliday (1994: 14):<sup>38</sup>

##### a. Material process

Material processes are processes of doing in the physical world. In this process Halliday and Matthiessen explain material process is process of doing and involve the physical action of human.<sup>39</sup> Material processes have two inherent participants involved in them. The first of these is the Actor,

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<sup>37</sup> *Ibid*, P. 332.

<sup>38</sup> M. A. K Halliday, and Matthiessen, *An Intoduction to Functional Grammar*, Second Edition(London: Arnold: 1994), P. 14.

<sup>39</sup> M. A. K Halliday, and Matthiessen, *An Introductio n to Functional Grammar*, Fourth Edition (London: Edward Arnold: 2014), P. 224.



which is an obligatory element and expresses the doer of the process. The second is the Goal, which is an optional element and expresses the person or entity (whether animate or inanimate) affected by the process. In addition to these two inherent participant roles, there is an extra element called Circumstance, which provides additional information on the “when, where, how, and why” of the process. The following examples illustrate these constructions :

*Tabel 2.1 examples of material process*

The boat	Sailed	in the bay
Actor	Process: Material	Circumstance: Place

Of course, it is possible to reverse Actor + Goal in a passive form, placing a Goal at an initial position and Actor at the end of the sentences, such as:

*Tabel 2.2 examples of material process*

The man	Was hit	by John
Goal	Process: material	Actor

Material process can be further sub-classified according to whether the process is performed intentionally or spontaneously and whether by an animate Actor or inanimate Actor.<sup>40</sup> In the table above, sentence “The boat sailed in the bay” is classified as material process. The word “The boat” is referred to as the actor because it is an influence that carries out the process, then the word “sailed” is a material process because sailed is an action carried out by the actor. And the word “in the bay” is referred

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<sup>40</sup>Herman, *An Exeriential Function on Student Genre of Writing*, (Jakarta: Halaman Moeka Publishing: 2014) . p. 17.

to as declaring because it shown of where the actor is doing the action.

The next example above, is the sentence “The man was hit by John” is classified as material process wick placing a Goal at an initial position and Actor at the end of the sentences. The word “The man” here is called the goal because it is he who gets the impact of what the actor is doing, then the word “was hit” is called material process because this is the action taken by the actor in this sentence. And the last is the word “by John” who is referred to as an actor, namely someone who takes action for a purpose,

b. Mental process

In this process Halliday and Matthiessen explain mental process refers to verbs indicating perception, cognition and affection. Mental processes encode the meanings of feeling or thinking. They differ from material processes, which express concrete, physical processes of doing. Mental processes are “internalized” processes, in contrast to the “externalized” processes of doing and speaking (Simpson 19 93).<sup>41</sup>

Grammatically, all mental processes involve two participants: Senser (the conscious being who is involved in a mental process by feeling, thinking, or perceiving) and Phenomenon (that which is felt, thought, or perceived by the conscious Senser) (Eggins 1994).<sup>42</sup> Mental process verbs can be subcategorized into three types: Cognition (verbs of thinking, knowing, understanding), Affection (verbs of liking, loving, fearing, hating), and Perception

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<sup>41</sup> Simpson, P, *Language, Ideology and Point of View*. (London: Routledge: 1993).P. 91.

<sup>42</sup> Eggins, S, *An Introduction to Systemic Functional Linguistics*, (London: Pinter: 1994). P. 242.

(verbs of seeing, hearing) (Halliday 1994).<sup>43</sup>

Examples of each type are as follows:

1. Cognition

*Tabel 2.3 examples of mental process cognition*

I	don't understand	his theory
Senser	Process: mental	Phenomenon

In the table above, the sentence “I don't understand his theory” is classified as mental process cognition. The word “I” is called senser because it shows that word “I” is the person who feels the process, this is in line with Halliday's theory which state that there will be one human who participates in the mental process, namely the senser.<sup>44</sup> Then the word “don't understand” is called mental process, because this is what the senser doing in this sentence. Furthermore, the word “his theory” which is felt by senser, this state that what is not understood by senser is about the material provided.

1. Affection

*Tabel 2.4 examples of mental process affection*

I	fear	the coming war
Senser	Process: mental	Phenomenon

In the table above, the sentence “I fear the coming war” is classified as mental process affection. The word “I” is called senser because it shows that word “I” is the person who feels the process, this is in line with Halliday's theory which state that there will be one human who participates in the mental process, namely the senser.<sup>45</sup> Then the word “fear” is called mental process, because this is the feeling felt by

<sup>43</sup> M. A. K Halliday, and Matthiessen, Op. Cit, P. 118.

<sup>44</sup> *Ibid*, P. 251.

<sup>45</sup> *Ibid*, P. 251.

senser. Furthermore, the word “the coming war” is phenomenon which frightens the senser.

## 2. Perception

*Tabel 2.5 examples of mental process perception*

I	heard	the music	in the basement
Senser	Process: mental	Phenomenon	Cir: Place

In the table above, the sentence “I heard the music in the basement” is classified as mental process perception. The word “I” is called senser because it *shows* that word “I” is the person who feels the process, this is in line with Halliday’s theory which state that there will be one human who participates in the mental process, namely the senser.<sup>46</sup> Then the word “heard” is called mental process, because this is the feeling felt by senser. Furthermore, the word “the music” is phenomenon which felt/ heard by the senser. Then the word “in the basement” is called circumstance place because indicates the description of the place where the senser doing the process in the sentence.

### c. Relational process

involves states of being, including having. It is typically realized by the verb be (is, am, 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 second participant is called by Attributive. Then relational identifying, the first participant will be

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<sup>46</sup> *Ibid*, P. 251.

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.<sup>47</sup> 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 group. For example:

*Tabel 2.6 examples of relational process*

John	is	Talented
Carrier	Process: relational	Attribute

In the table above, the sentence “John is talented” is classified as relational process. The word “John” is called carrier because carrier is always realized by a noun or a nominal phrase. Then the word “is” is called relational process, because relational process realized by the verb be is, am, are, was, were, been, become, seem and appear or some verbs of the same class, known as copular verb. Then the word “Talented” called an attribute because classification or descriptive designation shown to a participant who called a carrier.

d. Behavioural process

Behavioral processes are processes of physiological and psychological behavior, and they are on the borderline between material and mental processes. Behavioral processes “represent outer manifestations of inner workings, the acting out of processes of consciousness and physiological states” (Halliday 1994).<sup>48</sup> Behavioral processes are the least

<sup>47</sup> Suzanne Eggins, Op. Cit, P. 242.

<sup>48</sup> M. A. K Halliday, and Matthiessen, Op. Cit, P. 107.



salient of Halliday's six process types, and the boundaries of behavioral processes are indefinite. The participant who is behaving is called Behavior. Like the Senser, Behavior is usually a conscious being, but the process is more like one of doing, as in material processes For example:

*Tabel 2.7 examples of behavioral process*

John	is crying
Behavior	Process: behavioral

Some other examples of behavioral processes are sit, dance, sing, lie (down) (near material processes), think, watch, look, listen (near mental processes), talk, gossip, grumble, chatter (near verbal processes), smile, laugh, cry, frown (physiological processes expressing states of consciousness), sleep, breathe, cough, yawn (other physiological processes) (Halliday 1994).<sup>49</sup> In the table above, the sentence "John is crying" is classified as behavioral process. The word "John" is called behavior because John is a doer of behavior or a person who does the process. Behavior is usually that of a conscious being.<sup>50</sup> Then the word "is crying" is called a behavioral process because John does something that involves his feelings, namely crying. Because the process of behavioral is grammatically more like doing.

e. Verbal process

A verbal process is the process of saying, and it exists on the borderline between mental and relational processes. Just like saying and meaning, the verbal process expresses the relationship between ideas constructed in human consciousness and the ideas enacted in the form of language (Halliday

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<sup>49</sup> *Ibid*, P. 139.

<sup>50</sup> *Ibid*, P. 301

1994).<sup>51</sup> Examples of verbal processes are “I said I am happy” and “The chairperson calls for the meeting.” Note that “saying” is used in an extended sense and the “speaker” need not be a conscious being (unlike a Senser in mental process), hence a verbal process includes any kind of exchange of meaning, such as “The booklet tells you how to find a job” or “The clock says it is ten.” The participant who is speaking is called Sayer, the addressee to whom the process is directed is Target, and what is said is Verbiage, for example:

*Tabel 2.8 examples of verbal process*

The committee	announced	that the new bill will be passed
Sayer	Process: verbal	Verbiage

In the table above, the sentence “The committee announced that the new bill will be passed” is classified as verbal process. The word “The committee” is called sayer because “The committee” is the person who is speaking, then the word “announced” is called verbal process, because this is a process done by sayer. Then the word “that the new bill will be passed” is called verbiage because this is what the sayer say in this sentence.

*Tabel 2.9 examples of verbal process*

I	Told	Her	how to play the piano
Sayer	Process: verbal	Target	Verbiage

In the table above, the sentence “I told her how to play the piano” is classified as verbal process.

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<sup>51</sup> *Ibid*, P. 107.

The word “ I ” is called sayer because “I” is the person who is speaking, then the word “told” is called verbal process and the word “her” is called the target, because “I” speaking to her, namely the target in this sentence. Then the word “how to play the piano” is called verbiage because this is what the sayer say to the target.

f. Existential process

The last remaining process type is called existential. These processes are processes of existing and happening, as in “There was a little house on the big prairie,” “There isn’t enough space,” or “Has there been any problem?” Existential sentences typically have the verb be, and the word there is necessary as a subject although it has no representational function. The object or event that is being said to exist is called Existent. An Existent can be any kind of phenomenon, such as a thing, person, object, institution or abstraction, action, or event. Existentials are represented as follows:

*Tabel 2.10 examples of existential process*

There was	a little house	on the big prairie
Process: existential	Existent	Circumstance : Place

In the table above, the sentence “There was a little house on the big prairie” is classified as verbal process. The word “There was” is called existential process because the word there is necessary as a subject although it has no representational function. Then the word “a little house” is called existent because object or event that is being said to exist is called existent. An existent can be any kind of phenomenon, such as a thing, person, object,

institution or abstraction, action, or event. Then the word “on the big prairie” is called circumstance place because indicates the adverb of place where the house in this sentence.

g. Implicit process

The implicit process is the implied meaning contained in the sentence, the implicit is constructed as an addition. Part of process/predicator or element. It can be embodied by groups of adverbs in which the adverb function as the head.<sup>52</sup> Scholar can discover the implied and underlying experiential meanings, implied meaning of reality by analyzing discovers through the transitivity system.<sup>53</sup> For example sentence “replace the fruiting rod” the material clause construe the procedure as a sequence of concrete changes in the trees brought about by the person being instructed, the implicit ‘you’ (which could be made explicit, as in *you replace the fruiting rod* ).<sup>54</sup>

2. Participants

According to Halliday & Matthiessen, participants is realized in the nominal group of the clauses and participant is the doer of the action. Participants can also be identified as the people, things, or ideas involved in the processes. The nominal of classes make the participants actual. Halliday's Transitivity Analysis uses a functions and participants represented in clauses to determine the joint ideologies of social actuality combined with linguistic semantics to understand the processes participants by examining who did what to whom (or

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<sup>52</sup> Shu-Kun Chen, 2017, From explicit to implicit orientation: Mapping rank scale to modality in English and Chinese, *Journal Functional Linguistic*, China, P. 1-20.

<sup>53</sup> Suzanne Eggins, Op. Cit, P. 213.

<sup>54</sup> M. A. K. Halliday, and Matthiessen, Op. Cit, P. 107.

what), where, when, how, and why. In understanding the ideational meaning, there are twenty types of participants proposed by Gerrot and Wignell, namely Actor, Intent, Initiator, Beneficiary, Range (material process), Behavior, Range (behavioral process), Senser, Phenomenon, Inducer, Sayer, Verbiage, A im, Token, Quality, Assigner, Carrier, Attribute, Attributor, and Existent. In this research, the researcher limits the participants namely Phenomenon, Behavior, Senser, Carrier, Attribute, and Existent. We can see the summary of all the participants above in Table below, so that it is easy for us to understand them:

*Tabel 2.11 summary of all the participants*

Types of Process	Participant I	Participant II
Material	Actor	Goal
Mental	Senser	Phenomenon
Relational	Identification : Token	Value
	Attribution : Carrier	Attribute
	Possesion : Possessor	Possessed
Behavior	Behaver	Range
Verbal	Sayer	Verbiage
Existential	Existence	

### 3. Circumstances

Circumstantial meanings are expressed through prepositional phrases or adverbial groups. Circumstances are the situations under which proceedings take place. Circumstances also respond for example when, where, why, how, how many and how. The prepositional phrases or adverbial classes represent circumstantial components. Gerrot and Wignell divide the types of circumstances, namely time, place, manner, purpose, accompaniment, matter, and position. We can see the summary of all the circumstances above in Table below:



*Tabel 2.12 summary of all the circumstances*

<b>Extent</b>	This circumstantial elements convey the meanings of distance, duration, and frequency. The elements are realized as for or throughout + ( nominal group).
<b>Location</b>	This circumstantial elements convey the meanings of place and time. The elements are realized as prepositions and adverbs of place and time.
<b>Manner</b>	This circumstantial elements convey the meanings of means, quality, comparison, and degree. The elements are realized as prepositions + (material) and adverbs of quality, comparison, and degree.
<b>Cause</b>	This circumstantial elements convey the meanings of reason, purpose, and behalf. The elements are realized by prepositional phrases and conjunctions, such as because of, for the purpose of, and on behalf of.
<b>Contingency</b>	This circumstantial elements convey the meanings of condition, default, and concession. The realizations include in case of, in default of, despite, etc.
<b>Accompaniment</b>	This circumstantial elements convey the meanings of commutative and additive. The realizations include with, without, as well as, etc.
<b>Role</b>	This circumstantial elements convey the meanings of guise and role. The realizations include as, in the form of, info, etc.
<b>Matter</b>	This circumstantial elements convey the meanings of the topic (what about?). The elements encompass about, concerning on, on, of, etc.
<b>Angle</b>	This circumstantial elements convey the meanings of source and viewpoint. The elements encompass according to, in the words of, in the opinion of, etc.

## E. Multimodal

Multimodal analysis is an analysis that provides tools and techniques for analyzing texts that use more than one discourse mode. If we look at semiotic resources combined together with the process of creating meaning that is well projected by ad designers to the public or buyers of the products being advertised, this is very interesting. According to O'Halloran states multimodal analysis includes all types of communication that have text interactions and interactions of two or more semiotic sources or means of communication to achieve the communicative function of the text.<sup>55</sup>

According to Kress and Van Leeuwen in Widayanti, a multimodality is defined as the use of different semiotic modes at the same time with a particular way in product design to complete and strengthen the meanings in a communicative text.<sup>56</sup> In short, multimodality provides procedures of analysis to study discourse with the use of several semiotic resources. Kress and Leeuwen's as cited in Jing Liu, states that the three metafunctions of linguistics can be extended to visual communication.<sup>57</sup> In reading image, they see image as a resource for representation and thus will display culturally produced regularities.

Kress and Van Leeuwen state that images, color, music, typography and other visual modes are similar to language and they can simultaneously fulfill and realize the three broad communicative metafunctions as language does.<sup>58</sup> In their view, image and other visual modes can represent objects and their relations in a world outside the representational system, so there are many ideational choices available for visual sign-making in visual communication. They also think that image and other

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<sup>55</sup> Kay L. O'Halloran, 2014, *Systematic Functional-Multimodal Discourse Analysis (SF-MDA), Constructing Ideational Meaning Using Language and Visual Imagery Visual Communication*, New York, P. 444.

<sup>56</sup> Widayanti, 2016, *A Case Study of Multimodal Analysis: The Representation of a Female Model in the 'Insight' Rubric of Male Magazine 147<sup>th</sup> Edition*, Thesis, UPI, P. 127

<sup>57</sup> Jing Liu, 2013, *Visual Images Interpretive Strategies in Multimodal Texts*, *Journal of Language Teaching and Research*, China, P. 1260.

<sup>58</sup> G. Kress & T. Van Leeuwen, 2006. *Reading Images—The Grammar of Visual Design*, New York, P. 231.

visual modes have the capacity to form texts, complexes of signs which internally cohere with each other 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.

From Kress and Van Leeuwen's visual grammar, we can see that images are made up of elements that can be decomposed when we analyzed the meaning of them. . Just as language, images have meanings only when they are integrated together. That is, the meaning of visual images comes from the arrangement of different visual elements.

It has been that multimodal analysis is closely related to Halliday's Systemic Functional Grammar (SFG). SFG's central assumption is that language is a type of social semiotic, and that it should be studied in relation to its social context. SFG has been used to decipher the grammar of various semiotic modes like pictures, music, and action. SFG concentrates on the methods for achieving language's functions. In Halliday's framework, there are three types of metafunctions or meanings in language structure: ideational, interpersonal, and textual. Furthermore, Visual Grammar (VG) is a theory developed by Kress and van Leeuwen (2006) for understanding visual images. They propose three metafunctions of images: representational, interactive, and compositional meanings.

In multimodal analysis, according to Geoff Bull and Michelle Anstey, state that a text is called multimodal if the text is realized from a combination of two or more semiotic systems. There are five semiotic systems in total.<sup>59</sup> The first is the linguistic system/Verbal. In the multimodal text, components of linguistics include some aspects, which are consist of word, generic structure, and also the grammar both of oral and written language. The second is the visual system; this semiotic system focuses on how some modes in the visual aspect will contribute to creating the meaning. Moreover, those visual aspects consist of

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<sup>59</sup> Michele Anstey and Geoff Bull, "Helping Teachers to Explore Multimodal Text," *Curriculum & Leadership Journal* vol.8, no. 16 (n.d.), p. 4.

vector, color, point of view from the stationary image, and move image. The third is audio that contains some elements such as the volume of the object and then high and low rhythms of music and the sound effect of the video as an analysis object. Next is gestural; this semiotic mode contains some aspects such as movement, silence, facial expression, speed, and body language. It can be analyzed from the participants on the object of analysis. The last is the spatial system; this semiotic system also uses participants to analyze it. Furthermore, there are some modes include in this semiotic system are direction, proximity, the position of layout, space of the objects.<sup>60</sup> Those components of multimodality or modes have different potential to convey the message in multimodality.

These semiotic systems it included in modes of multimodality. Every mode will bring different meanings. As stated by Kress and van Leeuwen, different modes from the texts are constructed and showed social differences. Moreover, by using images and writing text in multimodality will bring one set of meanings and also carry another.<sup>61</sup> In conclusion, every mode has its function in expressing its meaning and will complete each other. The analysis of visual element in this research was carried out by applying the theories of Generic Structure of Advertisement Cheong 2004, The focus of the Generic Structure of Advertisement will be focused more detail below.

#### **F. Generic Structure of Potential**

The theories use in this research are based on Halliday Systemic Functional Linguistics and Cheong Generic Structure Potential (GSP) of print advertisements. The elements of printed advertisement are divided into two. Those are visual elements and linguistic elements. Furthermore, this analysis is focus on experiential function and visual elements. Meanwhile, Cheong GSP of printed advertisement is used to reveal the elements of the advertisements. Cheong in Halloran state it is to provide a model

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<sup>60</sup> Ibid.4

<sup>61</sup> Ibid,20

the best captures the multi-semiotic interaction between visual and linguistic text in printed advertisements.<sup>62</sup> The Generic Structure Potential of printed advertisement as follows:

**Lead<sup>^</sup>(Display)<sup>^</sup>Emblem<sup>^</sup>(Announcement)<sup>^</sup>(Enhancer)<sup>^</sup>(Tag)<sup>^</sup>(Call-and Visit-Information)**

*Table 2.13 Generic Structure of Potential (GSP)*

## G. Visual Element

According to Kress and Van Leeuwen as cited in Herman, states that various visual elements in the text are moralized to indicate attitude and evaluate stances, visual elements can be moralized just as much as linguistics element.<sup>63</sup> According to Halliday as cited in Yogi Perdana J. Tanjung, states that 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.<sup>64</sup> According to Cheong there are three visual elements, they are : lead, display, and emblem.

### 1. Lead

Lead is the main part of 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. According to Cheong states that, the lead consist of the Locus of Attention (LoA) and Complement to The Locus of Attention (Comp.LoA). There is an element in the lead that by its very salience, be it an unusual quality that challenges reality or outstanding size, colour, and so

<sup>62</sup> Cheong, , Yin Yuen, 2004, *The Construal of Ideational Meaning in Print Advertisement* ( edited by Kay L. O'Halloran), (New York: Continuum: 2004), P. 164.

<sup>63</sup> Herman et, al, 2019, Structure of Representational Metafunctions “Cheng Beng” Ceremony in Pematangsiantar: A Multimodal Analysis, *Intrnational Journal of Inovation, Creative and Change*, Medan, P. 37.

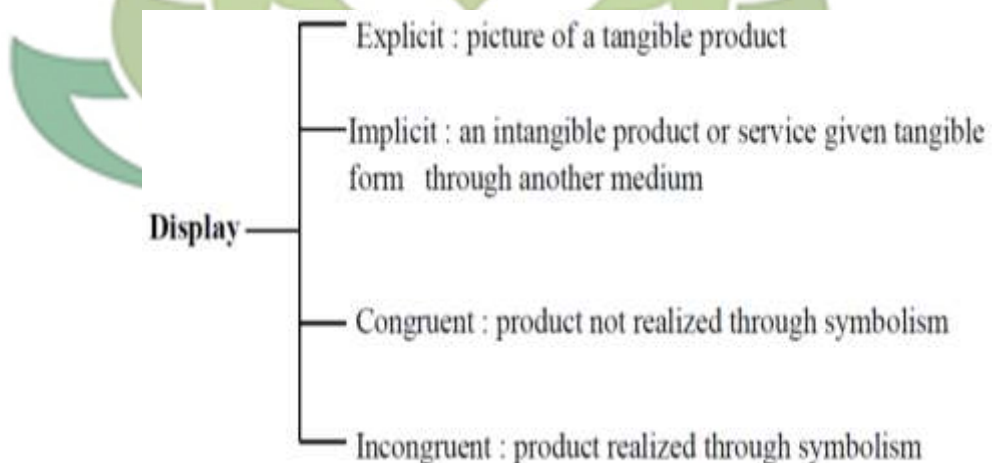
<sup>64</sup> Yogi Perdana J. Tanjung, 2021, *Multimodal Analysis in Covid-19 Advertisement From Minister of Health* , Thesis, University of Sumatera Utara Medan. P. 11.



forth, arrest the attention of the viewer.<sup>65</sup> 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.

## 2. Display

Cheong says that Display is visualization of product or service in the advertisement.<sup>66</sup> The visual component Display serves to describe the product in a real and explicit way, but the implicit function shown here is the realization of products or services that are not real to become real through another medium. Meanwhile, the visual component display Congruent serves to realize a product without going through symbolization and display Incongruent realizes a product through symbolization, O'Halloran.<sup>67</sup>



*Figure 2.1 The display in a print Advertisement*

<sup>65</sup> *Ibid*, P. 165.

<sup>66</sup> *Ibid*, P. 171.

<sup>67</sup> Kay L. O'Halloran, *Multimodal Discourse Analysis Systematic Functional perspectives*, (New York: Continuum: 2004), P. 171.

### 3. Emblem

Emblem may be realized visually as the logos of the product or service advertised and its linguistic realization is in the form of the brandname of the product or service. Cheong says that 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.<sup>68</sup>

## H. Intersemiotic Complementarity

This analysis is completed with intersemiosis analysis to understand the interaction between the verbal texts and the visual images Royce's Intersemiosis Complementarity framework.<sup>69</sup> This framework illustrates the realization that verbal and visual modes co-operate in a page-based multimodal text and complement each other semiotically to produce a single textual phenomenon. The first step is to 'ascertain who or what is in the visual frame, what action is taking place and what those actions represent circumstantially according to the wider context of situation. What is seen in the visual frame is then categorised based on the symbolic attributes as a basis for comparing the texts related to the visuals.

The meaning relations between the visual images and the verbal texts in the data are outlined in the Royce's Intersemiotic Complementarity below:<sup>70</sup>

*Table 2.14 Intersemiotic Complementarity for Experiential Metafunction*

Intersemiotic Complementarity for Experiential Metafunction
Repetition (R) i.e. Ideational experiential meaning.
Synonymy (S) i.e. the same or similar experiential meaning.

<sup>68</sup> *Ibid.* P, 173

<sup>69</sup> Terry Royce, *Intersemiotic Complementarity: A Framework for Multimodal Discourse Analysis*, In T.D. Royce & W.L. Bowcer (ED), *New Direction in The Analysis of Multimodal Discourse* ( London: Lawrence Erlbaum Associates: 2007), P. 63.

<sup>70</sup> *Ibid.* P. 63-109.

Antonymy (A) i.e. opposite experiential meaning.  
 Meronymy (M) i.e. the relation between part and whole of something.  
 Hyponymy (H) i.e. the relation between a general class of something and its sub-classes.  
 Collocation (C) i.e. expectancy of high probability to co-occur in a field or subject area.

In Intersemiotic Synonymy the experiential meaning of the two lexical items is the same or almost the same, and may often be used interchangeably. This can be seen in the synonymous relations between trade cycle and business cycle, between stocks, equities, and shares, and between market structure definitions such as 'perfect competition' and pure competition. In Intersemiotic Antonymy the experiential meaning of the two lexical items is essentially one of opposition, as in long run and short run, increasing returns to scale and decreasing returns to scale, and the opposition of buyer with seller.

Intersemiotic Hyponymy involves a classification of the cohesive relations between a general class (termed the Super-ordinate) and its sub-classes (termed the Hyponyms and Co-hyponyms), and vice versa. Meronymy involves a classification of the cohesive relations between the whole of something (termed the super-ordinate) and its constituent parts (termed the meronyms and comeronyms). Intersemiotic Collocation as used in this study therefore involves a classification of the lexical relations between items which do not necessarily enter into the semantic relations discussed above such as hyponymy or meronymy etc., but do, in a general sense, have a tendency to co-occur as collocates in texts of different kinds in various fields.

This category may be defined as the relation (or association) between lexical items which have a tendency to co-occur due to the particular configuration of the register variable field. This relation will vary in strength depending on the particular text. For example the word cutting in a text on rose gardens may suggest collocates such as secateurs, shoots and off cuts, in an economics text words such as budget, spending' and

debts, or in a text on movies words like scenes, camera and lights. Thus there is an expectancy relationship occurring between the lexical items, which is an aspect of the collocational relationship.

## **I. Advertisement**

### **1. Definition of Advertisement**

Advertisement is part of a promotion mix and the promotion mix is part of the marketing mix. In simple terms, advertising is defined as a message that offers a product that is addressed to the community through a media. While advertisement is all costs that must be spent by sponsors to make presentations and non-personal promotions in the form of ideas, goods or services. In the delivery of advertisements have various attractions in an effort to make people want to see or make an impression on the audience. In delivering messages through advertisements, the important thing besides the attractiveness of the ad, the execution of the creation and the style of delivery is the content of the message itself. The contents of the message contained in the advert are conveyed through visual elements that we can find its meaning using the study of semiotics.

### **2. Types of Advertisement**

There is not just one kind of advertisements. In fact, advertisements is a large and varied industry. Different types of advertisements have different roles. Considering all the different advertisements situations, it can identify major types of advertisements:

- a. Display advertising, which is also often referred to as “banner” advertising, is a type of advertising that is composed of small digital billboards or banners that are placed in and around blog posts, keyword search pages, websites, etc.
- b. Video advertising are quite popular advertising types in today’s digital marketing environment, and it makes sense why. Video advertisements are eye-

catching, entertaining, and great for telling a complex story that a display ad simply can't do.

- c. Mobile advertising is quickly becoming the new norm as more people are consuming online content through their mobile device than ever before .Mobile advertising is, simply, ads that are optimized for mobile consumption. mobile ads are quite board and can include video, apps display, search, or social ads.
- d. Native Advertising this form of advertisement is simple ad content that is integrated into a piece of content. They are considered “non disruptive” ads and usually come in the form of sponsored content. For example, pop up ads, and autoplay videos are considered and can often have negative impact on one potential customer base.

#### **J. Shopee**

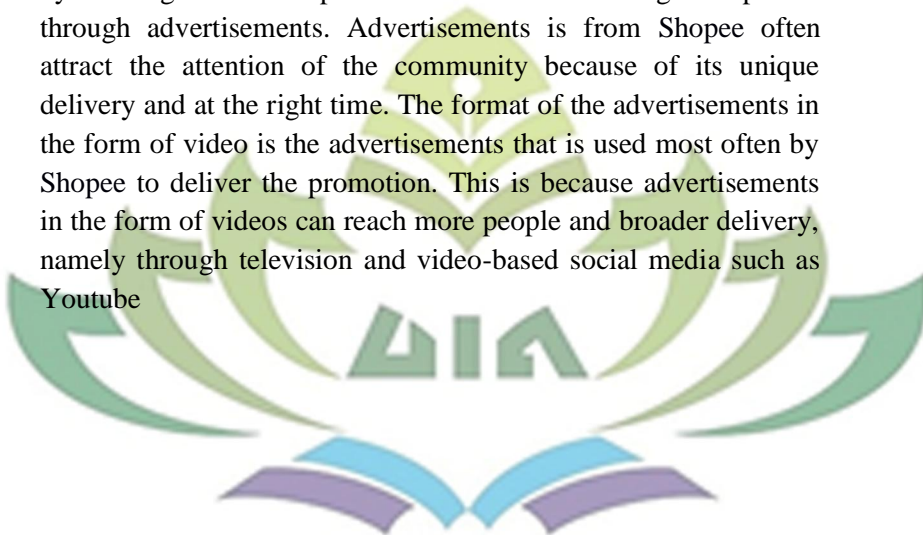
Shopee is an online marketplace owned by PT. Garena Indonesia for the process of buying and selling through mobile phones with the concept of social media shopping. Shopee offers a variety of products ranging from fashion products to daily necessities. Shopee is present in the form of a mobile application to make it easier for users to do online shopping activities without having to open a website through a computer device. Shopee entered the Indonesian market at the end of May 2015 and started operations at the end of June 2015, and was first introduced in Singapore in 2015. Shopee is a subsidiary of Singapore-based Garena. Shopee is not only in Indonesia but also in several countries in Southeast Asia such as Singapore, Malaysia, Vietnam, Thailand, Philippines, and Indonesia.

Chris Feng is an important figure behind the history of the establishment of Shoppe as well as a CEO who is the best graduate of a University in Singapore. Shoppe comes with an integrated method with logistics support that has a safe and convenient payment method. This makes online shopping easy for both sellers and buyers. stores in Singapore followed by Shoppe's

expansion to other neighboring countries such as Thailand, Malaysia, Vietnam, Taiwan and the Philippines.

Shopee introduced it for the first time as Customer to Customer (C2C), but then switched to a hybrid model and currently Shoppe is used as Business to Customer (B2C). Since its initial launch as Shoppe Mall and becoming an online store platform with a well-known brand, Shoppe now has more than 70 of the best courier service providers across the country and provides logistical support for all its users.

Currently Shoppe has successfully become a pioneer of ecommerce in Indonesia. The website wants to maintain its image by making attractive promos and also delivering the promo through advertisements. Advertisements is from Shoppe often attract the attention of the community because of its unique delivery and at the right time. The format of the advertisements in the form of video is the advertisements that is used most often by Shoppe to deliver the promotion. This is because advertisements in the form of videos can reach more people and broader delivery, namely through television and video-based social media such as Youtube





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