

A MULTIMODAL ANALYSIS OF *BUKALAPAK* ADVERTISEMENT

SKRIPSI

*Submitted in Partial Fulfilment of the Requirement
For the Degree of Sarjana Pendidikan (S.Pd)
English Education Program*

By:

KIKI AMALIA
NPM: 1502050074



**FACULTY OF TEACHER TRAINING AND EDUCATION
UNIVERSITY OF MUHAMMADIYAH SUMATERA UTARA
MEDAN
2019**

BERITA ACARA

Ujian Mempertahankan Skripsi Sarjana Bagi Mahasiswa Program Strata I
Fakultas keguruan dan Ilmu Pendidikan Universitas Muhammadiyah Sumatera Utara



Panitia Ujian Sarjana Strata-1 Fakultas Keguruan dan Ilmu Pendidikan dalam Sidangnya yang diselenggarakan pada hari Selasa, 08 Oktober 2019, pada pukul 07.30 WIB sampai dengan selesai. Setelah mendengar, memperhatikan dan memutuskan bahwa :

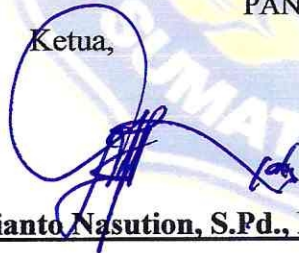
Nama Lengkap : Kiki Amalia
NPM : 1502050074
Program Studi : Pendidikan Bahasa Inggris
Judul Skripsi : A Multimodal Analysis of *Bukalapak* Advertisement

Ditetapkan : (**A**) Lulus Yudisium
() Lulus Bersyarat
() Memperbaiki Skripsi
() Tidak Lulus

Dengan diterimanya skripsi ini, sudah lulus dari ujian komprehensif, berhak memakai gelar Sarjana Pendidikan (S.Pd.)

PANITIA PELAKSANA

Ketua,



Dr. H. Elfrianto Nasution, S.Pd., M.Pd.


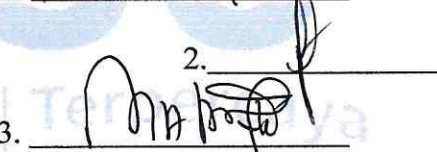

Sekretaris,



Dra. Hj. Syamsuyurnita, M.Pd.

ANGGOTA PENGUJI:

1. Dra. Diani Syahputri, M.Hum
2. Pirman Ginting, S.Pd, M.Hum
3. Mandra Saragih, S.Pd, M.Hum

1. 
2. 
3. 

LEMBAR PENGESAHAN SKRIPSI

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

Skripsi ini yang diajukan oleh mahasiswa di bawah ini :

Nama Lengkap : Kiki Amalia

N.P.M : 1502050074

Program Studi : Pendidikan Bahasa Inggris

Judul Skripsi : A Multimodal Analysis of *Bukalapak* Advertisement

sudah layak disidangkan.

Medan, September 2019

Disetujui oleh:

Dosen Pembimbing



Mandra Saragih, S.Pd., M.Hum

Diketahui oleh:

Dekan,

Ketua Program Studi,



Dr. H. Elfrianto Nasution, S.Pd., M.Pd



Mandra Saragih, S.Pd, M.Hum

Unggul | Cerdas | Terpercaya

ABSTRACT

Kiki, Amalia. 1502050074. “A Multimodal Analysis of Bukalapak Advertisement”. English Education Program. Skripsi. Faculty of Teacher Training and Education. University of Muhammadiyah Sumatera Utara. Medan. 2019

This research was analyzed multimodal analysis of Bukalapak advertisement which focused on visual elements and experiential function. It aimed to described the realization of visual elements and to analyzed experiential function realized in Bukalapak advertisement. There were four advertisements which be taken from youtube channel of Bukalapak as the data, they were *Zaman Tak Bisa Dilawan Tapi Bisa Diajak Berkawan*, *Bukalapak Emang Cincai Versi Bukan Hari Imlek*, *Mau Digaransi Komplit* and *Gunakan Jarimu dan Jadilah Pahlawan di Bukalapak*. The data were collected by downloading the advertisements, watching, taking the screenshoot, reading and examining the texts and the images, and identifying and analyzing to find the visual elements and experiential function. The method of this research was the descriptive qualitative method by Miles, Huberman and Saldana (2014) and used theory of visual elements by Kress and Leeuwen and theory of experiential function by Halliday. The result of this research showed that there were 30 pictures which found in those advertisements consisted of three visual elements, they are lead, display and emblem. The lead and display were more dominant than emblem, because almost of the picture included lead and display while emblem is only in a few pictures while there were twenty five of clauses which has been analyzed based on the experiential function, especially 9 for material process, 8 for mental process, 4 for relational process, 1 for verbal process, 1 for behavioural process and 2 for exsistence process. The most dominant of experiential function was material process, while the least are verbal and behavioural process.

Keywords: multimodal, advertisement, visual element, experiential function

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 *Bukalapak* Advertisement”.

This research is submitted to fulfill the requirements in accomplishing S1 degree at English Department of Faculty Teacher Training and Education University Muhammadiyah Sumatera Utara. 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:

1. Dr. Agussani, M.AP., as the Rector of University of Muhammadiyah Sumatera Utara.
2. Dr. Elfrianto Nasution, S.Pd, M.Pd as Dean of Faculty of Teacher Training and Education who has allowed this research to continue final examine.
3. Mandra Saragih, S.Pd, M.Hum as the Head of English Education Program at once as my supervisor who has given a lot of valuable, suggestions, critics and guidances to finish this research.
4. Pirman Ginting,S.Pd, M.Hum as Secretary of English Education Program who has allowed and guided her to carry out this research.

5. All the lectures who has taught, guided and advised especially those of English Education Department at University Muhammadiyah of Sumatera Utara.
6. My beloved parent, Mr. Jumahadi and Mrs. Yuni who has given pray, love, motivation and support so that the researcher can finish this research.
7. My younger brother, Agung Prakoso who always give the support for the reseacher.
8. All of my friends who have helped the researcher to finish this reseacher especially VIII B Morning.

Medan, 2019

Kiki Amalia
1502050074

TABLE OF CONTENTS

ABSTRACT	i
ACKNOWLEDGMENT	ii
TABLE OF CONTENTS.....	iii
LIST OF TABLE.....	vii
LIST OF FIGURE.....	viii
LIST OF APPENDICES.....	ix
CHAPTER I INTRODUCTION.....	1
A. Background of the Study	1
B. The Identification of the Problem	4
C. Scope and Limitation	4
D. The Formulation of the Problem.....	5
E. The Objective of the Study	5
F. The Significance of the Study	5
CHAPTER II THE REVIEW OF LITERATURE	7
A. Theoretical Framework.....	7
1. Systemic Functional Linguistics (LFS)	7
2. Experiential Function	8
3. Multimodal.....	13
3.1.Theories of Multimodal	14
3.2.Multimodal in Advertisement.....	17

4. Visual	18
4.1. Visual Element	18
4.2. Visual Metalanguage for Comprehending and Composing Visual Meaning	21
5. Advertisement	21
5.1. Definition of Advertisement	21
5.2. Purposes and Benefits of Advertisement	23
5.3. Stucture of Advertisement	24
5.4. Types of Advertisement	26
5.5. Profile of Bukalapak	27
B. Previous of Relevant Study	29
C. Conceptual Framework	31
CHAPTER III. RESEARCH METHODOLOGY	33
A. Research Design	33
B. Source of Data	33
C. The Technique of Collecting Data	34
D. The Technique of Analyzing Data	34
CHAPTER IV. DATA AND DATA ANALYSIS	36
A. Data	36
B. Data Analysis	36
C. Finding	89

CHAPTER V CONCLUSION AND SUGGESTION	90
A. Conclusion	90
B. Suggestion	91
REFERENCES	
APPENDICES	

LIST OF TABLE

Table 2.1 Example of Material Process.....	10
Table 2.2 Example of Menatl Process.....	10
Table 2.3 Example of Relational Process.....	11
Table 2.4 Example of Behavioural Process.....	11
Table 2.5 Example of Verbal Process.....	12
Table 2.6 Example of Existence Process.....	13

LIST OF FIGURE

Figure 2.1 Mie Sedaap Korean Spicy Advertisement.....	19
Figure 2.2 Mie Sedaap Korean Spicy Advertisement.....	20
Figure 2.3Mie Sedaap Korean Spicy Advertisement.....	20
Figure 2.4 Conceptual Framework	31

LIST OF APPENDICE

Appendix 1	The Pictures of Bukalapak Advertisement
Appendix 2	Form K-1
Appendix 3	Form K-2
Appendix 4	Form K-3
Appendix 5	Lembar Pengesahan Proposal
Appendix 6	Berita Acara Seminar Proposal
Appendix 7	Surat Keterangan
Appendix 8	Surat Pernyataan Bukan Plagiat
Appendix 9	Lembar Pengesahan Hasil Seminar Proposal
Appendix 10	Surat Izin Riset
Appendix 11	Surat Keterangan Selesai Riset
Appendix 12	Berita Acara Bimbingan Proposal
Appendix 13	Berita Acara Bimbingan Skripsi
Appendix 14	Turnitin
Appendix 15	Curriculum Vitae

CHAPTER I

INTRODUCTION

A. Background of the Study

The communication and technology are strong related 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 used in visual 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. Almost every businesses included the advertisement use visual techniques in conveying their information as it is expected the audiences can understand and accept easily.

Thus, advertisement is one of the communication tools used 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) Supriyanto, (2008). The reasons why visual communication are important in conveying the information on an 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 realized 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.

One of the example is tagline of Gudang Garam Merah "Lelaki Punya Selera" and tagline of A Mild "Go Ahead" , if we look from the sentences alone has invited the public to smoke. The inscription "Smoking kills you" as if only writing does not have an important meaning to remind how dangerous cigarettes are. The images and the effects of the cigarettes themselves have been designed in such a way, but the result that "Smoking can cause cancer, disorders of heart, impotence and disorders of pregnancy and fetus" just writing, the picture is the same. It does not influence on the smoker.

Furthermore, the level of understanding about multimodal the majority of people is still low so that they just understand by looking the image which shown an advertisement without identifying the implicit meaning, in other word they are able to understand texts in writing rather than text visually. The low of ability the people to understand the information which be delivered through a text because they do not know multimodal analysis yet.

Multimodal is a study of semiotic aspects as a signs in the society. Chandler (2007) explains that semiotics involves a study not only about signs in daily conversation, but also about everything referring to the others. Moreover, the signs are figure, sound, gesture, and object. Multimodal is an inter-disciplinary that understands communication and representation to be more than about language. In understanding the advertisement, we can use multimodal analysis where multimodal analysis is a way to analysis is not only the visual image but also the linguistic elements. Multimodal is choosen in this research because it is the new way to do the communication with the other people. This research is interesting conducting the research entitled” A Multimodal of *Bukalapak* Advertisement”.

This research takes four advertisements of Bukalapak , they are *Zaman Tak Bisa Dilawan Tapi Bisa Diajak Berkawan*, *Bukalapak Emang Cincai Versi Bukan Hari Imlek*, *Mau di Garansi Komplit and Gunakan Jarimu dan Jadilah Pahlawan di Bukalapak*. The data are taken from youtube channel of Bukalapak. Furthermore, in this research the researcher analyzed the realization of the visual elements and experiential function of Bukalapak

advertisement which is expected to help the people particularly the students in understanding both of them.

B. The Identification of the Problem

The problems of this research could be identified as follow :

1. The visual image of advertisement is not always interconnected among each other.
2. The majority of people are able to understand texts in writing rather than text visually.
3. The understanding of people about multimodal analysis on an advertisement is still low.
4. The realization of visual element and experiential function in *Zaman Tak Bisa Dilawan Tapi Bisa Diajak Berkawan*, *Bukalapak Emang Cincai Versi Bukan Hari Imlek*, *Mau di Garansi Komplit* and *Gunakan Jarimu dan Jadilah Pahlawan di Bukalapak* advertisement should be analyzed.

C. Scope and Limitation

This research focused on multimodal analysis in the Bukalapak advertisement which is mainly limited on investigating the visual elements and the experiential function that is realized in some of the Bukalapak advertisement such as *Zaman Tak Bisa Dilawan Tapi Bisa Diajak Berkawan*, *Bukalapak Emang Cincai Versi Bukan Hari Imlek*, *Mau di Garansi Komplit* and *Gunakan Jarimu dan Jadilah Pahlawan di Bukalapak*.

D. The Formulation of the Problem

1. How were visual elements realized in *Zaman Tak Bisa Dilawan Tapi Bisa Diajak Berkawan, Bukalapak Emang Cincai Versi Bukan Hari Imlek, Mau di Garansi Komplit and Gunakan Jarimu dan Jadilah Pahlawan di Bukalapak* of Bukalapak Advertisement?
2. How was experiential function realized in *Zaman Tak Bisa Dilawan Tapi Bisa Diajak Berkawan, Bukalapak Emang Cincai Versi Bukan Hari Imlek, Mau di Garansi Komplit and Gunakan Jarimu dan Jadilah Pahlawan di Bukalapak* of Bukalapak Advertisement?

E. The Objective of the Study

1. To describe the visual elements realized in *Zaman Tak Bisa Dilawan Tapi Bisa Diajak Berkawan, Bukalapak Emang Cincai Versi Bukan Hari Imlek, Mau di Garansi Komplit and Gunakan Jarimu dan Jadilah Pahlawan di Bukalapak* of Bukalapak Advertisement.
2. To analyze experiential function realized in *Zaman Tak Bisa Dilawan Tapi Bisa Diajak Berkawan, Bukalapak Emang Cincai Versi Bukan Hari Imlek, Mau di Garansi Komplit and Gunakan Jarimu dan Jadilah Pahlawan di Bukalapak* of Bukalapak Advertisement.

F. The Significance of the Study

Theoretically, the result of this research was expected to give contribution as a source the study of multimodal on advertisement especially how analysis

the visual elements and linguistic in metafunction especially experiential function of advertisement.

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

CHAPTER II

REVIEW OF LITERATURE

A. Theoretical Framework

1. Systemic Functional Linguistics (LFS)

Systemic Functional Linguistic Theory (LFS) is a linguistic theory since the 20th century at University of London which followed Halliday and Greogory who call themselves Neo-Firthian by developing a framework of linguistic theories about systems, functions, meanings, social semiotics and language contexts, Sinar (2012). Halliday's LSF 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.

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

LSF presented the framework "Linguistic Theory" by following the functional systematic linguistic principles. In investigating the phenomenon of discourse analysis, this theory applied a language foundation approach that was

interpretatively semiotic, thematic and interdisciplinary, Sinar (2012). The term "systematic" (S) has implications for systemic relationships and choices of speaker systems / writers in a network system of relationships, and this choice starts from vertical or paradigmatic, systems of meaning systems involved and interrelations with phenomena that investigated, the underlying system of meaning systems behind it, below it, above it and around it or across the phenomena being investigated, Sinar (2012).

The term "Functional" (F) implies that discourse analysis pays attention to the functional realization of the system in structures and patterns, which are structurally horizontal and syntagmatic, function or meaning meanings that exist in language and the function of language is to make meaning which means expressed by the speaker / writer together according to the purpose of making meaning in a text. The meaning and function are important components in creating text. The contextualization of learning to language learners is that language learning means learning to interpret language, Halliday dalam Sinar(2012).

2. Experiential Function

Experiential function relates to what has happened between oneself to the external world. The clause represents the actions relating to inside of oneself as experience and outside world of some one. According to Halliday and Matthiessen (2014), we use language to make sense of our experience and carry out our interactions with other people. In this function, they have some

points to represent their experiences, they are participants, process and circumstance.

Participants are the doer that do an action in clause. Participants are close to the center; they are directly involved in the process, bringing about its occurrence. Participant is obligatory in the clause. Then, circumstance the background of process that done by the participants. Circumstance is specifying when, where, why and how of the process. Circumstance can be location, time, manner, extent, cause, contingency, accompaniment, role, matter and angle. Circumstance is the optional because not all clause have circumstance. Next, process is the most central element in the configuration. Process also is the obligatory. The transitivity construes the world of experience into a manageable set of process types, by transitivity we can analyze the types of process, what types of processes are mostly used by the speaker or writer in the text. Halliday and Matthiessen (2014) said the clause construes relationship of signification between a word and its meaning.

There are three principle types of process, they are material, mental and relational and three subsidiary types of process such as behavioral, verbal, existensial.

a. Material process

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

Table 2.1
Example of Material Process

Benny	Bought	a new book
Actor	Process: Material	Goal

b. Mental process

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

Table 2.2
Example of Mental Process

Jim	Likes	ice cream
Sensor	Process: Mental	Phenomenon

c. Relational process

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

Table 2.3
Example of Relational Process

Raisa	Is	a singer
Carrier	Process: Relational	Attribute

d. Behavioural process

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

Table 2.4
Example of Behavioural Process

I	Slept	in the bedroom
Behavior	Process: Behavioural	Circumstance

e. Verbal process

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

1. A sayer as the participant responsible for the verbal process.
2. A receiver as the one to whom the saying is directed, it may be the subject in a passive clause.
3. A verbiage as the function that corresponds to what is said.
4. A target as the entity taht is targeted by the process of saying.

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

Table 2.5
Example of Verbal Process

Smith	Told	a story
Sayer	Process: Verbal	Verbiage

f. Existential process

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

Table 2.6
Example of Existence Process

There	Is	a car
Carrier	Process: Existence	Existent

3. Multimodal

Multimodal is all interactions, meaning multimodal stresses that all means of communication play an important role both verbally and visually because language contains meaning, content or informative content. According to O'Halloran (2008) 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.

Multimodality is defined as "the use of several semiotic modes in the design of semiotic product or event, together with a particular way in which these modes are combined". Modality in multimodal discourse refers to how people use semiotic resources to create truth. It's a very complicated concept and has different modality markers in different semiotic resources. It does not simply equal to modal verbs or auxiliary verbs, for example can, may, and must.

3.1. Theories of Multimodal

a. Kress and Leewen

Kress and Leewen's opinion, the three metafunctions of linguistics can be extended to visual communication. In Reading image, they see image as a resource for representation and thus will display culturally produced regularities. The meanings expressed by people are the first and foremost social meanings, so Halliday's three metafunctions for language can also be used a starting point for their account of images because they assume the three metafunctions model works well as a source for thinking about all modes of representation. Kress and Van Leeuwen assume 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. 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 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. And all semiotic systems are social semiotic system which allow us to negotiate social and power relationships. They see images of whatever kinds as means for the articulation of ideological position. That's why in their Reading Images, they

draw examples from many domains, such as textbooks, websites, advertisements, magazines articles and so on to express their meaning making in their social practices. The key notion in any semiotics is the sign or sign making, so Kress and Van Leeuwen discuss forms (signifier) such as vector, modality, gaze, composition, perspective, line and color, as well as the way in which these forms are used to realize meanings in the making of signs.

Based on Halliday's theory, Kress and Van Leeuwen use a slightly different terminology in discussing the meaning of image in visual communication: representational instead of ideational; interactive instead of interpersonal; and compositional instead of textual. As for the representational meaning, they have distinguished two kinds of image in the light of the different characteristics of image: one is narrative images which involve four processes, those are action process, reactional process, speech and mental process, and conversation process, another is conceptual images which include three kinds, namely classificational process, analytical process and symbolic process. Kress and Van Leeuwen have suggested three ways to examine the interactive meaning of images from three aspects: contact, social distance and attitude. The compositional meaning of images is realized through : three interrelated systems: information value, salience and framing. 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. The three metafunctions put forth by Kress and Van Leeuwen are not direct relationships between semiotic resources and meaning. The concept such as power, interaction, detachment and involvement and so on are not meanings hidden in the images, rather, they are meaning potentials, that is they are the possible meanings which will be activated by the producers and viewers of images.

b. Bull and Anstey

In multimodal analysis, according to Geoff Bull and Michelle Anstey (2010), 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 (sign, symbol and or code) systems that the multiliterate needs to have knowledge of when exploring and examining multimodal texts.

1. Linguistic analysis

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

2. Visual analysis

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

3. Audio analysis

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

4. Gestural analysis

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

5. Spatial analysis

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

3.2. Multimodal in Advertisement

Multimodal consists of verbal texts and visual texts have logical relationships in conveying a meaning. These relationships can be known through the linkages between the components of metaphor in verbal texts and visual texts, accoding O'Halloran (2004). Conveying of information and meaning which contains elements of verbal text and also visual text is called as advertising. Advertising is any activity to announce something to the public in informing or offering products in the form of goods or services so that people interest in buying or using it. To find out the meaning contained in the and the purpose of analyzing the advertsementfor communicating the verbal and visual language presented in the image, layout, color and combined with words, phrases, clauses and sentences also.

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

4. Visual

4.1. Visual Element

According to Kress and Van Leeuwen (2006) say that various visual elements in the text are moralized to indicate attitude and evaluate stances, visual elements can be moralized just as much as linguistics element. According to Halliday, visual image is as a form of non-verbal communication that can be studied and understood in similar ways to language and can be analyzed using grammatical texts. There are three visual elements in multimodal, they are : lead, display, and emblem.

a. Lead

Lead is the main 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. Cheong (2004) classifies the component of lead into the Locus of Attention and Component to The Locus of Attention. Locus of Attention serves as the core of advertising messages, displayed in the size and colour with distinctive quality

compared with other visual components. 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.



Figure 2.1 Mie Sedap Korean Spicy Advertisement

b. Display

Display is visualization of product or service in the advertisement. The visual component. Display serves to describe the product in a real and explicit way, but that implicit way, but 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 (2004).



Figure 2.2 Mie Sedap Korean Spicy Advertisement

c. Emblem

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



Figure 2.3 Mie Sedap Korean Spicy Advertisement

1.2. Visual Metalanguage for Comprehending and Composing Visual Meaning

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

- a. Expressing and developing ideas in visual texts: for example, how meaning about who, what, where, when, why, can be designed through choices of lines, symbols, vectors, size, and colour.
- b. Interacting and relating with others through visual text: for example, how meaning about how we interact and relate with subject gaze, and colour.
- c. Composition and structure of images: for example, how a visual text can be organised to create a cohesive, coherent whole, through choices of salience (what the viewer's attention is drawn to first), colour, and viewing path.

5. Advertisement

5.1 Definition of Advertising

Advertising 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 advertising (advertising) 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. One of them is the attraction of humor that is often used because it is easily known and easy to remember from an advertising message. According to Sugihantoro, advertisements with the theme of humor are often popular advertisements and are most remembered by the audience. Advertisers often use television or radio media in displaying humor advertisements, but humor advertisements can also use print media. Advertisers use humor in their advertisements for various reasons, including advertising messages delivered in humor can attract audiences quite effectively in maintaining audience attention..

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.

5.2. Purposes and Benefits of Advertisement

As for the purpose of advertising as a diverse implementation of communication tools that are important for the company business and other organizations, according to Terence A, they are :

- a. Informing (providing information), advertising makes consumers aware of new brands, educates them about various brand features and benefits, and facilitates image creation positive brand.
- b. Persuading, effective advertising will be able to persuade consumers to try the products and services advertised.
- c. Reminding (reminding), advertising keeps the company's brand fresh in the memories of consumers.
- d. Adding Value (providing added value), advertising provides added value by improving the quality and innovation of the brand with and affects consumer perceptions.
- e. Assisting (assisting), the role of advertising is as a companion that facilitates other efforts of the company in the marketing communication process.

While the function and purpose of presenting advertisements is to attract the attention of the public or prospective consumers, maintain or maintain a brand image that is imprinted in the minds of the public, and lead the image to consumer behavior ,Wibowo (2003).One of the main advantages of television advertising is its ability to build images. Television advertisements have high coverage, coverage, and repetitions and can display multimedia messages

(sounds, images and animations) that can sharpen memories. The cost of television advertising per appear relatively cheaper than advertisements in magazines or newspapers.

5.3. Stucture of Advertisement

Advertising is a form of promotion for individuals, organizations, or companies to convey their vision and mission. In the advertisements text about the names of products, ideas, and services that can benefit users. An advertisement has a purpose. One of them is to support, remind, and persuade consumers to take action on products/ideas offered.

To understand the meaning contained in advertising messages, Cheong provides an advertisements structure consisting of verbal, visual text, and complete combinations.

- a. The announcement provides three explanations about only the one message displayed, the most important aspects of other messages in the text and catch phrase.
- b. Amplifiers to make or translate meanings conveyed from interactions between Introduction and Announcements. Message amplifiers in advertisements are usually delivered through paragraphs.
- c. Call and Visit Information is contact information that can be contacted by the community of users who want to get approved products and usually call and visit the information selected in small text and its position at the bottom or top, or right-left of the advertisement product.

- d. The leader explain the size, position, or color that must have the potential to save the impression and meaning for the user.
- e. Display for drawing products. The visual display component is made to realize the product without symbolization and displays incongruent to realize the product through symbolization.
- f. The emblem is divided into visual symbols realized through the advertised product logo, and the linguistic symbol embodied through the brand names between trademarks. The emblem function gives an identity or status for the product that has a position on the side of the advertisement text.
- g. Tags are recommendations for advertising products.
- h. Conversation in the text explains active and passive participants in the verbal text.
- i. Setting functions for the background that explain the advantages of product offered.
- j. Additives are relationships that explain various information through verbal texts that are complementary in nature provided by the product.
- k. Demand is a direct interaction between participants and audiences manifested through eye contact or eye contact that stares at the witness.
- l. Social and Equality is a way of taking visual elements to the text by providing information to the public about the product that can be easily accessed and its realization can be found in call and visit information.

Salience shows that the superiority obtained by using advertised products is not directly conveyed to the public, for example, a beautiful body is the

dream of every woman. Reactors are people around who pay attention to objects that are the center of attention.

5.4. Types of Advertisement

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

- a. Brand advertising, is the most common type of advertising which promotes the brand to its target and aims to have a long term identity and image in the minds of the consumers.
- b. Retail or local advertising, focuses on the retailers, distributors, or dealers who sell their merchandise in a certain geographical area, retail advertising has information about products that are available in local stores.
- c. Direct-response advertising, is a direct way of advertising to the target consumers through the use of mail, telephone, e-mail or text message.
- d. Business to Business advertising, is a type of advertising that focuses on a specific niche in the business industry.
- e. Institutional advertising, is focused on establishing an image or identity of a company into the minds of the audience.
- f. Nonprofit advertising, is used by not-for-profit organizations to reach customers. It is also used to solicit donations and other forms of program participation.

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

5.5. Profile of Bukalapak

Bukalapak is one of the online shopping centers (online marketplace) in Indonesia (also known as online store networks) which are owned and operated by PT. Bukalapak. Bukalapak was founded on January 10, 2010 by Achmad Zaky, Nugroho Herucahyono, and Fajrin Rasyid in a boarding house in Bandung, West Java. Bukalapak has become one of four unicorns from Indonesia in 2017.

Bukalapak is a trusted online shopping site in Indonesia that sells a variety of products needed by all Indonesian. As technology develops, more and more activities are carried out digitally, more easily and practically, including shopping activities that are now increasingly rampant digitally, both through computers, laptops, and smartphones that can be accessed anytime and anywhere. Bukalapak's online trading facility has a vision to become the number one marketplace in Indonesia with a mission to empower SMEs throughout Indonesia. In Indonesia, everyone can market their superior products at Bukalapak by opening a cheap online store with a choice of unit shopping systems as well as wholesalers.

Bukalapak consistently strives to expand digital literacy and build small and medium enterprises (SMEs) in Indonesia. Bukalapak has a simple meaning that everyone can hold his merchandise without large capital and make

transactions at a digital stalls. The initial momentum for Bukalapak's progress was when the trend of folding bicycle users surged in 2010. At that time, there were many communities that sold a variety of bicycles and accessories at affordable prices that significantly enlivened and increased user growth at Bukalapak.

Bukalapak was originally famous for bicycle hobbyists. Coming together with the trend of folding bikes and fixed gear that took place from major cities such as Jakarta, Bogor, Bandung which then spread to various other cities in Indonesia. The closeness to the bicycle community is undeniable because Bukalapak is big because of the bicycle community which in 2011 was exploding.

Currently Bukalapak.com has successfully become a pioneer of e-commerce in Indonesia. The website wants to maintain its image by making attractive promos and also delivering the promo through advertisements. Advertisements is from Bukalapak 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 Bukalapak 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.

B. Previous of Relevant Study

The research about multimodal has been carried out by several the researcher. First, Lubis (2013) conducted a research entitled Print Advertisements Structural Multimodal Analysis aims to analyze text adverts based on analysis of language metaphor and multiodal analysis to find relationships between the construction of verbal texts and visual texts in construction. This research applied language metaphorical theory (ideational function, interpersonal function and textual function on Halliday's theory (1985,1994,2004) combined with multimodal analysis which is sponsored by Kress and Van Leewen (2006) and Cheong (2004). Language metafunction Halliday (2004) while the visual analysis uses Kress and Van Leewen's metaphor, a source of data from the print out of "New Nourshing System", New Dove Flawless White from Harper's Inonesia Magazine Bazaar, Brand's and Nutrishake from Men's Health Indonesia.

This research was print advertisement text that contained verbal sentences and phrases and visual images. The research used the research method Dirks (2006; 117) in identifying, classifying and analyzing data. In his research, Lubis draws the conclusion that each component of metaphysics has the same potential in expressing about ad text. Verbal text and the mental relationship has a relationship and cause and effect. Ad text was based on two ideologies included in the text namely sexist ideology which assumes and displays advertisements for women's beauty products. The meaning of each verbal and visual text is based on the interaction between meaning and function in

Halliday's metafunction to describe what is happening in the world (ideas), to bring interaction and relationships between people (interpersonal function) and to form intact entities that are communicative (textual meaning).

Furthermore, the research conducted by Sinar (2013) "Print Advertisement Text Analysis: A Multimodal Perspective. This study discussed the use of language or discourse by giving attention in various ways, ranging from analyzing grammatics, sound realization, intonation, lexical, syntactic structure, semantic aspects, situation context, culture, language ideology and multimodal visual analysis. By combining metaphorical language analysis; ideational functions, interpersonal functions and textual functions based on Halliday's Functional Systemic Linguistic (LSF) concept (1985, 1994, 2004) with multimodal analysis on visuals from both the conceptual text ads of Kress and van Leeuwen (2006) and Yeun (2004). The results of the study based on visual analysis are the femininity of women visualized with beautiful, sexy and charming bodies, as well as male masculinity with the appearance of a strong muscular body. Whereas based on Marie's and L-Men's print advertising ideology which represents femininity and masculinity is the result of socio-cultural construction by the community which ultimately results in a bias in women's social roles that are different from men based on the language of print advertising. The expression of clauses in print advertising as text in its context has the potential to give rise to the value and social order of the community.

This research was very relevant to previous research above, which made a remarkable contribution to this research, namely the use of Systemic

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

C. Conceptual Framework

The researcher examined multimodal analysis research. The multimodal analysis is discussed in this study used the Systemic Functional Linguistics (SFL) theory. The multimodal analysis model is developed from a combination of multimodal Halliday's theory and multimodal analysis by Kress and Leeuwen. In addition, this research focused on the visual elements and experiential function of the advertisement from Bukapalapak advertisement especially *Zaman Tak Bisa Dilawan Tapi Bisa Diajak Berkawan*, *Bukalapak Emang Cincai Versi Bukan Hari Imlek, Mau di Garansi Komplitand Gunakan Jarimu dan Jadilah Pahlawan di Bukalapak*. After analyzing the visual elements and experiential function, the researcher got the finding.

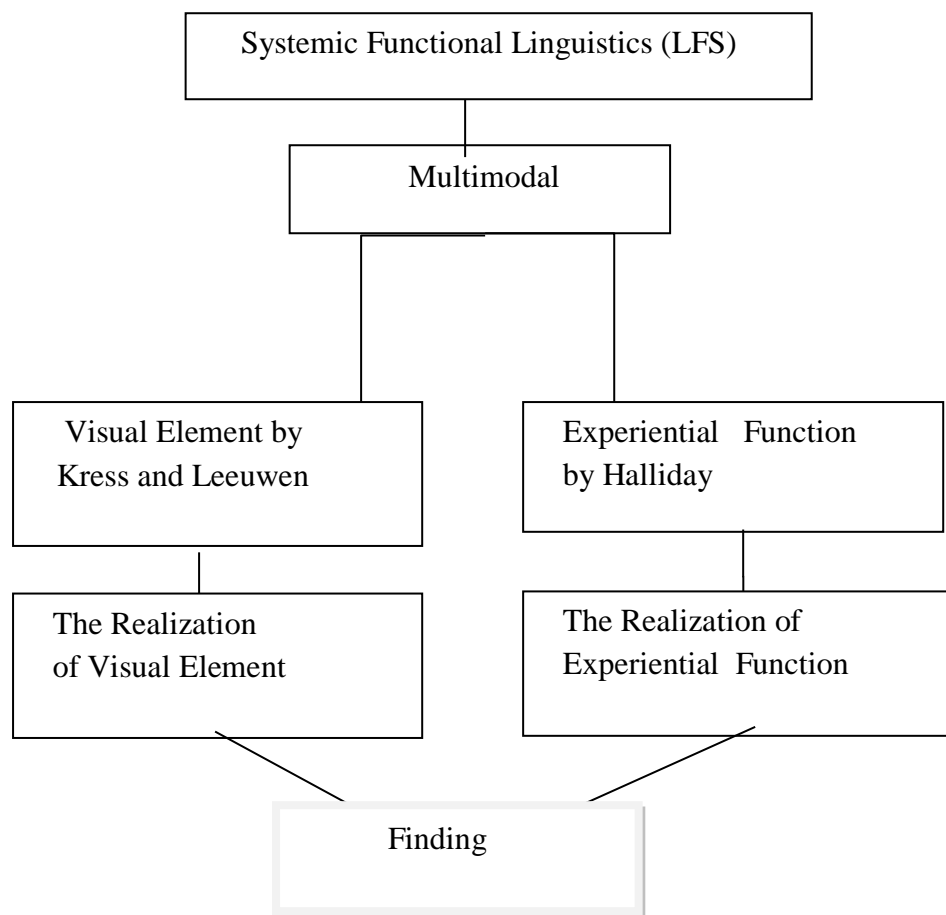


Figure 2.4 Conceptual Framework

CHAPTER III

METHOD OF RESEARCH

A. Research Design

This research applied the descriptive research and qualitative method. The aim of this research was for describing and analyzing the visual elements and experiential function realized in Bukalapak advertisement namely *Zaman Tak Bisa Dilawan Tapi Bisa Diajak Berkawan* , *Bukalapak Emang Cincai Versi Bukan Hari Imlek*, *Mau di Garansi Komplit* and *Gunakan Jarimu dan Jadilah Pahlawan di Bukalapak*. This research took the data from official source. This research was analyzed by using theory of Miles, Huberman and Saldana . After that, this research was analyzed the data based on experts theory. Then, this research produced the findings which answered the formulation and the problem. After that the research got the conclusion of the study.

B. Source of Data

The source of data was taken from Youtube Channel of Bukalapak. There were four advertisements which was analyzed, they were:

1. “Zaman Tak Bisa Dilawan Tapi Bisa Diajak Berkawan” was published in January, 11 2019 and the duration is about 3.37.
2. “Bukalapak Emang Cincai Versi Bukan Hari Imlek” was published in July, 24 2017 and the duration is about 1.01.

3. “Mau di Garansi Komplit” was published in July, 23 2019 and the duration is only 0.31.
4. “Gunakan Jarimu dan Jadilah Pahlawan di Bukalapak ” was published in February, 15 2016 and the duration is 1.30.

C. The Technique of Collecting Data

In this research applied documentary technique for collecting the data.

There were several steps to collect the data:

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

D.The Technique of Analyzing Data

In analyzing the data was used a descriptive analysis technique for getting the result and the conclusion. According to Miles, Huberman and Saldana, the technique of analyzing the data was focused on some characteristics, namely data condensation, data display and conclusion drawing.

1. Data Condensation refered 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 (Miles and et al, 2014). In this research, the data was done by the process of selecting the data through downloading the advertisement of Bukalapak especially *Zaman Tak Bisa Dilawan Tapi Bisa Diajak Berkawan*, *Bukalapak Emang Cincai Versi Bukan Hari Imlek*, *Mau di Garansi Komplit*, and *Gunakan Jarimu dan Jadilah Pahlawan di Bukalapak*.

- a. Selecting the data from Bukalapak advertisement. It has been analyzed into analysis of visual element by Kress and Leeuwen and to analyze the experiential function by Halliday.
- b. Focusing the data, the data focused on the advertisements of *Zaman Tak Bisa Dilawan Tapi Bisa Diajak Berkawan*, *Bukalapak Emang Cincai Versi Bukan Hari Imlek*, *Mau di Garansi Komplit* and *Gunakan Jarimu dan Jadilah Pahlawan di Bukalapak* from youtube channel of Bukalapak.
- c. Simplifying the data, the data selected some of pictures and texts on the advertisement of *Zaman Tak Bisa Dilawan Tapi Bisa Diajak Berkawan*, *Bukalapak Emang Cincai Versi Bukan Hari Imlek*, *Mau di Garansi Komplit* and *Gunakan Jarimu dan Jadilah Pahlawan di Bukalapak*, then it noted kind of visual elements and experiential function that included from the data analysis into theory.

- d. Abstracting the data, the data was analyzed using Halliday, Kress and Leeuwen. The research analyzed visual elements and experiential function of Bukalapak advertisement namely *Zaman Tak Bisa Dilawan Tapi Bisa Diajak Berkawan* , *Bukalapak Emang Cincai Versi Bukan Hari Imlek*, *Mau di Garansi Komplit and Gunakan Jarimu dan Jadilah Pahlawan di Bukalapak*.
2. Data Display is an organized, compressed assembly of information that allows conclusion drawing and action (Miles and et al, 2014).
3. Conclusion drawing and verification is data collecting, the qualitative analysis interprets what things mean by noting pattern, explanations, casual flows, and propositions (Miles and et al, 2014). This research used the combination of theory from Halliday and Kress and Leeuwen to identify the visual element and identify the experiential function of Bukalapak advertisement realized in *Zaman Tak Bisa Dilawan Tapi Bisa Diajak Berkawan* , *Bukalapak Emang Cincai Versi Bukan Hari Imlek*, *Mau di Garansi Komplit and Gunakan Jarimu dan Jadilah Pahlawan di Bukalapak*.

CHAPTER IV

DATA AND DATA ANALYSIS

A. Data

The data of this research were four advertisements found in youtube channel of Bukalapak realized in *Zaman Tak Bisa Dilawan Tapi Bisa Diajak Berkawan* , *Bukalapak Emang Cincai Versi Bukan Hari Imlek, Mau di Garansi Komplit and Gunakan Jarimu dan Jadilah Pahlawan di Bukalapak*in which mainly focused on the visual elements that consist of 30 pictures and experiential function that consist of 25 clauses . The data were analyzed by using Halliday's theory and Kress and Leeuwen's theory. After abstracting the data, the data got the informations of the advertisement and it was called the findings and then the data created the conclusion of the data.

B. Data Analysis

This research had four advertisements of Bukalapak that analyzed namely *Zaman Tak Bisa Dilawan Tapi Bisa Diajak Berkawan* , *Bukalapak Emang Cincai Versi Bukan Hari Imlek, Mau di Garansi Komplit and Gunakan Jarimu dan Jadilah Pahlawan di Bukalapak* which each advertisements had the different duration and different visual and linguistic. Nevertheless, the value of the Bukalapak advertisements did not decrease on each advertisements. The advertisements in Bukalapak remained consistent to convey to the people that

all of the daily needs can be fulfilled easily by using Bukalapak application, started from buying goods to virtual products.

1. The Realization of Visual Elements in Bukalapak Advertisement by Kress and Leeuwen's Theory

1.1 Advertisement 1 “Zaman Tak Bisa Dilawan Tapi Bisa Diajak Berkawan”

Figure 4.1.1



There are three elements which found in this picture, they are lead, display and emblem.

a. Lead → Locus Attention

The lead is the most salient image because it is the main focus of the attention which attract the viewers while watching the advertisement. The lead of this picture is the woman who wears the red hijab. She is the main part of this picture so that by seeing directly the writing “kulakukan pake aplikasi jadi

banyak waktu buat keluarga”, the viewers can know that the woman smiles like that because she is very satisfied with the service of Bukalapak application.

b. Display

Display shows the characteristics of the lead. In this picture, the display is the goods which can be found in Bukalapak such as beverage in sachet and cover of book. All of the products in the picture are called as the explicit way. It means that the goods in the picture show the real product or the other words it is the picture of tangible product. It can be said as the explicit way or real product because the viewers can see the goods in the picture directly.

c. Emblem

Emblem is the logos of the the goods. Emblem provides identity or status for the goods lying on any side to adjust the proportion of advertisement texts. *BukaLaPak* is the logos of this picture where it is written with the white colour. It is made with the little written and put in the right side because all of the displays and the lead had been put in the left side.

Figure 4.1.2



There are three elements which found in this picture, they are lead, display and emblem.

a. Lead → Locus Attention

The lead is the most salient image because it is the main focus of the attention which attract the viewers while watching the advertisement. The lead of this picture is the man who wears the grey shirt in the store. He is the main part of this picture. The viewers can see directly that the man is very helpful with Bukalapak application from the writing "bisa pajang iklan buat tambah pemasukan".

b. Display

Here, the Display shows the characteristics of the lead. In this picture, the display is the goods which can be found in Bukalapak such as soap, milk and medicines. All of the products in the picture are called as the explicit way. It

means that the goods in the picture show the real product or the other words it is the picture of tangible product. It can be said as the explicit way or real product because the customer can see the goods in the picture directly.

c. Emblem

Emblem is the logos of the the goods. Emblem provides identity or status for the product lying on any side to adjust the proportion of advertisement texts. *BukaLaPak* is the logos of this picture where it is written with the white colour, little and in the right side because all of the displays and lead had been put in the middle and left side.

Figure 4.1.3



There are three elements which found in this picture, they are lead, display and emblem.

a. Lead → Locus Attention

The lead is the most salient image because it is the main focus of the attention which attract the viewers while watching the advertisement. The lead of this picture is the woman who stands in front of the store which wears the full colour shirt and white trousers. She is the main focus in this picture. Eventhough she looks far from this picture, but the viewers can see clearly that she is smiling. The viewers can know that she is very cheerful and helpful because there is the writing” Harganya murah, untung saya jadi nao”.

b. Display

Display shows the characteristics of the lead. In this picture, the display is the good which can be found in Bukalapak such as snacks. All of the products in the picture are called as the explicit way. It means that the goods in the picture show the real product or the other words it is the picture of tangible product. It can be said as the explicit way or real product because the customer can see the things in the picture directly.

c. Emblem

Emblem is the logos of the the goods. Emblem provides identity or status for the goods lying on any side to adjust the proportion of advertisement texts. *BukaLaPak* is the logos of this picture where it is written with the white colour and it is put on the the picture and it is big one in order to make the viewers easier to see the logos.

Figure 4.1.4



There are three elements which found in this picture, they are lead, display and emblem.

a. Lead → Locus Attention

The lead is the most salient image because it is the main focus of the attention which attract the viewers while watching the advertisement. The lead of this picture is the man who wears the blue T-shirt in the store. He is the main focus of this picture. The viewers can see him directly if he is glad. The writing of " ga ribet lagi cari pinjaman modal" is the cause the happiness of the man.

b. Display

Here, the Display shows the characteristics of the lead. In this picture, the display is the goods which can be found in Bukalapak such as snacks, ketchup, sauce, oil and the other. All of the products are called as the explicit way. It means that the goods in the picture show the real product or the other words it

is the picture of tangible product. It can be said as the explicit way or real product because the customer can see the things in the picture directly.

c. Emblem

Emblem is the logos of the the goods. Emblem provides identity or status for the product lying on any side to adjust the proportion of advertisement texts. *BukaLaPak* is the logos of this picture where it is written with the white colour. It is made with the little written because all of the elements had been dominant.

Figure 4.1.5



There are three elements which found in this picture, they are lead, display and emblem.

a. Lead → Locus Attention

The lead is the most salient image because it is the main focus of the attention which the attracts the viewers while watching the advertisements. The

lead of this picture is the woman who holds handphone which in the store. She is the main focus of this picture. She looks happy that can be seen because of her smiling.

b. Display

Here, the Display shows the characteristics of the lead. In this picture, the display is the goods which can be found in Bukalapak such as snacks, air freshener, beverage and the others. The products are shown by the explicit way and incongruent. The explicit way means that all of the products can be seen clearly eventhough just in the picture. Here, the explicit products are air freshener, beverage in sachet and also snacks, whereas incongruent way is the product realized through symbolism that can bee seen in the writing” Produk Virtual”. Produk Virtual is called as incongruent because it cannot be seen directly, it is just in the symbolism or writing.

b. Emblem

Emblem is the logos of the the goods. Emblem provides identity or status for the goods lying on any side to adjust the proportion of advertisement texts. *BukaLaPak* is the logos of this picture where in this picture it is written with the red colour. The logos is made with the big written so that the viewers can see clearly.

Figure 4.1.6



There are three elements which found in this picture, they are lead, display and emblem.

a. Lead → Locus Attention

The lead is the most salient image because it is the main focus of the attention which the attracts the viewers while watching the advertisements. The lead of this picture is the woman who is smiling in the store. She is the main focus of this picture. Her smiling can describes that she is very happy. Bukalapak application is very helpful her to make her store becomes crowded.

b. Display

Display shows the characteristics of the lead. In this picture, the display is the goods or services which can be found in Bukalapak application. Besides the real product such as air freshener, she also sells the virtual product. Virtual product is called as the incongruent, it means that the product realized through

the symbolism. In this picture, “jualan pulsa, listrik, and bayar BPJS” is just the symbolism or writing which be shown without the real product so that the viewers can still see the picture directly and still understand the meaning of this picture.

c. Emblem

Emblem is the logos of the goods. Emblem provides identity or status for the goods lying on any side to adjust the proportion of advertisement texts. *BukaLaPak* is the logos of this picture where it is written with the white colour.

Figure 4.1.7



There are three elements which found in this picture, they are lead, display and emblem.

a. Lead → Locus Attention

The lead is the most salient image because it is the main focus of the attention which the attracts the viewers while watching the advertisements. The lead of this picture is the man who wears the white shirt. He is the main part or

main focus in this picture. He is typing something in his handphone and he looks happy. Probably, he likes that because he is satisfied by using Bukalapak advertisement which the goods in his store become complete.

b. Display

Here, the Display shows the characteristics of the lead. In this picture, the display is the goods which can be found in Bukalapak such as tissue or meals and the others. All of the products are shown by the explicit way. It means that the viewers can see the products directly in this picture.

c. Emblem

Emblem is the logos of the the goods. Emblem provides identity or status for the product lying on any side to adjust the proportion of advertisement texts. *BukaLaPak* is the logos of this picture where it is written with the white colour.

Figure 4.1.8



There are three elements which found in this picture, they are lead, display and emblem.

a. Lead → Locus Attention

The lead is the most salient image because it is the main focus of the attention which the attracts the viewers while watching the advertisements. The lead of this picture is the two men who shake hands in the store. The man wears the red T-shirt, and black trousers and the the other one wears the black shirt with the bag in his back. They are the main focus of this picture.

b. Display

Here, the Display shows the characteristics of the lead. In this picture, the display is the goods which can be found in Bukalapak such as shampoo, beverage, detergent and the others. All of the products are shown by the explicit way, it means that the products can be seen directly by the viewers or the other words, they is the real products.

c. Emblem

Emblem is the logos of the the goods. Emblem provides identity or status for the goods lying on any side to adjust the proportion of advertisement texts. *BukaLaPak* is the logos of this picture where in this picture, it is written with the red colour and big because for making the viewers easier to see the logo.

Figure 4.1.9



There are three elements which found in this picture, they are lead, display and emblem.

a. Lead → Locus Attention

The lead is the most salient image because it is the main focus of the attention which the attracts the viewers while watching the advertisements. The lead of this picture is the woman who wears the grey hijab with a handphone in her hands. She is the main focus of this picture. She types something in her handphone to order the good for her store directly in Bukalapak application.

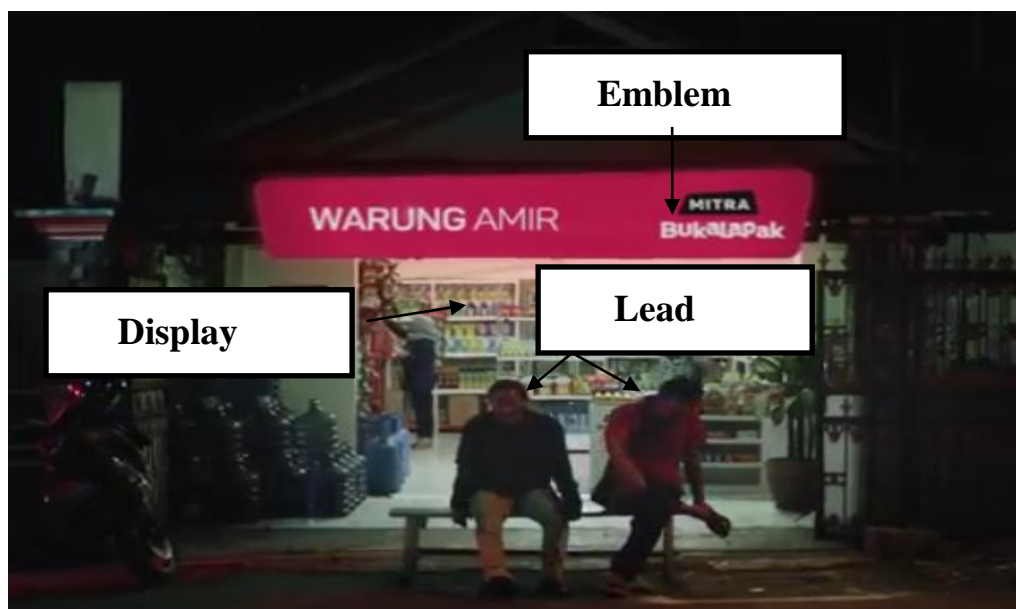
b. Display

Display shows the characteristics of the lead. In this picture, the display is the goods which can be found in Bukalapak such as beverage, milk and the others. The products are shown by the explicit way, it means that they are real products and the viewers can see them in the picture directly.

c. Emblem

Emblem is the logos of the goods. Emblem provides identity or status for the goods lying on any side to adjust the proportion of advertisement texts. *BukaLaPak* is the logos of this picture where in this picture, it is written with the red colour.

Figure 4.1.10



There are three elements which found in this picture, they are lead, display and emblem.

a. Lead → Locus Attention

The lead is the most salient image because it is the main focus of the attention which attracts the viewers while watching the advertisements. The lead of this picture is the men which sit at the bench, they are the main focus. They speak something about the facility of using Bukalapak application especially in selling the products in the store.

b. Display

Here, the Display shows the characteristics of the lead. In this picture, the display is the goods which can be found in Bukalapak such as beverage, milk, shampoo and the others. The products are shown by the explicit way, it means that the viewers can be seen directly the products because they are the real products.

c. Emblem

Emblem is the logos of the the goods. Emblem provides identity or status for the product lying on any side to adjust the proportion of advertisement texts. *BukaLaPak* is the logos of this picture where it is written with the white colour and big. It is put on the lead and display because to make the viewers focus on the three elements.

Figure 4.1.11



There are three elements which found in this picture, they are lead, display and emblem.

a. Lead → Locus Attention

The lead is the most salient image because it is the main focus of the attention which the attracts the viewers while watching the advertisements. The lead of this picture is the two man who the first man shows something from his handphone while the other one listens carefully with the smiling in his lips. They are the main focus of this picture. The first explains that he is helpful because of this application, namely Bukalapak. Everything which is needed him can be gotten easily.

b. Display

Here, the Display shows the characteristics of the lead. In this picture, the display is the goods which can be found in Bukalapak such as beverage, shampoo and the others. All of the products are called as explicit way, it means that the products are shown in the picture with the real products. The viewers can see directly the real products although they are not clear.

c. Emblem

Emblem is the logos of the goods. Emblem provides identity or status for the goods lying on any side to adjust the proportion of advertisement texts. *BukaLaPak* is the logos of this picture where here it is written with the red colour and big one because it is easy to be seen by the viewers.

1.2. Advertisement 2 “Bukalapak Emang Cincai Versi Bukan Hari Imlek”

Figure 4.2.1



There are two elements which found in this picture, they are lead and display.

a. Lead → Locus Attention

The lead is the most salient image because it is the main focus of the attention which the attracts the viewers while watching the advertisements. The lead of this picture is the man who wears the blue T-shirt and is holding the handphone in his left hand. It describes in Bukalapak can pay the electricity.

b. Display

Here, the Display shows the characteristics of the lead. In this picture, the display is the goods and services which can be found in Bukalapak. The display of this picture are incongruent way, it means that the products are shown with

the symbolism which can be seen in writing” Beli Token Listrik” and “ Bayar Listrik”.

Figure 4.2.2



There are two elements which found in this picture, they are lead and display.

a. Lead → Locus Attention

The lead is the most salient image because it is the main focus of the attention which the attracts the viewers while watching the advertisements. The lead of this picture is the woman who holds the handphone. She is the main focus of this picture. This main part indicates the satisfaction of her because she can do everything, start from buying the gold, pulse and investment.

b. Display

Here, the Display shows the characteristics of the lead. In this picture, the display is the things which can be found in Bukalapak. The products or services

are shown by the incongruent way. It is said like that because the product is shown by the symbolism. For example: buying the pulse, gold, electricity even investation BukaReksa and BukaEmas.

Figure 4.2.3



There are two elements which found in this picture, they are lead and display.

a. Lead → Locus Attention

The lead of this picture is the most salient image because it is the main focus of the attention which the attract the viewrs while watching the advertisments. It could be seen from the visual of the woman who is lying on the bed holding her handphone that she puts it close to her ears. She is the main focus in this picture. She can buy the pulse in Bukalapak without going out, that is why she looks glad.

b. Display

Here, the Display shows the characteristics of the lead. In this picture, the display is the goods which can be found in Bukalapak. The product are shown by the incongruent way where it means that the product realized through the symbolism. The symbolism can be seen from the writing, "Beli Pulsa" .

Figure 4.2.4



There are two elements which found in this picture, they are lead and display.

a. Lead → Locus Attention

The lead is the most salient image because it is the main focus of the attention which the attracts the viewers while watching the advertisements. It could be seen from the visual of the woman who hold the handphone to order

the ticket. She is the main focus of this picture. From the lead, the viewers can know that she is very excited because she can still stay at home to order the ticket in Bukalapak application without going out.

b. Display

Display shows the characteristics of the lead. In this picture, the display is the goods or services which can be found in Bukalapak such as buying the ticket of train or plane, even the car. All of products which has been mentioned are incongruent way. It means that the products or services are realized through th symbolsim. “Tiket pesawat dan kereta” ,” mobil” are the incongruent products.

Figure 4.2.5



There are two elements which found in this picture, they are lead and display.

a. Lead → Locus Attention

The lead is the most salient image because it is the main focus of the attention which attracts the viewers while watching the advertisements. The lead of this picture is the man which is playing the game, while the other there is a boy which stands beside the man. Both of them are very excited, they can buy the voucher of game in Bukapalak application.

b. Display

In this picture, the display is the goods or services which can be found in Bukalapak. One of them is buying the voucher of game. “Voucher game” is called as the incongruent way, it means that the product realized with the symbolism. The viewers cannot see the real product from this picture because it is just shown with the writing.

Figure 4.2.6



There are two elements which found in this picture, they are lead and display

a. Lead → Locus Attention

The lead is the most salient image because it is the main focus of the attention which the attracts the viewers while watching the advertisements. Here the lead could be seen from the visual of the woman who sits on the bed while holding the handphone and the baby stands on the bed. They looks so cheerful because they can buy their needs in Bukalapak. The viewers can know them from the writing” beli apa aja say”. The writing describes that the people can buy everyhing in Bukalapak application.

b. Display

Display of this picture is shown by the explicit way where the products can be seen the viewers directly or the other words they are the real products. There are some products which in the picture, they are an iron, suitcase and night lamp.

Figure 4.2.7



There are two elements which found in this picture, they are lead and display.

a. Lead → Locus Attention

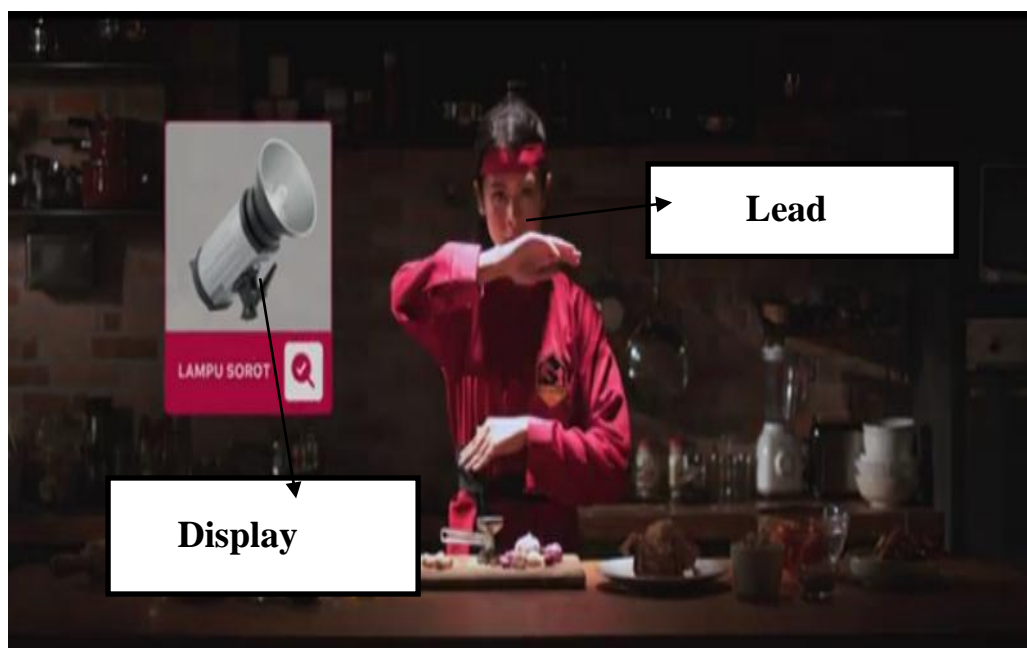
The lead is the most salient image because it is the main focus of the attention which the attracts the viewers while watching the advertisements. It could be seen from the visual of the man as the traveller who holds the ticket and the stewardess holds the handphone. He looks so happy, because he can go everywhere by ordering the ticket from Bukalapak easily wherears the stewardess points the handphone to tell that the ticket can be ordered in Bukalapak application.

b. Display

The display shows the characteristics of the lead. In this picture, the display is the goods or services which can be found in Bukalapak. One of them is flight ticket. The product is shown by the explicit way, it is said like that because the viewers can see the product directly in the picture because it is the real product.

1.3. Advertisement 3 “Mau Digaransi Komplit”

Figure 4.3.1



There are two elements which found in this picture, they are lead and display.

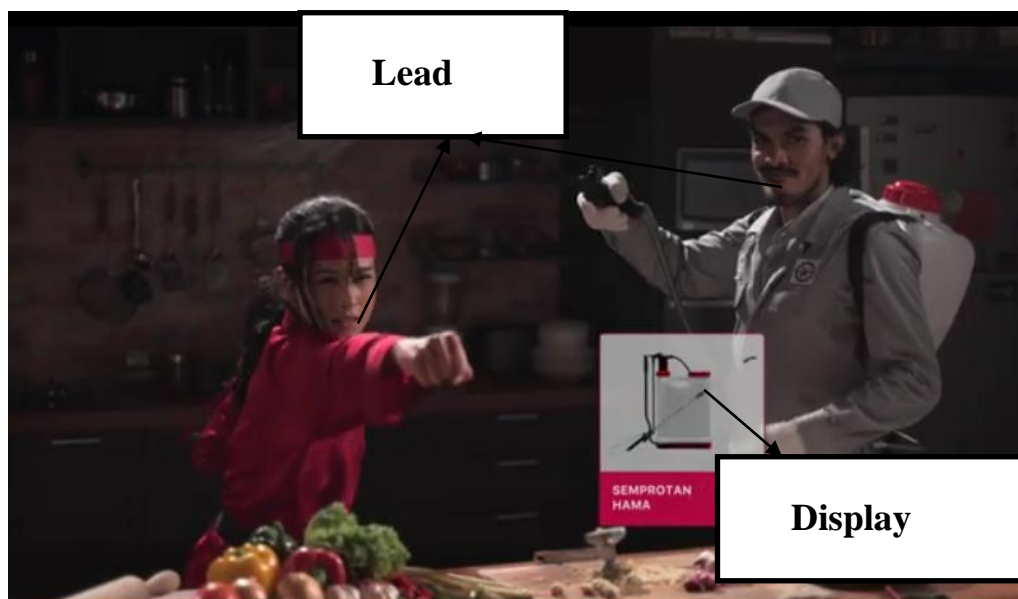
a. Lead → Locus Attention

The lead is the most salient image because it is the main focus of the attention which attracts the viewers while watching the advertisements. The lead of this picture can be seen the visual of the woman who lacks light in somewhere with a serious face. The illustration of the spotlight in this picture indicates that she needs the lighting, while it can be found in Bukalapak advertisement.

b. Display

Display shows the characteristics of the lead. In this picture, the display is shown by the incongruent way which can be described that the product realized through the symbolism. Here, the viewers cannot see the product directly, it is only shown for the illustration of the spotlight.

Figure 4.3.2



There are two elements which found in this picture, they are lead and display.

a. Lead → Locus Attention

The lead is the most salient image because it is the main focus of the attention which the attracts the viewers while watching the advertisements. The lead of this picture can be seen from the visual of the woman who is full of anger so that there is man as if carrying a pest spray to calm her down eventhough it is only a way to show that the pest spray can be found in Bukalapak.

b. Display

Here, the Display shows the characteristics of the lead. In this picture, the display is a pest spray. The product is called as the incongruent because it is realized through the symbolism, moreover the product is exhibited with the real product which is put in his back. This way is called the explicit way because the viewers can see the real product in his back.

Figure 4.3.3



There are two elements which found in this picture, they are lead and display.

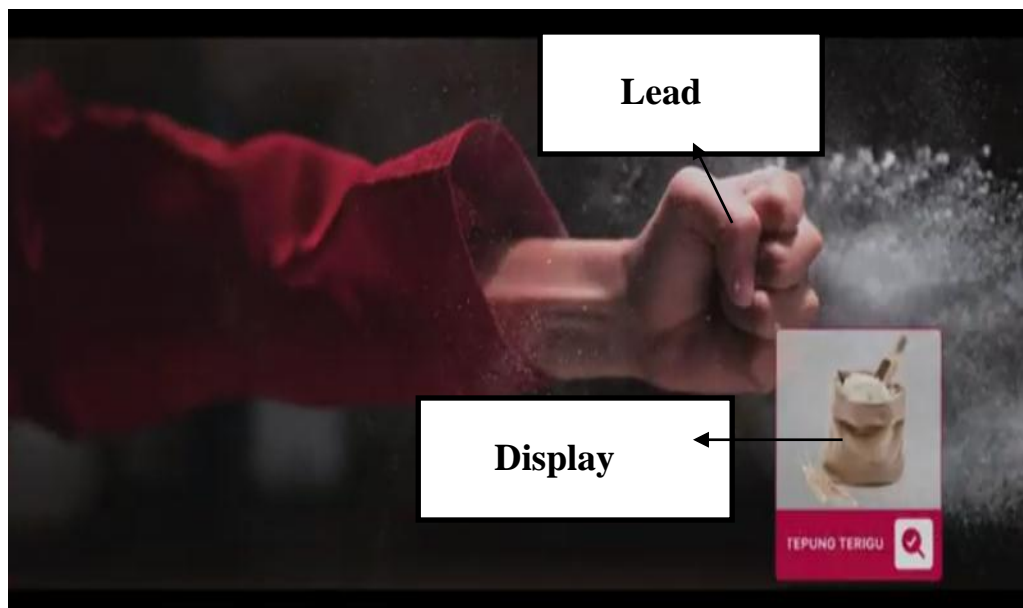
a. Lead → Locus Attention

The lead is the most salient image because it is the main focus of the attention which the attracts the viewers while watching the advertisements. Here, the lead can be seen from the visual of woman who is full of anger and she sweats so that there is man that coming to bring the fan to be given to the woman. It indicates that fan can be found in Bukalapak advertisement.

b. Display

Here, the Display shows the characteristics of the lead. In this picture, the display is a fan. The product is called as the incongruent because it is realized through the symbolism where the symbolism is the illustration of a fan, moreover the product is exhibited with the real product on the table. This way is called the explicit way because the viewers can see the real product on table.

Figure 4.3.4



There are two elements which found in this picture, they are lead and display .

a. Lead → Locus Attention

The lead of this picture is the most salient image because it is the main focus of the attention which the attracts the viewerswhile watching the advertisement. The lead of this picture the visual of hand's woman who hits the flour so that it spatters in everywhere. From this section, although that is just flour the viewers can identifythat it can be gotten in Bukalapak advertisement.

b. Display

Here, the Display shows the characteristics of the lead. In this picture, the display is the good or service which can be found in Bukalapak. One of them is flour. The product is shown by the explicit and incongruent way. Explicit product can be seen because there is the flour jumps while there is an

illustration of flour in the picture called as incongruent that be realized by the symbolism.

Figure 4.3.5



There are two elements which found in this picture, they are lead and display.

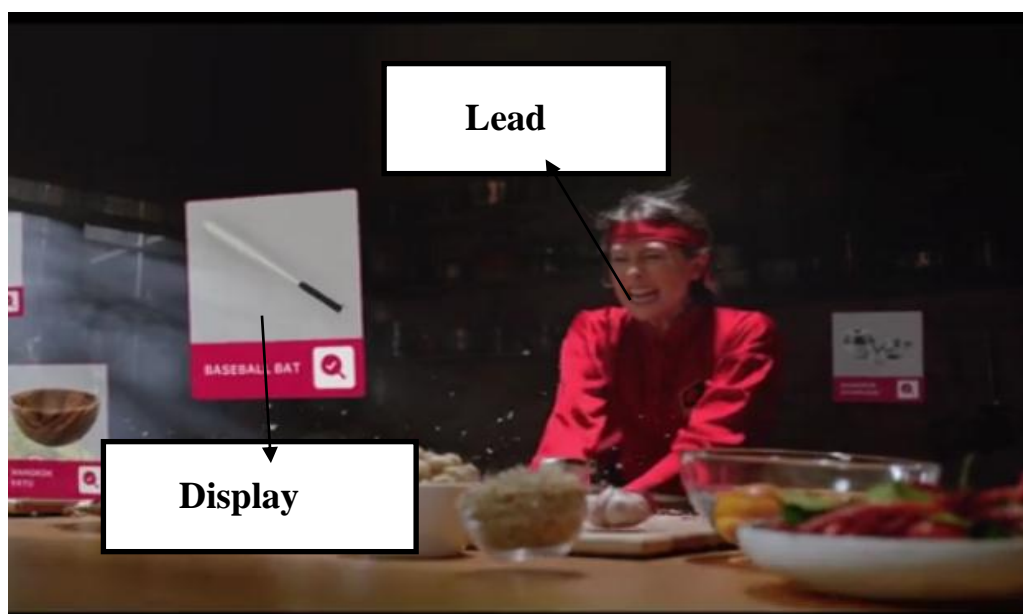
a. Lead → Locus Attention

The lead of this picture is the most salient image because it is the main focus of the attention which the attracts the viewers or the one that viewers give to the advertisement. This is constructed by smaller elements categorized as the Locus of Attention (LoA) which is the salient item in the lead: the complementary Locus of Attention (Comp. LoA), that is the background or the other visuals are less salient than the LoA but complementing LoA. It could be seen from the visual of the woman's leg who wear the slipper. It shows that the slipper can be found in Bukalapak.

b. Display

Here, the Display shows the characteristics of the lead. In this picture, the display is the thing or service which can be found in Bukalapak. One of them is slipper. The products are shown by the explicit and implicit way. Explicit product can be seen because there is someone wears it while there is an illustration of slipper in the picture called as implicit product.

Figure 4.3.6



There are two elements which found in this picture, they are lead and display.

a. Lead → Locus Attention

The lead of this picture is the most salient image because it is the main focus of the attention which the attracts the viewers while watching the advertisements. The lead of this picture is the visual of the woman hits the table with the full of anger by using baseball bat. When she hit the table, the

illustration of the baseball bat comes, from here the viewers can define that the product can be found in Bukalapak application.

b. Display

Here, the Display shows the characteristics of the lead. In this picture, the display is the thing or service which can be found in Bukalapak. One of them is baseball bat. The products are shown by the implicit way because there is an illustration of baseball bat in the picture.

Figure 4.3.7



There are two elements which found in this picture, they are lead and display.

a. Lead → Locus Attention

The lead of this picture is the most salient image because it is the main focus of the attention which the attracts the viewers while watching the advertisement. The main focus which also as the lead is the visual of the woman

who surprised because when she wants to put her plate suddenly the table breaks become two parts. Then the illustration of table comes in the picture, here the viewers can know that Bukalapak application provides the table also.

b. Display

Display shows the characteristics of the lead. In this picture, the display is the good or service which can be found in Bukalapak. One of them is table. Broken table is shown with the real product while the illustration of table is exhibited by the incongruent way, or in other word the product realized through the symbolism. The viewers cannot see the good table here..

1.4. Advertisment 4 “Gunakan Jarimu dan Jadilah Pahlawan di Bukalapak”

Figure 4.4.1



There are three elements which found in this picture, they are lead, display and emblem.

a. Lead → Locus Attention

The lead of this picture is the most salient image because it is the main focus of the attention which attracts the viewers while watching the advertisement. Here, the main focus can be seen from the visual of hand's someone which is typing in the handphone. It describes that all of the needed of people can be ordered in Bukalapak advertisement.

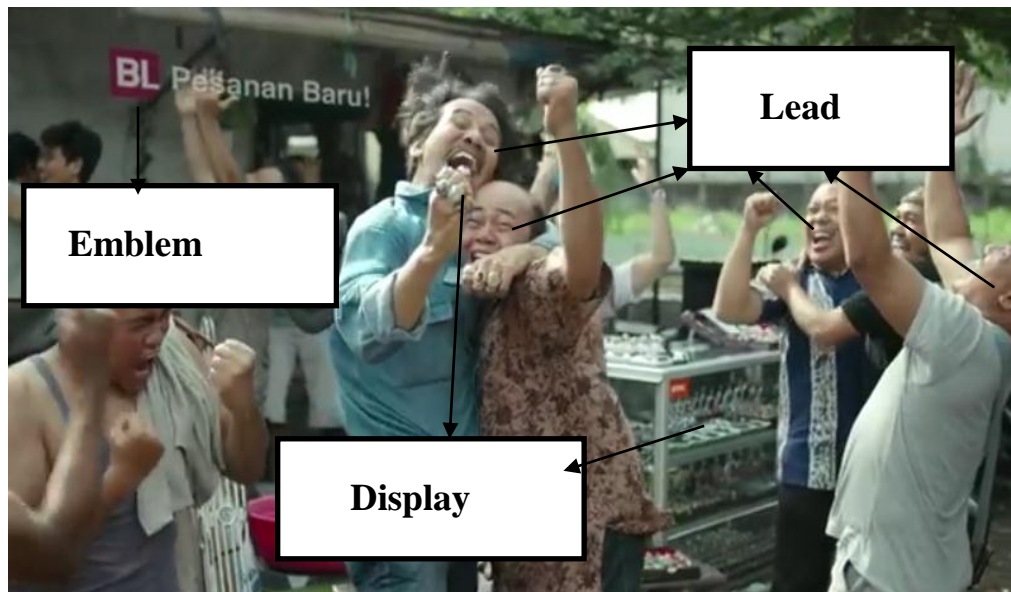
b. Display

Here, the Display shows the characteristics of the lead. In this picture, the display is the good or service which can be found in Bukalapak. Mustache grower is the display here whereareas it is conveyed by using the incongruent way. It means that the product is realized trough the symbolism, eventhough the viewers cannot see the product directly but they can understand the writing in this picture, it is “ Penumbuh rambut”

c. Emblem

Emblem is the logos of the the goods. Emblem provides identity or status for the goods lying on any side to adjust the proportion of advertisement texts. *BL* is abbreviation of the logos of Bukalapak. Although it is just the abbreviation but the viewers can understand if that is the real logo of Bukalapak.

Figure 4.4.2



There are three elements which found in this picture, they are lead, display and emblem.

a. Lead → Locus Attention

The lead of this picture is the most salient image because it is the main focus of the attention which the attracts the viewers while watching the advertisement. The lead of this picture is the visual of the men who very happy because they get the new order from the customer. It can be seen there is the written” Pesanan Baru”.

b. Display

Here, the Display shows the characteristics of the lead. In this picture, the display is the thing or service which can be found in Bukalapak. One of them is the ring. The products are shown by explicit way or real product. It can be seen in one of the man’s finger wears ring and in the box of glass.

c. Emblem

Emblem is the logos of the the goods. Emblem provides identity or status for the goods lying on any side to adjust the proportion of advertisement texts. *BL* is abbreviation of the logos of Bukalapak. Although it is just the abbreviation but the viewers can understand if that is the real logo of Bukalapak.

Figure 4.4.3



There are two elements which found in this picture, they are lead and display.

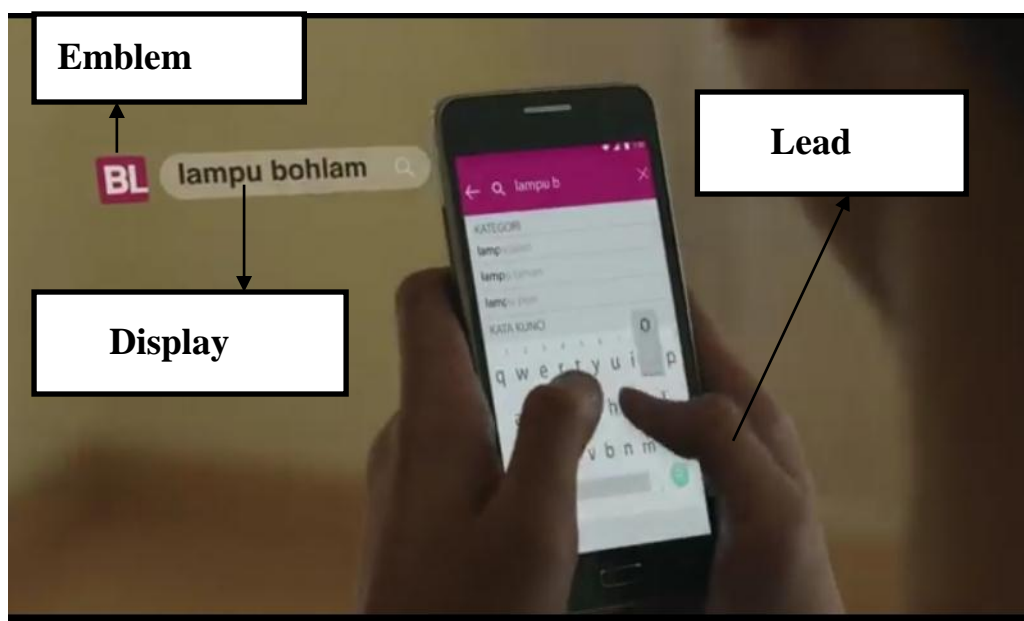
a. Lead → Locus Attention

The lead of this picture is the most salient image because it is the main focus of the attention which the attracts the viewers while watching the advertisement. The lead of this picture can be seen from the visual of the group of people are very excited to get the new order from the viewers.

b. Display

Display shows the characteristics of the lead. In this picture, the display is the good or service which can be found in Bukalapak. Here, the display is mustache grower which it is shown by the explicit way, in other word it is the real product. The viewers can see the mustache grower directly in this picture.

Figure 4.4.4



There are three elements which found in this picture, they are lead, display and emblem.

a. Lead → Locus Attention

The lead is the most salient image because it is the main focus of the attention which the attracts the viewer while watching the advertisement. The main focus of this picture is the finger of someone in typing something to order light bulb in his handphone in Bukalapak application. Furthermore, the viewers can see what he types in his handphone.

b. Display

Display shows the characteristics of the lead. In this picture, the display is the good or service which can be found in Bukalapak. One of them is the light bulb which the product is shown by the incongruent way, that is how the product realized through the symbolism. Here, the symbolism can be seen with the writing "lampu bohlam", even though the viewers cannot see the product directly in this picture but they can see the writing and know that light bulb also can be gotten in Bukalapak application.

c. Emblem

Emblem is the logos of the goods. Emblem provides identity or status for the good lying on any side to adjust the proportion of advertisement texts. *BL* is abbreviation of the logos of Bukalapak. Although it is just the abbreviation but the viewers can understand if that is the real logo of Bukalapak.

Figure 4.4.5



There are two elements which found in this picture, they are lead and display.

a. Lead → Locus Attention

The lead of this picture is the most salient image because it is the main focus of the attention which the attracts the viewers while watching the advertisement. It could be seen from the visual of the woman who is very excited because of getting the new order to buy her light bulb.

b. Display

Here, the Display shows the characteristics of the lead. In this picture, the display is the thing or service which can be found in Bukalapak. One of them is light bulb. The products are shown by explicit way or real product.

2. The Realization of Experiential Function in Bukapalak Advertisement by Halliday's Theory

2.1. Advertisement 1 “Zaman Tak Bisa Dilawan Tapi Bisa Diajak Berkawan”

Tambah	Kecapnya	Tiga
Process: Mental	Phenomenon	Circumstance: Frequency

This clause consists of three elements, they are the process, participant II and circumstance. In analyzing the clause, we should analyze the process first because it determine who the participant is. Here, the process is called as process mental which happen inside human being. It means that, the human only feel what they like or think. The process mental usually relates with the cognition, affection, perception or desireability. “Tambah” is the process of this clause while “kecapnya” is the phenomenon that it is as the participant II because the participant I is implicit. Before process, there is the word “*I*”. It is the conversation in nonformal situation so that in telling something, it does not need the complete clause. Participant I is called as senser while participant II as phenomenon. Then, “Tiga” is the circumstance in frequency which mainly focus in how many the participant is needed.

Maaf	Kecapnya	tinggal satu
Process: Verbal	Verbiage	Circumstance: Frequency

This clause consists of three elements, they are the process, participant II and circumstance. In analyzing the clause, we should analyze the process first

because it determine who the participant is. Here, the process is called as process verbal or the other words it s the visual communication . “ Maaf” is the process verbal because it is the information from human especially the information from the implicit participant that placed before the process. “Kecapnya” is the participant II which called as the verbiage. The determination of “Kecapnya”is the participant II because it is the target of participant I. In this clause, there is one circumstance, circumstance of frequency from “ tinggal 1” explains the number of items which said by the implicit participant.

Mas	Lihatkan	barang saya	sudah penuh
Senser	Process: Mental	Phenomenon	Circumstance: Frequency

This clause is formed by the mental process that binds two participants namely senser and phenomenon, “mas” referred to as senser or participant Ibecause he is an actor who feel the disappointment, while “ barang saya” is referred to as participant II or in this function called phenomenon because it is the target addressed by the actor to express his disappointment.Here, the circumstance is frequency, it can be explained that the number of the items that said the actor.

Jangan	Lupa	scan QR
	Process: Mental	Phenomenon

This is the simple clause. It just consists of two elements. They are the process and the participant. The process is called as the mental process which

seen in the writing “ lupa”. It is determined as a mental process because “lupa” is a word that occurs in human mind, while definition of mental process is something that only inside human being and only human feel it. This process a thought or thing that happens in the brain’s hman, or the other word it is the cognition of mental process. Moreover, “ scan QR”is called as the participan II , namely phenomenon. The determination of it as the phenomenon because it is the target of the implicit participant or the actor.

Pacarnya	sudah ganti?
Actor	Process: Material

Here, the clause consists of actor and the process. “ sudah ganti” is the material process. It can be said like that because it happens outside of human being physically,”mengganti” is the word that needsor uses the physically. While “ pacar” is the actor of this clause or referred as the participant I.

Bapak	sangat terbantu
Sayer	Process: Verbal

This clause has the two elements, they are participant and process. The participant of this clause is “ Bapak”. He is called as the participant I or in this function as sayer. He is the actor also. While “sangat terbantu” is referred as the verbal process. It can be said like that because the verbal process gives the information for the people that the actor or participant I is helpful for Bukalapak.

2.2. Advertisement 2 “ Bukalapak Emang Cincai Versi Bukan Hari Imlek”

Bukalapak	Emang	Cincai
	Process: Relational	Attribute

This clause consists of three elements, they are participant I , process and participant II. “ Emang”is the relational process. From the process, it can be determined who the participants are. In the participant I, there is “ Bukalapak”, namely carrier while the participant II, there is “ Cincai” is called attribute. In relational process consists three categories, it is the attribution where the provision of attribute if the participant I is the noun and participant II is adjective. From the statement, we can make the participant I as token and participant II as value.

Beli	apa aja say
Process: Material	Goal

“Beli” is the material process because it needs the action of human or it happens outside of human physically. When the process has been gotten, the participant also can be found, “ apa aja say” is the participant II which namely goal. It is the target of the actor of the participant I.

Bayar	apa aja say
Process: Material	Goal

“Bayar” is the material process because it needs the action of human or it happens outside of human physically. When the process has been gotten, the participant also can be found, “ apa aja say” is the participant II which namely goal. It is the target of the actor of the participant I.

Beli	Barang-barang kebutuhan
Process: Material	Goal

“Beli” is the material process because it needs the action of human or it happens outside of human physically. When the process has been gotten, the participant also can be found, “ barang-barang kebutuhan” is the participant II which namely goal. It is the target of the actor of the participant I.

Buka aja	Bukalapak say
Process: Material	Goal

“Buka aja” is the material process because it needs the action of human or it happens outside of human physically. When the process has been gotten, the participant also can be found, “ bukalapak say” is the participant II which namely goal. It is the target of the actor of the participant I.

Belanja	Sekarang
Process: Material	Circumstance: Temporal

“Belanja” is the material process because it needs the action of human or it happens outside of human physically. Here, there is no the participant whether I or II, there is only circumstance. The circumstance is temporal, it can be explained that this statement asks when the people must shop in Bukalapak. “Sekarang” is the circumstance of temporal. The time which is needed.

2.3. Advertisement 3 “Mau Digaransi Komplit”

Mau	di garansi	lebih seru
Process : Mental	Phenomemon	Circumstance: Manner

This clause has the mental process. Based on the explanation that mental process is the process which happens inside of human being. “Mau” includes of the part of mental process. That is desireability. “Digaransi” is not the the adverb of place but in this advertisement, it is the participant II which namely as the phenomenon. While the circumstance is referred as the manner. It can be said like that how exciting do the activities in Bukalapak.

Ada	garansi komplit	Di Bukalapak
Process : Existential	Existent	Circumstance: Location

This clause includes the complete elements, they are the process, participant and circumstance. “Ada” is the existential process, it means that the existence of entity. In this process, there is only one participant, it is participant II. “garansi komplit” namely existent. The circumstance is location, it means that where are “di Bukalapak”.

Kalau	Barang	tidak ketemu	tami kasih total satu milyar dari dana
Circumsatnce: Cause	Actor	Process: Material	Goal

Here, “ kalau” is the circumstance of cause. “ Barang” is the actor or participant I. While “ kami kasih total 1 milyar dari dana” is the participant II called as the goal. From the two participants, we can look the process, “ tidak ketemu” is the process is material. Because it needs happens outside of human being.

Mau	di garansi	Komplit
Process : Mental	Phenomemon	Circumstance: Manner

This clause has the mental process. Based on the explanation that mental process is the process which happens inside of human being. “ Mau” includes of the part of mental process. That is desireability. “Digaransi” is not the the adverb of place but in this advertisement, it is the participant II which namely as the phenomenon. While “ komplit”, the circumstance is referred as the manner. It can be said like that how exciting do the activities in Bukalapak.

2.4. Advertisement 4” Gunakan Jarimu dan Jadilah Pahlawan di Bukalapak”

Disini	Ceitanya	Dimulai
Circumstance: Spatial	Behaver	Process: Behavioural

Circumstance, participant and process are the elements in this clause. “Dimulai” is the process behavioural because it is the physiological. Here, there is only one participant, it is “ceritanya” called as behavior. While “disini” is the circumstance of spatial which explains where the location of this story starts.

Kisah	yang membangkitkan	jutaan harapan	yang membutuhkan
Senser	Process: Mental	Phenomenon	Circumstance: Accompaniment

This clause consists of three elements. They are the process, the participant and circumstance. The process is called as the mental process which seen in the words “yang membangkitkan”. It is determined as a mental process because “yang membangkitkan” is a word that occurs in human mind, while definition of mental process is something that only inside human being and only human feel it. This process a thought or thing that happens in the brain’s human, or the other word it is the cognition of mental process. “Kisah” is participant I namely senser, moreover, “jutaan harapan” is called as the participant II, namely phenomenon. The determination of it as the phenomenon because it is the target of the participant I. While “yang membutuhkan” is the circumstance of accompaniment because with whom the story the wishes be targetted.

Dia	Menumbuhkan	Kebahagiaan
Senser	Process: Mental	Phenomenon

This is the simple clause. It consists of two elements. They are the process and the participant. The process is called as the mental process which seen in the words “menumbuhkan”. It is determined as a mental process because “menumbuhkan” is a word that occurs in human mind, while definition of mental process is something that only inside human being and only human feel it. This process a thought or thing that happens in the brain’s human, or the other word it is the cognition of mental process. “Dia” is participant I namely senser, moreover, “kebahagiaan” is called as the participant II, namely phenomenon. The determination of it as the phenomenon because it is the target of the participant I.

Dia	Menerangi	Kehidupan mereka
Actor	Process: Material	Goal

This clause includes the material process, it means that the process happens outside of human physically, and “menerangi” is the point. If the process has been determined, the participant can be found easier. Here participant I is “dia”, namely as the actor. While participant II which called as goal is “kehidupan mereka”.

Dia	Menumbuhkan	jutaan harapan
Senser	Process: Mental	Phenomenon

This is the simple clause. It consists of two elements. They are the process and the participant. The process is called as the mental process which seen in the words “menumbuhkan”. It is determined as a mental process because “menumbuhkan” is a word that occurs in human mind, while definition of mental process is something that only inside human being and only human feel it. This process a thought or thing that happens in the brain’s human, or the other word it is the cognition of mental process. “Dia” is participant I namely sensor, moreover, “jutaan” is called as the participant II, namely phenomenon. The determination of it as the phenomenon because it is the target of the participant I.

Memberikan	Harapan	Untuk orang kecil
Process: Material	Goal	Circumstance: Angel

This clause includes the material process, it means that the process happens outside of human physically or need the action, and “memberikan” is the point. If the process has been determined, the participant can be found easier. Here “kehidupan mereka” is participant II which called as goal. “Untuk orang kecil” is the circumstance of angel, it means that for whom the implicit participant gives their life.

Dia	adalah	sosok	yang ada di hati masyarakat
Token	Process: Relational	Value	Circumstance: Role

This clause consists of complete elements, they are process, participant and circumstance. “Adalah” is the relational process. From the process, it can be determined who the participant is. If the process is relational that the participant I is called as token, “Dia”, while the participant II, there is “sosok” is called value. In relational process consists three categories, it is the identification where the provision of identification if the participant I is the noun and participant II is noun. From the statement, we can make the participant I as token and participant II as value. “Yang ada di hati masyarakat” is the circumstance of role, it means that the role of the participant I is very helpful and sticks in human’s heart.

Ini	Adalah	Fenomena langkah
	Process: Existential	Existent

This clause includes the complete elements, they are the process, participant. “Adalah” is the existential process, it means that the existence of entity. In this process, there is only one participant, it is participant II. “Fenomena langkah” namely existent.

Akan	Ada	Banyak pahlawan
	Process: Relational	Value

This clause consists of two elements, they are process and participant II. “Ada” is the relational process. From the process, it can be determined who the

participant is. The participant II, there is “ banyak pahlawan” is called value. In relational process consists three categories, it is the identification where the provision of identification if the participant I is the noun and participant II is noun. From the statement, we can make the participant I as token and participant II as value.

Dia	Adalah	Pahlawan tanpa tanda jasa
Token	Process: Relational	Value

This clause consists of two elements, they are process and participant II. “ Adalah” is the relational process. From the process, it can be determined who the participant is. The participant I, “ dia” is called as token while participant II, there is “ pahlawan tanpa tanda jasa” is called value. In relational process consists three categories, it is the identification where the provision of identification if the participant I is the noun and participant II is noun. From the statement, we can make the participant I as token and participant II as value.

C. Finding

After analyzing the data, it was found that there were two research findings of this research, namely:

1. The result showed that there were 30 pictures found in four advertisements of Bukalapak namely *Zaman Tak Bisa Dilawan Tapi Bisa Diajak Berkawan*, *Bukalapak Emang Cincai Versi Bukan Hari Imlek*, *Mau di Garansi Komplit and Gunakan Jarimu dan Jadilah Pahlawan di Bukalapak*. Almost of pictures had lead and display based on visual elements but there was a few of pictures included emblem.
2. From the analysis, there were twenty five of clauses which has been analyzed based on the experiential function, especially 9 for material process, 8 for mental process, 4 for relational process, 1 for verbal process, 1 for behavioural process and 2 for exsistence process. The most dominant of exeperiential function was material process, while the least was verbal and behavioural process.

CHAPTER 5

CONCLUSION AND SUGGESTION

A. Conclusion

After analyzing the data, the researcher had the conclusion that:

1. The realization of visual elements in *Zaman Tak Bisa Dilawan Tapi Bisa Diajak Berkawan, Bukalapak Emang Cincai Versi Bukan Hari Imlek, Mau di Garansi Komplit and Gunakan Jarimu dan Jadilah Pahlawan di Bukalapak* advertisements consisted of three elements, they were lead, display and emblem. In this research, lead and display were more dominant than emblem, because almost of the picture included lead and display while emblem was only in a few pictures.
2. The realization of experiential function in *Zaman Tak Bisa Dilawan Tapi Bisa Diajak Berkawan, Bukalapak Emang Cincai Versi Bukan Hari Imlek, Mau di Garansi Komplit and Gunakan Jarimu dan Jadilah Pahlawan di Bukalapak* advertisements included six elements based on the explanation above. There were twenty five of clauses which has been analyzed, especially 9 for material process, 8 for mental process, 4 for relational process, 1 for verbal process, 1 for behavioural process and 2 for existence process. The most dominant of experiential function was material process while the least was verbal and behavioural process.

B. Suggestion

The suggestions of this research were put forward as follows:

1. For the teachers/ lecturers, the researcher expected the material of multimodal can be learned more deeply in order to teach it to the students, you can explain easily and they also could better understand it.
2. For the students, you should learn multimodal analysis to know how to analyze the visual elements and experiential function .
3. For other researchers, the researcher expected this research became your reference to make the new research about multimodal and not only analyzed the visual element and experiential function but also the other one that still related with multimodal.

REFERENCES

- Anstey, Michele and Geoff Bull. 2010. *Helping teachers to explore multimodality texts*.http://www.curriculum.edu.au/leader/helping_teachers_to_explore_multimodal_texts,31522.html?issueID=12141, accessed on August 17, 2019 at 21.00.
- Chandler, Daniel. 2007. *Semiotics: The Basic*. 2nd Ed. London: Routledge.
- Cheong, Yin Yuen. 2004. *Open Linguistics Series. The Construal of Ideational Meaning in Print Advertisement* (edited by Kay L. O'Halloran). London and New York : Continuum.
- Halliday, M. A. K. 2002. *Linguistic Studies of Text and Discourse* (Edited by Jonathan Webster). London and New York: Continuum.
- Halliday, M. A. K and Matthiessen, C.N.M. 2014. *An Introduction to Functional Grammar Fourth Edition*. London: Edward Arnold.
- Hidayat, Avit. 2015. "Begini Kisah Zaky Membangun Bukalapak.com" <<https://m.tempo.co/read/news/2015/06/02/072671421/begini-kisah-zakymembangun-bukalapak-com/>> diakses pada 25 April 2017 pukul 08.40.
- Kress, G. & T. Van Leeuwen. 2001. *Multimodal Discourse –The Grammar of Visual Design*. London: Arnold
- Kress, G. & T. Van Leeuwen. 2006. *Reading Images–The Grammar of Visual Design*. London: Routledge.
- Lubis. 2013. *Print Advertisements Structural Multimodal Analysis*. Journal. Accessed in 23 April 2019 on 08.10
- Miles and et al. 2014. *Qualitative Data Analysis : A methods of Source Book, Third Edition*. London. Sage Publication Inc
- O'Halloran, Kay L. 2004. *Multimodal Discourse Analysis*. New York: Continuum.
- O'Halloran, Kay L. 2008. Systematic Functional-Multimodal Discourse Analysis (SF-MDA): Constructing Ideational Meaning Using Language and Visual Imagery. *Visual Communication*. New York: Continuum.

Pratiwi, Devi and Sri Wulan. 2018. *Multimodaal Discourse Analysis in Dettol Tv Advertisement*. The 1st Annual International Conference on Language and Literature. Volume 2018.

Saragih, A. 2012. *Semiotik Bahasa*. Medan: Pascasarjana UNIMED

Sinar, T.S. 2012. *Teori dan Analisis Wacana : Pendekatan Linguistik Sistematis Fungsional*. Medan: Mitra Press

Sinar. 2013. *Print Advertisement Text Analysis: A Multimodal Perspective*. Jounal. Accessed in 23 April 2019 on 07.55

Sundah, AR. 2012. *Studi Observasi Konten Iklan Berdasarkan Durasi dan Jam Tayang Prime Time (Kasus pada Iklan Televisi di TRANS7)*. Yogyakarta: Universitas Atmajaya Yogyakarta.

Supriyanto, Aji. 2008. *Pengantar Teknologi Informasi*. Makassar: Penerbit Salemba Empat.

Syarah, Aisyah. 2017. *A Multimodal Analysis of Cosmetic Advertisement*. Faculty of Cultural Science. Universitas Sumatera Utara. Medan

Taufik, Dede. 2014. *Fenomena Rokok di Kalangan remaja* <https://www.kompasiana.com/assyaukanii/5c4b5eaf677ffb196d4564b5/fenomena-merokok-pada-kalangan-remaja>. accessed in 20 May 2019 on 09.45.

Utami, Dewi. 2017. *Multimodal Analysis on Advertisement of Bodrex Extra in Electronic Media*. International Journal. Vol.XI, No.11, Januari – Juni 2017. Accessed in 23 April 2019 on 07.55

Wibowo, Wahyu. *Sihir Iklan*. 2003. Jakarta: Penerbit Gramedia Pustaka Utama.

Benyamin Molan. Jakarta: Penerbit Prenhalindo.

Zaky, Achmad. 2014. "Press Release: Bukalapak Tumbuh Pesat, Menarik Investasi dari Investor Global" <<https://blog.bukalapak.com/2014/02/press-release-bukalapak-tumbuh-pesat-menarik-investasi-dari-investor-global>> diakses pada 7 Mei 2019 pukul 23.35.

<https://www.bukalapak.com/> Accessed in 7 May 2019 on 13.00

APPENDICES

a. Advertisement 1 “Zaman Tak Bisa Dilawan Tapi Bisa Diajak Berkawan”



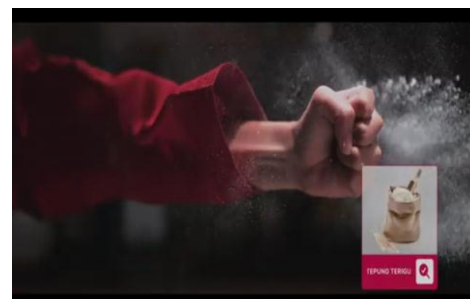


b. Advertisement 2 “Bukalapak Emang Cincai Versi Bukan Hari Imlek”



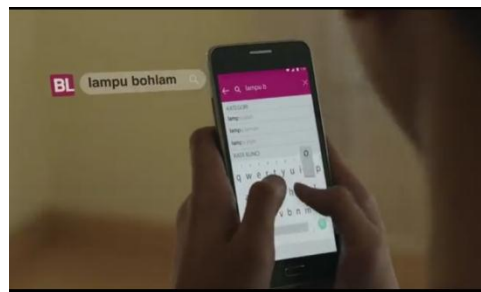
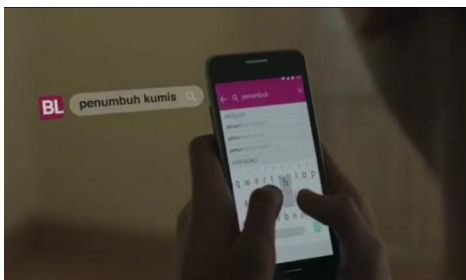


c. Advertisement 3 “Mau Digaransi Komplit”





d. Advertisment 4 “Gunakan Jarimu dan Jadilah Pahlawan di Bukalapak”





**MAJELIS PENDIDIKAN TINGGI
UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA
FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN**
Jl. Kapten Mukhtar Basri No. 3 Telp. (061) 6619056 Medan 20238
Website: <http://www.fkip.umsu.ac.id> E-mail: fkip@umsu.ac.id

Form : K – 1

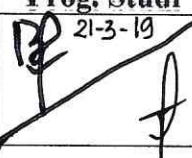

Kepada Yth: Bapak Ketua & Sekretaris
Program Studi Pendidikan Bahasa Inggris
FKIP UMSU

Perihal : **PERMOHONAN PERSETUJUAN JUDUL SKRIPSI**

Dengan hormat yang bertanda tangan di bawah ini:

Nama Mahasiswa : Kiki Amalia
NPM : 1502050074
Prog. Studi : Pendidikan Bahasa Inggris
Kredit Kumulatif : 156 SKS

IPK= 3,75

Persetujuan Ket./Sekret. Prog. Studi	Judul yang Diajukan	Disahkan oleh Dekan Fakultas
 21-3-19	A Multimodal Analysis of Bukalapak Advertisement	 21/3/19
	An Analysis of Inflectional Affixes in Love Rule Novel by Barbara Cartland	
	An Error Analysis on the Sixth Semester Students' Achievement in Writing Phonetic Transcription	

Demikianlah permohonan ini saya sampaikan untuk dapat pemeriksaan dan persetujuan serta pengesahan, atas kesediaan Bapak saya ucapkan terima kasih.

Medan, 15 Maret 2019

Hormat Pemohon,



Kiki Amalia

Keterangan:

Dibuat rangkap 3 : - Untuk Dekan/Fakultas
- Untuk Ketua/Sekretaris Program Studi
- Untuk Mahasiswa yang bersangkutan




MAJELIS PENDIDIKAN TINGGI
UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA
FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN
Jl. Kapten Mukhtar Basri No. 3 Telp. (061) 6619056 Medan 20238
Website: <http://www.fkip.umsu.ac.id> E-mail: fkip@umsu.ac.id

PERMOHONAN PERSETUJUAN JUDUL SKRIPSI

Dengan ini saya:

Nama Mahasiswa : Kiki Amalia
NPM : 1502050074
Prog. Studi : Pendidikan Bahasa Inggris

Judul	Diterima
A Multimodal Analysis of Bukalapak Advertisement	

Bermohon kepada Dosen Pembimbing untuk mengesahkan Judul yang telah diajukan kepada Prodi Pendidikan Bahasa Inggris.

Disetujui oleh
Dosen Pembimbing



Mandra Saragih, S.Pd, M.Hum

Medan, 15 Maret 2019
Hormat Pemohon,



Kiki Amalia



**MAJELIS PENDIDIKAN TINGGI
UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA
FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN**
Jl. Kapten Mukhtar Basri No. 3 Telp. (061) 6619056 Medan 20238
Website: <http://www.fkip.umsu.ac.id> E-mail: fkip@umsu.ac.id

Form K-2

Kepada : Yth. Bapak Ketua/Sekretaris
Program Studi Pendidikan Bahasa Inggris
FKIP UMSU

Assalamu'alaikum Wr, Wb

Dengan hormat, yang bertanda tangan dibawah ini:

Nama Mahasiswa : Kiki Amalia
NPM : 1502050074
Prog. Studi : Pendidikan Bahasa Inggris

Mengajukan permohonan persetujuan proyek proposal/risalah/makalah/skripsi sebagai tercantum di bawah ini dengan judul sebagai berikut:

A Multimodal Analysis of Bukalapak Advertisement

Sekaligus saya mengusulkan/menunjuk Bapak/Ibu:

1. Mandra Saragih, S.Pd, M.Hum

Sebagai Dosen Pembimbing Proposal/Risalah/Makalah/Skripsi saya.

Demikianlah permohonan ini saya sampaikan untuk dapat pengurusan selanjutnya. Akhirnya atas perhatian dan kesediaan Bapak/ Ibu saya ucapkan terima kasih.

Medan, 09 Mei 2019
Hormat Pemohon,

Kiki Amalia

Keterangan

Dibuat rangkap 3 :
- Untuk Dekan / Fakultas
- Untuk Ketua / Sekretaris Prog. Studi
- Untuk Mahasiswa yang Bersangkutan



FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN
UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA

Jln. Mukhtar Basri BA No. 3 Telp. 6622400 Medan 20217 Form : K3

Nomor : 251 /II.3/UMSU-02/F/2019
Lamp : ---
Hal : Pengesahan Proyek Proposal
Dan Dosen Pembimbing

Assalamu'alaikum Warahmatullahi Wabarakaatuh

Dekan Fakultas Keguruan dan Ilmu Pendidikan Universitas Muhammadiyah Sumatera Utara menetapkan proyek proposal/risalah/makalah/skripsi dan dosen pembimbing bagi mahasiswa yang tersebut di bawah ini :

Nama : Kiki Amalia
N P M : 1502050074
Program Studi : Pendidikan Bahasa Inggris
Judul Penelitian : A Multimodal Analysis of Bukalapak Advertisement

Pembimbing : Mandra Saragih, S.Pd, M.Hum

Dengan demikian mahasiswa tersebut di atas diizinkan menulis proposal/risalah/makalah/skripsi dengan ketentuan sebagai berikut :

1. Penulis berpedoman kepada ketentuan yang telah ditetapkan oleh Dekan
2. Proyek proposal/risalah/makalah/skripsi dinyatakan BATAL apabila tidak selesai pada waktu yang telah ditentukan
3. Masa kadaluarsa tanggal : 10 Mei 2020

Wa'alaikumssalam Warahmatullahi Wabarakatuh.

Dikeluarkan pada Tanggal :
Medan, 05 Ramadhan 1440 H
10 Mei 2019 M



Dekan
Dr. H. Elfrianto Nst, S.Pd, M.Pd.
NIDN : 0115057302

Dibuat rangkap 4 (empat) :

1. Fakultas (Dekan)
2. Ketua Program Studi
3. Pembimbing
4. Mahasiswa yang bersangkutan :
WAJIB MENGIKUTI SEMINAR



LEMBAR PENGESAHAN PROPOSAL

Proposal yang diajukan oleh mahasiswa di bawah ini:

Nama Lengkap : Kiki Amalia

NPM : 1502050074

Program studi : Pendidikan Bahasa Inggris

Judul Proposal : A Multimodal Analysis of Bukalapak Advertisement

sudah layak diseminarkan.

Medan, Mei 2019

Dosen Pembimbing,



Mandra Saragih, S.Pd, M.Hum



UMSU
Unggul | Cerdas | Terpercaya

**MAJELIS PENDIDIKAN TINGGI
UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA
FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN**

Jalan Kapten Mukhtar Basri No. 3 Medan 20238 Telp. (061) 6622400 Ext. 22, 23, 30
Webside : <http://www.fkip.umsu.ac.id> E-mail: fkip@umsu.ac.id

BERITA ACARA SEMINAR PROPOSAL

Pada hari ~~Sabtu~~ tanggal 25. Bulan Mei 2019 telah diselenggarakan seminar prodi pendidikan Bahasa Inggris menerangkan bahwa :

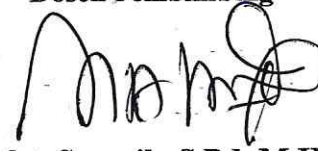
Nama Lengkap : Kiki Amalia
NPM : 1502050074
Program studi : Pendidikan Bahasa Inggris
Judul Proposal : A Multimodal Analysis of Bukalapak Advertisement

No.	Argument/Komentar/Saran
Judul	- check the revised proposal
Bab I	- Revise : check the revised proposal
Bab II	- Revise : check the revised proposal
Bab III	- Revise : check the revised proposal
Lainnya	Reference : writing system
Kesimpulan	[] Disetujui [] Ditolak [✓] Disetujui Dengan Adanya Perbaikan

Dosen Pembahas


Pirman Ginting

Dosen Pembimbing


Mandra Saragih, S.Pd, M.Hum

Panitia Pelaksana

Ketua


Mandra Saragih, S.Pd, M.Hum

Sekretaris


Pirman Ginting, S.Pd, M.Hum



SURAT KETERANGAN

Ketua Program Studi Pendidikan Bahasa Inggris, Fakultas Keguruan dan Ilmu Pendidikan Universitas Muhammadiyah Sumatera Utara menerangkan nama di bawah ini.

Nama Lengkap : Kiki Amalia

N.P.M : 1502050074

Prog. Studi : Pendidikan Bahasa Inggris

Judul Proposal : A Multimodal Analysis of Bukalapak Advertisement


Benar telah melakukan seminar proposal skripsi pada hari Sabtu, tanggal 25 bulan Mei, tahun 2019.

Demikianlah surat keterangan ini dibuat untuk memperoleh surat izin dari fakultas.

Atas kesediaan dan kerja sama yang baik, kami ucapkan terima kasih.

Medan, Juli 2019

Ketua Program Studi



Mandra Saragih, S.Pd, M.Hum

SURAT PERNYATAAN

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

Saya yang bertanda tangan dibawah ini :

Nama Lengkap : Kiki Amalia
N.P.M : 1502050074
Prog. Studi : Pendidikan Bahasa Inggris
Judul Proposal : A Multimodal Analysis of Bukalapak Advertisement

Dengan ini saya menyatakan bahwa :

1. Penelitian yang saya lakukan dengan judul diatas belum pernah diteliti di Fakultas Keguruan dan Ilmu Pendidikan Universitas Muhammadiyah Sumatera Utara.
2. Penelitian ini akan saya lakukan sendiri tanpa ada bantuan dari pihak manapun dengan kata lain penelitian ini tidak saya tempahkan (dibuat) oleh orang lain dan juga tidak tergolong *Plagiat*.
3. Apabila point 1 dan 2 di atas saya langgar maka saya bersedia untuk dilakukan pembatalan terhadap penelitian tersebut dan saya bersedia mengulang kembali mengajukan judul penelitian yang baru dengan catatan mengulang seminar kembali

Demikian surat pernyataan ini saya perbuat tanpa ada paksaan dari pihak manapun juga, dan dapat dipergunakan sebagaimana mestinya.

Medan, Juli 2019

Hormat saya

Yang membuat pernyataan,



Kiki Amalia

Diketahui oleh
Ketua Program Studi
Pendidikan Bahasa Inggris



Mandra Saragih, S.Pd, M.Hum



LEMBAR PENGESAHAN HASIL SEMINAR PROPOSAL

Proposal yang sudah diseminarkan oleh mahasiswa di bawah ini :

Nama Lengkap : Kiki Amalia

N.P.M : 1502050074

Prog. Studi : Pendidikan Bahasa Inggris

Judul Proposal : A Multimodal Analysis of Bukalapak Advertisement

Pada hari Sabtu, tanggal 25 bulan Mei 2019 sudah layak menjadi proposal skripsi.

Medan, Juli 2019

Disetujui oleh:

Dosen Pembahas

Pirman Ginting, S.Pd., M.Hum

Dosen Pembimbing

Mandra Saragih, S.Pd., M.Hum

Diketahui oleh
Ketua Program studi

Mandra Saragih S.Pd, M.Hum



Unggul, Cerdas & Terpercaya

MAJELIS PENDIDIKAN TINGGI PENELITIAN & PENGEMBANGAN
UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA
FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN

Jalan Kapten Muchtar Basri No. 3 Medan 20238 Telp. (061) 6622400 Fax. (061) 6625474 - 6631003
Website: <http://fkfp.umsu.ac.id> E-mail: fkfp@umsu.ac.id

Bila menjawab surat ini agar disebutkan nomor dan tanggalnya

Nomor : 4046/II.3/UMSU-02/F/2019
Lamp : ---
Hal : Mohon Izin Riset

Medan, 21 Dzulqaidah 1440 H
24 Juli 2019 M

Kepada Yth, Bapak Kepala Perpustakaan
Universitas Muhammadiyah Sum. Utara
di-
Tempat

Assalamu'alaikum Warahmatullahi Wabarakaatuh

Wa ba'du, semoga kita semua sehat wal'afiat dalam melaksanakan kegiatan-aktifitas sehari-hari, sehubungan dengan semester akhir bagi mahasiswa wajib melakukan penelitian/riset untuk pembuatan skripsi sebagai salah satu syarat penyelesaian Sarjana Pendidikan, maka kami mohon kepada Bapak/Ibu Memberikan izin kepada mahasiswa untuk melakukan penelitian/riset di Pustaka Bapak pimpin. Adapun data mahasiswa kami tersebut sebagai berikut :

Nama : Kiki Amalia
N P M : 1502050074
Program Studi : Pendidikan Bahasa Inggris
Judul Penelitian : A Multimodal Analysis of Bukalapak Advertisement

Demikian hal ini kami sampaikan, atas perhatian dan kesediaan serta kerjasama yang baik dari Bapak kami ucapkan terima kasih.

Wa'alaikumssalam Warahmatullahi Wabarakatuh.

Dekan

Dr. H. Elfrianto Nst, S.Pd, M.Pd. A
NIDN: 0115057302


** Patinggal **



MAJELIS PENDIDIKAN TINGGI PENELITIAN & PENGEMBANGAN
UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA
UPT PERPUSTAKAAN

Jl. Kapt. Mukhtar Basri No. 3 Telp. 6624567 - Ext. 113 Medan 20238
Website: <http://perpustakaan.umsu.ac.id>

SURAT KETERANGAN

Nomor: ~~4241~~../KET/II.9-AU/UMSU-P/M/2019



Kepala Unit Pelaksana Teknis (UPT) Perpustakaan Universitas Muhammadiyah Sumatera Utara dengan ini menerangkan :

Nama : Kiki Amalia
NPM : 1502050074
Univ./Fakultas : UMSU/ Keguruan dan Ilmu Pendidikan
Jurusan/P.Studi : Pendidikan Bahasa Inggris/ S1

adalah benar telah melakukan kunjungan/penelitian pustaka guna menyelesaikan tugas akhir / skripsi dengan judul :

"A Multimodal Analysis of Bukalapak Advertisement"

Demikian surat keterangan ini diperbuat untuk dapat dipergunakan sebagaimana mestinya.

Medan, 28 Muharram 1441 H
28 September 2019 M





Kepala UPT Perpustakaan,



Muhammad Arifin, S.Pd, M.Pd

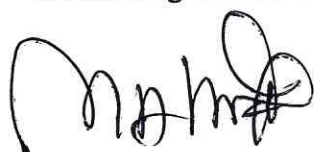
BERITA ACARA BIMBINGAN PROPOSAL

Perguruan Tinggi : Universitas Muhammadiyah Sumatera Utara
 Fakultas : Keguruan dan Ilmu Pendidikan
 Nama Lengkap : Kiki Amalia
 NPM : 1502050074
 Program studi : Pendidikan Bahasa Inggris
 Judul Proposal : A Multimodal Analysis of Bukalapak Advertisement

Tanggal	Deskripsi Hasil Bimbingan Proposal	Tanda Tangan
15/05-2019	Chapter I Background Identification Scope and Limitation	
20/05-2019	Background Scope and Limitation Chapter II Research Design	
22/05-2019	Background Identification of Problem Chapter III	
		

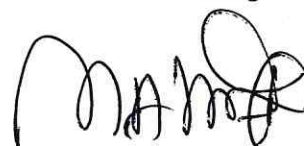
Medan, Mei 2019

Diketahui Oleh :
Ketua Program Studi



Mandra Saragih, S.Pd, M.Hum.

Dosen Pembimbing



Mandra Saragih, S.Pd, M.Hum



MAJELIS PENDIDIKAN TINGGI
UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA
FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN

Jalan Kapten Mukhtar Basri No. 3 Telp. (061) 6619056 Medan 20238

Webside : <http://www.fkip.umsu.ac.id> E-mail: fkip@umsu.ac.id

BERITA ACARA BIMBINGAN SKRIPSI

Perguruan Tinggi : Universitas Muhammadiyah Sumatera Utara
Fakultas : Keguruan dan Ilmu Pendidikan
Nama Lengkap : Kiki Amalia
N.P.M : 1502050074
Program Studi : Pendidikan Bahasa Inggris
Judul Skripsi : A Multimodal Analysis of *Bukalapak* Advertisement

Tanggal	Materi Bimbingan Skripsi	Paraf	Keterangan
17/ 09-2019	Chapter IV Data Data Analysis		RF
23/ 09-2019	Chapter V Conclusion Suggestion		RF
25/ 09-2019	Abstract Chapter I, II, III		RF
28/ 09-2019	Chapter IV Chapter V		RF
28/ 09-2019	ACC		

Medan, September 2019

Diketahui oleh :
Ketua Program Studi

Dosen Pembimbing

Mandra Saragih, S.Pd., M.Hum.

Mandra Saragih, S.Pd., M.Hum



ORIGINALITY REPORT

33%
SIMILARITY INDEX

30%
INTERNET SOURCES

4%
PUBLICATIONS

11%
STUDENT PAPERS

PRIMARY SOURCES

1	repository.usu.ac.id Internet Source	21%
2	repository.syekhnurjati.ac.id Internet Source	4%
3	www.youtube.com Internet Source	1%
4	www.education.vic.gov.au Internet Source	1%
5	jurnaltarbiyah.uinsu.ac.id Internet Source	1%
6	Submitted to UIN Syarif Hidayatullah Jakarta Student Paper	1%
7	Submitted to Coventry University Student Paper	1%
8	Submitted to Higher Education Commission Pakistan Student Paper	1%
9	www.studymode.com	

CURRICULUM VITAE

I. Personal Data

Name : Kiki Amalia
NPM : 1502050074
Faculty / Department : Teaching Training and Education / English Department
Place / Date of Birth : Marindal II, 6 Maret 1997
Religion : Islam
Citizenship : Indonesia
Child from : 1 st from 2 siblings
Home Adress : Dusun III Marindal II Jl. Perjuangan Gg. Kadus No. 4
Father's Name : Jumahadi
Mother's Name : Yuni

II. Formal Education

2004 – 2009 : SD NEGERI 101790
2009 - 2012 : SMP NEGERI 15 MEDAN
2012 – 2015 : SMA NEGERI 6 MEDAN
2015 : till now as student of Faculty Teacher Training and Education English Department on University Muhammadiyah of Sumatera Utara