# A MULTIMODAL ANALYSIS OF INDONESIAN HERB ADVERTISEMENT

## SKRIPSI

*Submitted In Partial Fulfilment Of The Requirements*
*For The Degree Of Sarjana Pendidikan (S.Pd)*
*English Education Study Program*

**By :**

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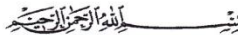
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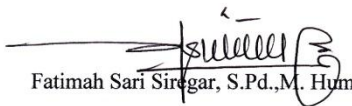
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# ABSTRACT

***Arfah, 1802050121, A Multimodal Analysis of Indonesian Herb Advertisement. Skripsi. English Education Program Faculty of Teacher Training and Education. University of Muhammadiyah Sumatera Utara (UMSU), Medan 2022.***

***Supervisor Fatimah Sari Siregar, S.Pd., M.Hum.***


This research discuss about multimodal analysis in herb advertisement. The objectives of this study are to analyse the representational meaning of herb advertisement, to describe the generic structure potential that represent in the messages. The research employed a qualitative methods. The data were taken from YouTube and then screenshot becomes five images. This research uses Halliday theory to identify linguistic function while to identify visual element use (GSP) by Cheong and representational meaning by Kress and Van Leeuwen. The result showed that there are visual element in herb advertisement that represent process of GSP. Namely Leads 3, Display 3 and Emblem 5. Representational Meaning consist of Information Value 3, Framing 1 and Salience 1.


*Keywords: Advertisement, Multimodal, Representational Meaning, Visual Element*

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بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

*Assalamu'alaikum Warahmatullahi Wabarakatuh*

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With the purpose for submitting in partial fulfillment of the requirement for degree in study program of English Department, there were so many obstacle faced by the researcher and certainly without helps from many peoples, especially the following people, it was so difficult for the researcher to accomplish this proposal.

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*Wassalamu'alaikum Warahmatullahi Wabarakatuh.*

Medan, September 2022

**Arfah**
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# CHAPTER I

## INTRODUCTION

### A. Background of the Study

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 an 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 analysis that all good means of communication are at play important role in producing meaning. Because language contains the meaning of informative content (O'Halloran and Smith in Sinar, 2012:133) says multimodal analysis including analysis any kind of communication that has text interaction and integration of two or more sources or means of semiotics communication to achieve function communicative text. 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 Analysis of Indonesian Herb Advertisement".

In this study, the analysis is analyzed from a multimodal analysis

perspective based on Kress and Leeuwen's (1996-2006) multimodal theory, Halliday (1994) systemic functional linguistics. This multimodal study uses a semiotic approach to explain how audiovisual advertisements containing semiotic systems are analyzed.

Recently, there are number of studies on multimodal which are related to the study that had been conducted. First ( Lilis Handayani Napitupulu, 2018)  A Multimodal Analysis of Advertisement of Online Marketplace Shopee. This research  focuses on multimodal system proposed by Cheong (2004). Second, (Maulydia Tamara Safitri, 2019) A Study Of Multimodal Analysis In Smartphone Advertisement, the systemic functional linguistics theory by Halliday, multimodal theory by Kress and van Leeuwen and generic structure analysis theory by Cheong were applied to analyze this research.

Then, (Venti Wulan Sari, 2021) A Multimodal Discourse Analysis in Pantene Advertisement. In this research, the researcher aims to investigate how Pantene Indonesian ads verbally and visually represent the image of women with beautiful strong hair and the ads'differences by means of Halliday's transitivity system (2014) and Kress and van Leeuwen's (2006) point of view. (Rizki Ananda, 2019) Cigarette advertisements: A systemic functional grammar and multimodal analysis. In this research , the data were analyzed using Halliday's systemic functional grammar focusing on ideational meta-function or also known as a representational function in multimodal analysis.

In this study, multimodal was chosen because it is a new way to

communicate with other people. Furthermore, in this research the researcher want to identify the representational meaning and generic structure potential of advertisement. The data are taken a video about herb advertisement which will then be screenshot into a few pieces of images.

## B. The Identification of the Problem

The problems of this research were identified as follows :

1. The representational meaning of Indonesian Herb advertisement that has not been conveyed as a whole to the viewer

2. The representative of generic structure potential in Indonesian Herb advertisement

## C. The Scope of Limitation

The scope of this study is focused on multimodal. The limitation of this study is focused on applies the theory of Kress and Van Leeuwen to identify the representational meaning whereas Cheong (2004) is used to identify the Generic Structure Potential (GSP) in Indonesian Herb Advertisement.

## D. The Formulation of the Problem

The formulations of the study as follow :

1. How is the representational meaning of Indonesian Herb advertisement?

2. How is the generic structure potential of Indonesian Herb advertisement.

**E. The Objective of the Study**

The objective of the study as follow :

1. To analyze the representational meaning of Indonesian Herb advertisement

2. To describe the generic structure potential that represent in the messages.

**F. The Significance of Study**

The significance of the research as follow :

**1.** Theoretically

Theoretically, this research is expected to add insight and scientific knowledge in the field of multimodal advertising analysis, especially how is the representational meaning and generic structure potential of Indonesian Herb advertisement.

**2.** Practically

a. For the Education, result of the research can be used for reference learning, especially for study of multimodal in advertising

b. For the Society, result of the research can get knowledge about multimodal analysis in advertisement

c. For the Researcher, result of the research can be used for references and an additional material to the study of multimodal in advertisement

# CHAPTER II

# THE REVIEW OF LITERATURE

## A. Theoretical Framework

## 1. Systemic Functional Linguistics (SFL)

Systemic Functional Linguistic Theory (SFL) is a liguistic 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 SFL theory is different from systemic theories of language that view language as part of social phenomena that are related to the social context in language use. SFL 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. SFL 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).

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creating text. The contextualization of learning to language learners is that language learning means learning to interpret language, Halliday dalam Sinar (2012).

## 2. Multimodal

Multimodal is all interactions, meaning multimodal stresses that all means of communication playan 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 semioticmodes 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.

## 2.1 Theories of Multimodal

### a. Kress and Van Leeuwen

Kress and Van Leewuen'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 meanigs 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, anlytical 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 cam 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.  Michelle Anstey and Geoff Bull**

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.

a.  Linguistic: vocabulary, generic structure and the grammar of oral and written language

b.  Visual: colour, vectors and viewpoint in still and moving images

c.  Audio: volume, pitch and rhythm of music and sound effects

d.  Gestural: movement, speed and stillness in facial expression and body language, and

e. Spatial: proximity, direction, position of layout and organisation of objects in space

## 2.2 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, accoarding 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.

## 3. Representational Meaning

According to (Kress & van Leeuwen, 2006, p.45), the representational structure refers to how semiotic systems refer to objects and relationships outside the system, either directly or indirectly. In other words, the semiotic system must be able to represent objects and their relationship to the world outside the representation system which may have other sign systems. The object or element in this system is called the Represented Participant which relates to other objects. The representational meaning and interactive with images there are three systems:

### a. Information value

Attachment of participant elements and syntagma which connects the two and each other by witnessing the picture thus giving them value specific information about the elements what's in the imageswhich can be seen from the right, left, top, bottom, middle and side. On the value of information there are two compositions i.e. centred is the central element which placed  in the center of a composition consisting of triptych as an element noncentral within a center composition is placed on the right side or left, up or down a centred (center), circular as element noncentral within a center composition that is well placed on top or under or beside a centered or the center and further elements that are placed between the polarized positions, which there is no element in the middle of a composition.

**b. Salience**

Participant element and interactive representations and syntagms are created to attract the attention of the audience with different degrees as background placement, foreground, relative size, contrast in color values, differences in sharpness and others.

**c. Framing**

The presence or absence of the frame tool is realized by the element that creates the boundary line or the frame line is not related or related to the image, indicating that they are part or not part.

**4. Generic Structure of Potential (GSP) by Cheong (2004)**

The theories use in this research are based on Halliday's (1994) Systemic Functional Grammar and Cheong's (2004) Generic Structure Potential (GSP) of print advertisements. Furthermore, this analysis is focused on ideational metafunction that is concerned with understanding the environment (Halliday, 1994:xiii), and enabling people to represent of what goes on around and inside them (Halliday, 1994:106). In addition, the elements of printed advertisement are devided into two. Those are visual and linguistic elements. Halliday,,s transitivity is used to analyze the texts in the linguistic elements. It is to find what verb processes are used in the advertisements. Meanwhile, Cheong,,s GSP of printed advertisement is used to reveal the elements of

the advertisements. Cheong proposed the Generic Structure Potential of printed advertisement as follows :

**Table 2.1 Generic Structure of Potential (GSP)**

**Lead^(Display)^Emblem^(Announcement)^(Enhancer)^(Tag)^(**

**Call-and Visit Information)**

It is to provide a model the best captures the multi-semiotic interaction between visual and linguistic text in printed advertisements. (Yuen, 2004) details the generic structure of potential in advertisement.

## 4.1 Visual Elements

According to Kress and Van Leeuwen (in Baldry and Thibault, 2006) said that various visual elements in the text were moralized to show attitudes and evaluative attitude, visual elements can be moralized just like linguistic elements. Halliday (1985: 101) says that visual images as a form of non-verbal communication can be studied and understood in a way that is similar to language and can be analyzed using grammatical texts. There are three visual elements in multimodal, namely :

**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/ or colour which should have the potential to create an impression and meaning for the user. (Cheong, 2004, hal. 163) classifies the components of Lead into the Locus of Attention (LoA) and Complement to the Locus of Attention (Comp. LoA). LoA serves as the core of advertising messages, displayed in the size and color with distinctive quality compared with other visual components while Comp. LoA functions as a liaison and to focus public attention on specific parts in LoA. The ideational function that is LoA serves in explaining the reality created by the advertiser to attract attention and interest of society to this reality is a trick of manipulation.



Figure 2.1 Mie Sedap Korean Spicy Advertisement

**b. Display**

Cheong says that display is visualization of product or service in the advertisement(cited in O‟Halloran, 2004:171). The visual component Display serves to describe the product in a real and explicit way, but the implicit function shown here is the realization of products or services that are not real to become real through another medium. Meanwhile, the visual component display Congruent serves to realize a product without going through symbolization and display Incongruent realizes a product through symbolization (O'Halloran, 2004:171).



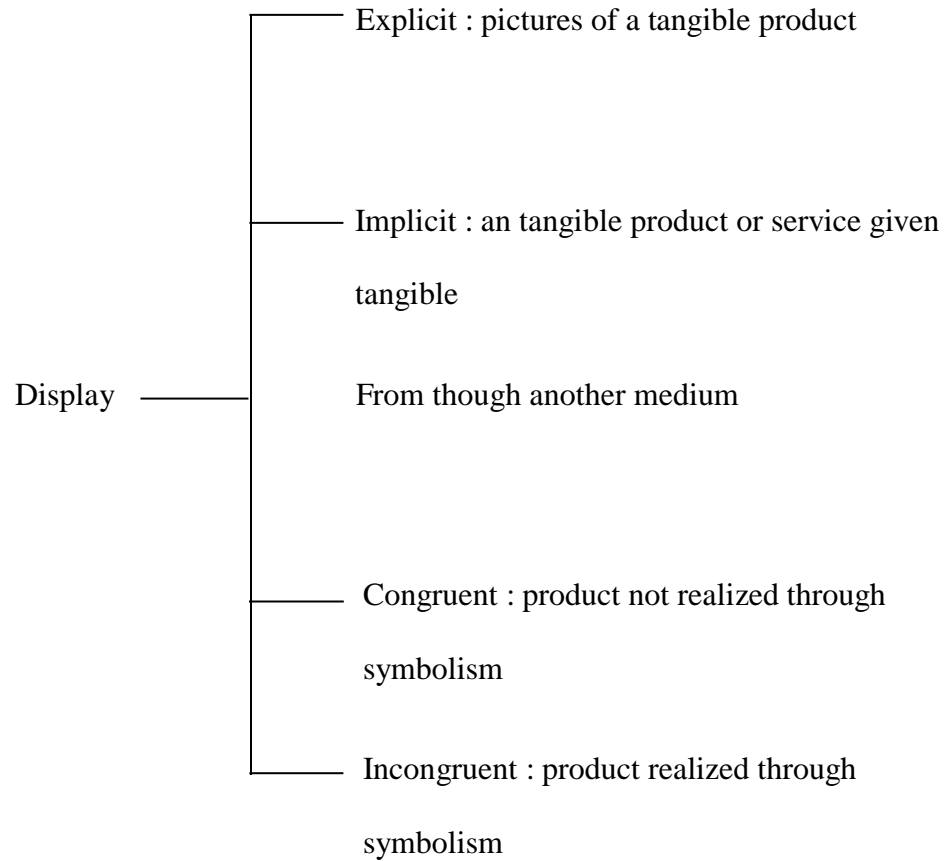Figure 2.2 Mie Sedap Korean Spicy Advertisement

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                              ┌──────── Explicit : pictures of a tangible product



                              ├──────── Implicit : an tangible product or service given

                              │          tangible

        Display ───────┤          From though another medium




                              ├──────── Congruent : product not realized through

                              │          symbolism

                              └──────── Incongruent : product realized through

                                         symbolism
```

Figure 2.2. The display in a print Advertisement

**c. Emblem**

The visual element 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 the advertisement texts. The emblem position is anywhere in the advertisements.

Figure 2.3 Mie Sedap Korean Spicy Advertisement

## 4.2 Linguistics Element

According to Cheong (2004: 165-174) provides further explanation about The Generic Structure of Potential (GSP). Following Cheong's analysis (2004:173), the main linguistic elements which reveal and give the essence of the meaning cointained in an advertising message text are announcement in an advertisement text is to provide three possible explanations: announcement of the only advertisement message, the most important interpersonal aspects of the among other messages in the text, and aspects of the catch – phrase. There are five linguistic elements, they are :

### a. Emblem

Linguistic realized through form of a brand name or trademark. Emblem provides identity or status for the product lying on any side to adjust the

proportion of the advertisement texts. The emblem position anywhere is in the advertisement. Emblems are divided into visual emblems which are realized through the logo of the advertised product, and linguistic emblems exists through the brand name or trademarks. The emblem function provides identity or status for the product have a position on any side to adjust the proportion of advertisement text.

**b. Announcement**

The most important linguistics component in an advertisement text is Announcement. Primary Announcement contains three meanings, that is: 1. As the only one advertisement message, 2. Important part interpersonally between the other messages in a text, 3. As a catch – phrase. Secondary Announcement has a meaning interpersonally that is not really important in an advertisement text (Cheong, 2004, hal. 173).

**c. Enhancer**

Enhancer only consists of linguistics component, usually in the form of paragraph. Enhancer function to develop or modify a meaning which is comes from interaction between Lead and Announcement. Ideationally, Enhancer functions to show the power of the product so that it is deserved to be consumed.

Interpersonally, Enhancer functions to influence the public. Because of that, Enhancer contains words emotionally and culturally, the words that contains values in a social system. Logically, Enhancer explains the relationships among clauses (Cheong, 2004, hal. 173).

**d. Tag**

Certain elements of information about a product/service that are not included in the Enhancer are captured in the Tag. The Tag is usually in the form of one-liners in small print and is typically non-Salient as illustrated in preceding labelled advertisements. Grammatically, Tags are usually realized as non-finite (cited in O'Halloran, 2004:174).

**e. Call and Visit Information**

Cheong describes that Call-and-Visit Information consists of contact information as to where, when, how the product/service is available to the consumer (cited in O'Halloran, 2004:174).

**B. Relevant Study**

There are four relevant studies that have relationship with this research. The first is done by Rusdi Noor Rosa (2014). A journal entitled : Analisis

Multimodal Pada Iklan Sunsilk Nutrien Shampo Ginseng. This paper aims to analyze the advertisement of sunsilk nutrient shampoo ginseng (SNSG). The analysis in this paper uses a semiotic approach that is focused on multimodal system. Linguistic and visual analysis done with using the Cheong analysis model (2004). The difference with this research is that this previous research only focused on linguistic and visual element, while the research to be analyze used ideational function using Halliday's theory.

The second is a research done by Sarah Aisyah (2017) from Universitas Sumatera Utara entitled : "A Multimodal Analysis of Cosmetic Advertisements. This research used the descriptive qualitative method by Miles, Huberman and Saldana (2014) and applies the systemic functional language theory of Haliday. The difference with this research is that this previous research used cosmetic as the subject and the data was cosmetic brochures.

The third research done by Suprakisno (2015) from Medan State University. A journal entitled : "Analysis Multimodal pada Iklan Indomie". Multimodal analysis in this research uses linguistic theory systemic functional (LSF). The multimodal analysis model in this paper was developed from a blend of theories multimodal (Anstey and Bull, 2010) and multimodal analysis by Kress and Van Leeuwen, 1996-2006). The difference with this research is this previous research used different theory namely to analyze whether Indomie advertisement have the semiotic system multimodal including linguistic, visual, audio, gestural and spastial.

The fourth is done by Juliana, Santi Arafah (2015). A journal entitled: "The multimodal analysis of advertising tagline Tolak Angin Sidomuncul through systemic functional linguistic approach". This research uses a qualitative method to analyze the uses of multimodal linguistic in looking the effectiveness of Tolak Angin Sidomuncul advertisement. The difference with this research is this previous research is applying systemic functional linguistic.

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 representational meaning theory on multimodal texts, where this theory covers the entire semiotic system contained in the text. To analyze the multimodal texts on herb advertisement used the visual representational meaning 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

Multimodal analysis is an analysis that provides tools and techniques for analyzing texts that use more than one discourse mode. If we look at semiotic resources combined together with the process of creating meaning that is well projected by ad designers to the public or buyers of the products being advertised. This study concern with multimodal analysis in herb advertisement to anlyze reprentational meaning based on Kress and Van Leeuwen (2006) Systemic

Functional Linguistics based on Halliday (1976) and Cheong's (2004) Generic
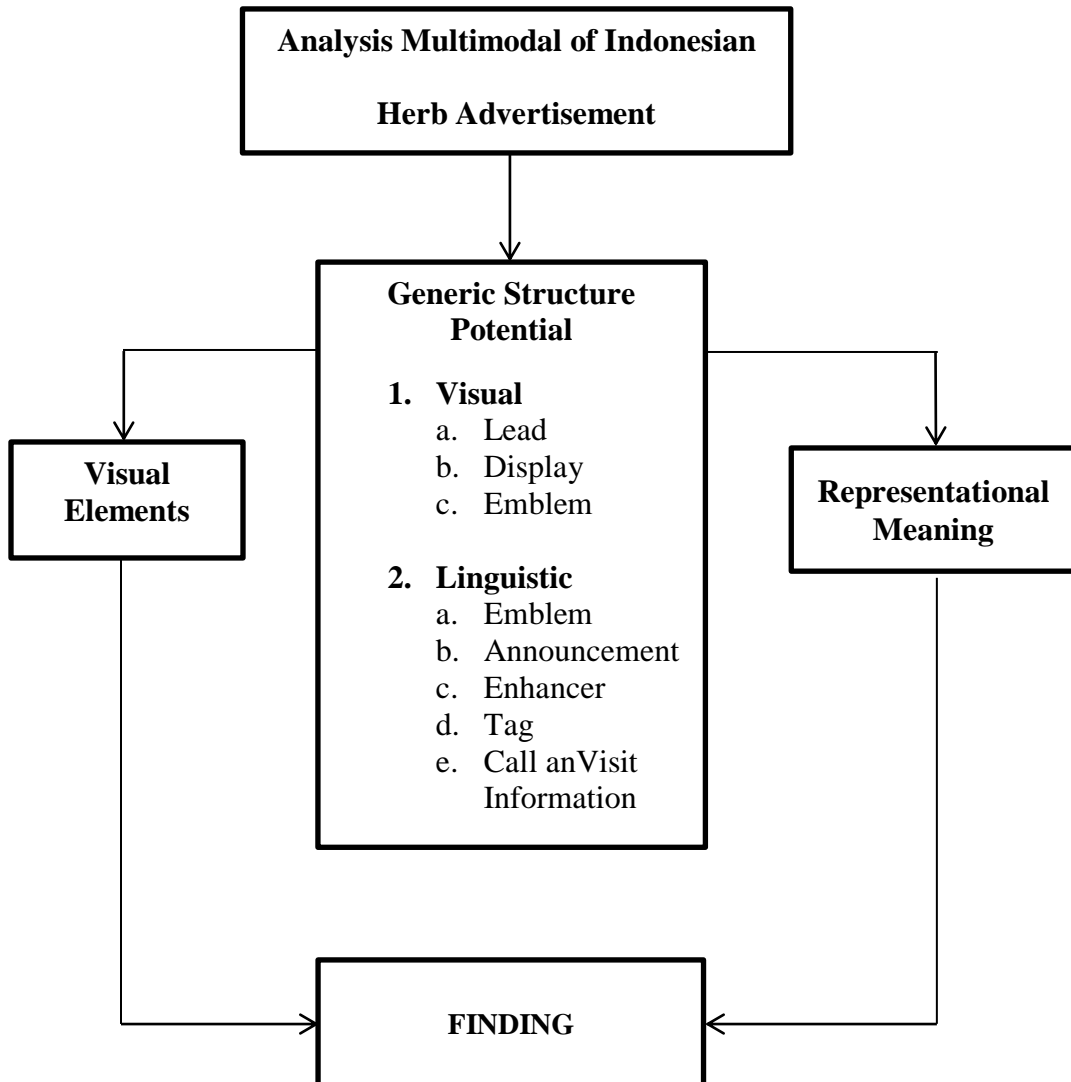
Structure Potential (GSP) of print advertisements.

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                  ┌─────────────────────────────┐
                  │ Analysis Multimodal of       │
                  │ Indonesian                   │
                  │                              │
                  │ Herb Advertisement           │
                  └─────────────────────────────┘
                                │
                                ▼
     ┌──────────────────────────────────────────────┐
     │        Generic Structure                      │
     │            Potential                           │
     │                                                │
     │   1. Visual                                    │
     │       a. Lead                                  │
     │       b. Display                               │
     │       c. Emblem                                │
     │                                                │
     │   2. Linguistic                                │
     │       a. Emblem                                │
     │       b. Announcement                          │
     │       c. Enhancer                              │
     │       d. Tag                                   │
     │       e. Call anVisit                          │
     │          Information                           │
     └──────────────────────────────────────────────┘

  ┌──────────────┐                    ┌──────────────────┐
  │   Visual     │                    │  Representational │
  │  Elements    │                    │     Meaning       │
  └──────────────┘                    └──────────────────┘

              ┌───────────────────────────┐
              │         FINDING            │
              └───────────────────────────┘
```

Figure 2.4 Conceptual Framework

## CHAPTER III

## METHODOLOGY OF RESEARCH

### A.  Research Design

This study conducted by employing a descriptive research with qualitative method because it describe the meaning that realized in herb advertisement can interpret the meaning in the representational and generic structure potential. According to Miles and Huberman (2014;1) qualitative data is data that is rich in sources, descriptions and explanation of human processes. Descriptive research studies are designed to obtain about the current status of phenomenon. The aim is "what is" with respect to variables or conditions the situation (Ary, 1979).

### B.  Source of Data

The source of data in this research is Herb advertisements by link https://youtu.be/CI9ilT1PqAc , which has been screenshot into several pictures. This advertisement was taken from *YouTube*. This advertisement aim to analyze representational meaning and generic structure potential.

## C. Technique of Collecting Data

The technique of data collecting is the study of documents. Data source collection is advertising video documentation herb advertisement. The advertisement that is the source of data is herb advertisement. Furthermore, the data collection technique in the video is by retrieve data from videos in the form of the representational meaning and generic structure potential in advertisements.

The documentation carried out in this research is by analyzing the representational meaning and generic structure potential in herb advertisement through electronic media such as youtube.com. Then the documentation on the video is done by looking at the ad herbs that are spread in electronic media, then collect videos that will be the source of data in this research.

## D. Technique of Analyzing Data

The data of the analysis used in this research is descriptive analysis technique to get the result and conclusion. In this study, data selection was carried out in accordance with the problem study. Then the data are grouped according to the research needs based on the theories used, namely representational meaning (Kress and Van Leeuwen, 2006) and potential generic structure (Cheong, 2004) in herb advertisements. Next on the systemic functional linguistic (Halliday and

Matthiessen, 2014). This is the flow of data analysis according to Miles, Huberman, and Saldana (2014) :

```
┌─────────────────┐                    ┌─────────────────┐
│                 │                    │                 │
│ Data Collection │ ─────────────────▶ │  Data Display   │
│                 │                    │                 │
└─────────────────┘                    └─────────────────┘
         │        ╲              ╱              ▲
         │          ╲          ╱                │
         │            ╲      ╱                  │
         ▼              ╳                       ▼
┌─────────────────┐   ╱    ╲            ┌─────────────────┐
│                 │ ◀         ▶         │                 │
│Data Condensation│ ◀────────────────▶ │   Conclusion    │
│                 │                    │                 │
└─────────────────┘                    └─────────────────┘
```
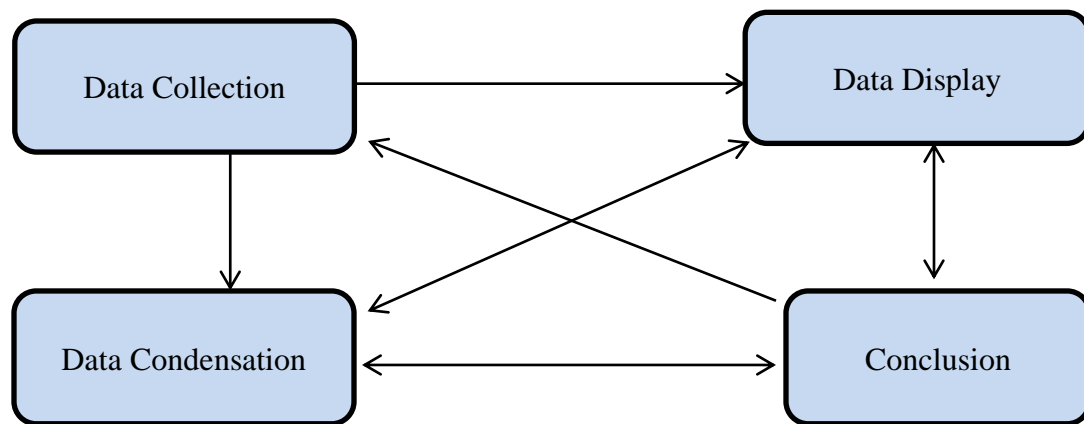
The stages proposed by Miles, Huberman and Saldana (2014) are; data collection, data condensation, data display, and conclusion.

1. Data collection means this research begins with the steps of collecting data as mentioned on technique then analyze the problem. In this research uses the Herb advertisement as a sources of data.

2. 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. In this research, the data was done by the process of selecting the data through downloading the advertisement of Herb especially KukuBima Ener-Gi Versi Sumatera Utara.

3. Data display is an organized, compressed assembly of information that allows conclusion drawing and action.

4. Conclusion is data collecting, the qualitative analysis interprets what things mean by noting pattern, explanations, casual flows and propositions. This research used the combination of theory from Kress and Leewen and Cheong to identify the representational meaning and identify the generic structure potential of Herb advertisement realized in KukuBima Ener-Gi.

# CHAPTER IV

# DATA AND DATA ANALYSIS

## A. Data

The data of this research were four advertisements found in youtube by link https://youtu.be/CI9ilT1PqAc , realized in which mainly focused on the generic structure potential and representational meaning. The data were analyzed by using Cheong's theory and Kress and Van Leeuwen's theory. After abstracting that 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 advertisement of North Sumatera announcement that analyzed which each advertisement had short duration. Nevertheless, the value of the advertisement did not decrease on each advertisements. At the beginning of the data analysis, I did some steps to analyze the data.

Firstly, I started to consider the commercials' discourse through narration. Then based on textual analysis, the verbal data was analyzed linguistically using Systemic Functional Linguistics theory proposed by Halliday & Matthiessen (2004) in terms of generic tructure potential. The advantages of using this theory are for investigating the visual meaning constructed from the video.

The visual data was then analyzed by employing Kress and Leeuwen's theory (2006) for answering my second research question. The analysis associated with the optical data context's discourse in representational meaning. Last, the study's conclusion was made that covered all the discussion

**1. The Generic Structure Potential of Visual Elements in Herb Advertisement by Cheong's Theory**

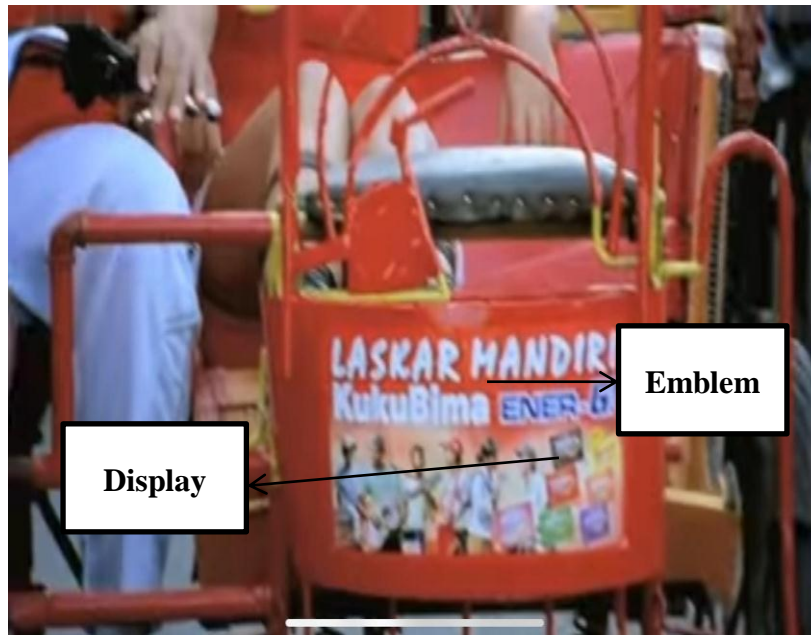1.1 The generic structure potential of Visual Elements in KukuBima Ener-Gi Advertisement
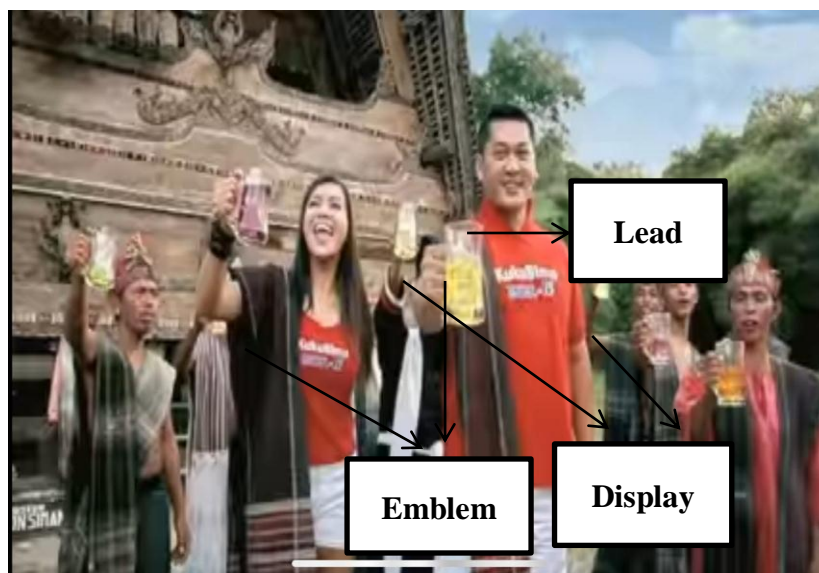


Figure 4.1.1 Kuku Bima Ener-Gi Advertisement

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 red shirt. He is the main part of this picture so that by seeing directly the writing " kukubima ener-gi", the viewers can know that the man smiles like that because he is very satisfied with the taste of KukuBima Ener-Gi.

### b. Display

Display shows the characteristics of the lead. In this picture, the display is the goods which can be found in KukuBima Ener-Gi such as beverage in glass. Product 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. KukuBima ENER-G! is the logos of this picture where it

is written with the white and blue colour. It is made with the big written and put in the center side because all of the displays and the lead had been put in the left side.
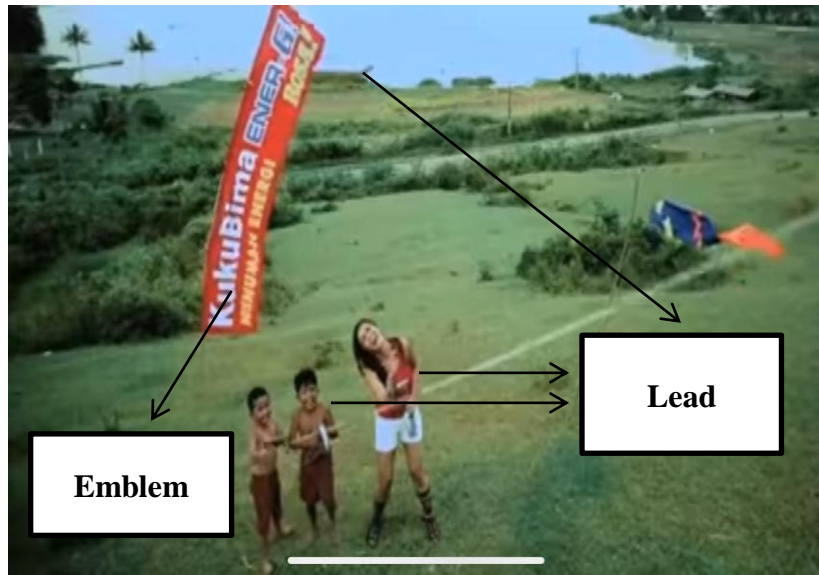


Figure 4.1.2 Kuku Bima Ener-Gi Advertisement

There are two elements which found in this picture, they are lead  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 women who wears the red shirt and two boys in the fieldthey are the main part of this picture. The viewers can see directly that the womenand two boys is very helpful and happy with KukuBima Ener-Gi.

**b. 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. KukuBima ENER-G! MINUMAN ENERGI is the logos of this picture where it is written with the white, blue and yellow colour, big and in the left side because all of the lead had been put in the right side.
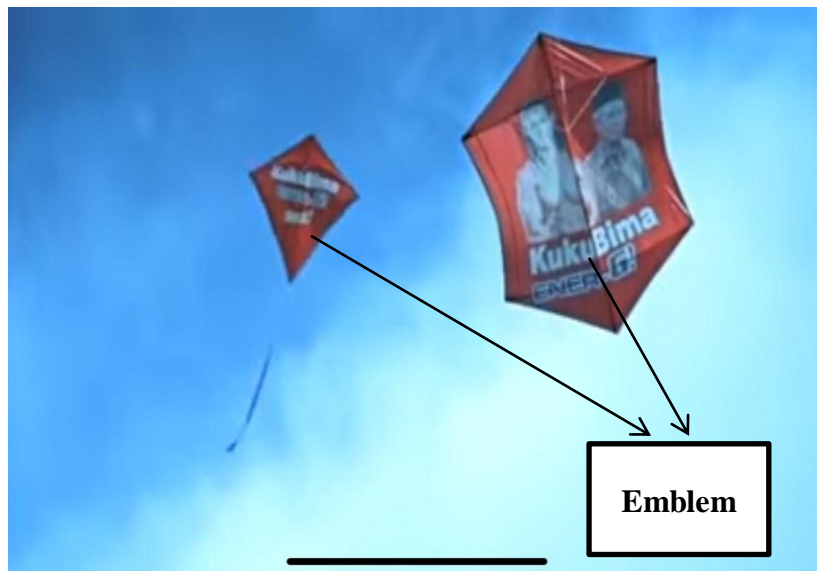


Figure 4.1.3 Kuku Bima Ener-Gi Advertisement

There is one element which found in this picture, which is only an emblem.

**a. 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. KukuBima ENER-G! is the logos of this picture where it is written with the white

and blue 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 Kuku Bima Ener-Gi Advertisement

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

emblem.

**a. Display**

In this picture, the display is the goods which can be found in KukuBima

Ener-Gi such as beverage in sachets 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.

**b. 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. LASKAR MANDIRI KukuBima ENER-G! is the logos of this picture where it is written with the white and blue colour. It is made with the big written because the display had been dominant.



Figure 4.1.5 Kuku Bima Ener-Gi Advertisement

There are three elements which found in this picture, they are lead , disply 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 brown batik shirt. He is the main part or main focus in this picture. He is standing and raised his right hand with

clenched and he also looks spirit and happy. Probably, he is likes that because he is satisfied by using KukuBima Ener-Gi advertisement.

**b. Display**

Here, the display shows the characteristics of the lead. In this picture, the display is the goods which can be found in KukuBima Ener-Gi in sachet. Product are shown by the explicit way. It means that the viewers can see the product direclty 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. KukuBima ENER-G! is the logos of this picture where it is written with the white and blue colour.

**2. The Realization of Representational Meaning in Indonesian Herb Advertisement by Kress and Van Leeuwen's Theory**

2.1 The Representational Meaning of KukuBima Ener-Gi Advertisement



Figure 4.2.1 Kuku Bima Ener-Gi Advertisement

Figure 4.2.1 *Information Value*

Information Value : Ideal, Given, New, Real

In figure 4.2.1, this product name is considered *ideal* because it is general information, while detailed information namely product image is considered *real*. The placement of the man on the right in the picture is considered *given* because it tends to be more familiar to the reader, while the women is considered as *new* which is new information to be conveyed to the reader.

Figure 4.2.2 Kuku Bima Ener-Gi Advertisement

Figure 4.2.2 *Information Value*

Information Value : Ideal, Given, New

In figure 4.2.2, this product name is considered *ideal* because it is general information, the placement of the women on the right in the picture is considered *given* because it tends to be more familiar to the reader, while the two boys is considered as *new* which is new information to be conveyed to the reader.
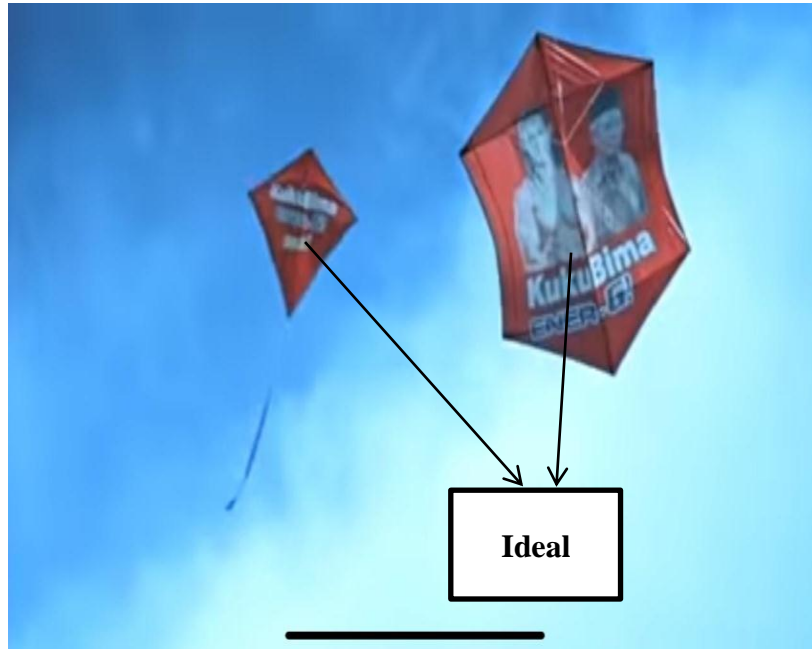
Figure 4.2.3 Kuku Bima Ener-Gi Advertisement

Figure 4.2.3 *Information Value*

Information Value : Ideal

In figure 4.2.3, this product name is considered *ideal* because it is general information to be conveyed to the reader.

Figure 4.2.4 Kuku Bima Ener-Gi Advertisement

Figure 4.2.4 *Framing*

There is framing in figure 4.2.4, which is shown by the red grid line in the image. This grid line connects with the man and women and the product that is on picture which is visible and supported by the surrounding atmosphere.
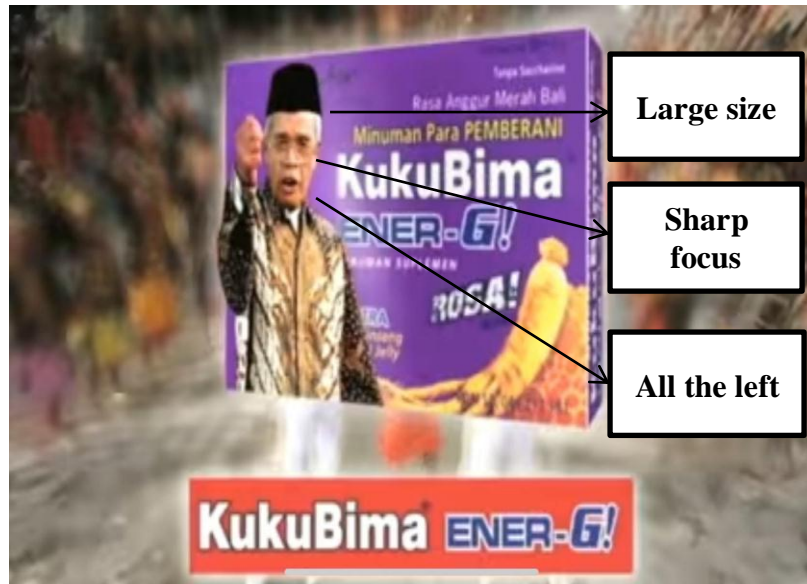
Figure 4.2.5 Kuku Bima Ener-Gi Advertisement

Figure 4.2.5 *Salience*

In figure 4.2.5, shows a man standing while raising his right hand in a fist towards the reader in front. The man is described as dominant in the cover of this product, as can be seen from the large size, sharp focus and placement of the man on the left side of the product cover which can immediately attract the attention of the reader.

## 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 5 pictures found in one advertisement of Herb namely KukuBima Ener-Gi. Namely lead 3, display 3 and emblem 5.

The totals of visual element are 11. Almost of pictures had lead and emblem based on visual elements but there was a few of pictures included display.

2. From the analysis, there were 5 pictures which has been analyzed based on the representational meaning, especially 3 for information value, 1 for framing and 1 for salience. The totals of representational meaning are 5. The most dominant of representational meaning was information value, while the last was framing and salience.

# CHAPTER V

## CONCLUSION AND SUGGESTION

### A. Conclusion

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

1. The generic structure potential of visual elements in KukuBima Ener-Gi of Herb advertisement consisted of three elements, they were lead, display and emblem. In this research, lead and emblem were more dominant than display, because almost of the picture included lead and emblem while display was only in a few pictures.

2. The realization of representational meaning in KukuBima Ener-Gi of Herb advertisement included three based on the explanation above. There were five which has been analyzed, especially 3 for information value, 1 for framing and 1 for salience. The most dominant of representational meaning was information value while the least was framing and salience.

### 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 representational meaning.

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 elements and representational meaning but also the other one that still related with mutimodal.

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https://youtu.be/3XLeYtXmwKI in 3 September 2019

https://youtu.be/DXhoGRg1Pac in 13 November 2012

# APPENDICES

**The pictures of KukuBima Ener-Gi Advertisement**
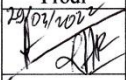
Yth : Bapak/Ibu Ketua & Sekretaris
Program Studi Pendidikan Bahasa Inggris
FKIP UMSU

Perihal : **PERMOHONAN PERSETUJUAN JUDUL SKRIPSI**

Dengan hormat, yang bertanda tangan di bawah ini :

| | |
|---|---|
| Nama | : Arfah |
| NPM | : 1802050121 |
| Program Studi | : Pendidikan Bahasa Inggris |
| IPK Kumulatif | : 3,57 |

IPK = 3,57

| Persetujuan Ketua/Sek Prodi | Judul yang diajukan | Disyahkan Oleh Dekan Fakultas |
|---|---|---|
| 29/03/202 | A Multimodal Analysis of Indonesian Herb Advertisement | 0393/a |
| | An analysis of Teacher's Questioning Strategies during the Classroom Interaction | |
| | Impoliteness Strategies Used in Instagram Comments of the Minister of Religion | |

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

Medan, 29 Maret 2022
Hormat Pemohon,

Arfah

Dibuat Rangkap 3 :
- Untuk Dekan/Fakultas
- Untuk Ketua/Sekretaris Prodi
- Untuk Mahasiswa yang bersangkutan

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

Assalamu'alaikum Wr. Wb.

Dengan hormat, yang bertanda tangan di bawah ini :

Nama            : Arfah
NPM             : 1802050121
Program 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 Indonesian Herb Advertisement

Sekaligus saya mengusulkan/menunjuk Bapak/Ibu sebagai :

Dosen Pembimbing : Fatimah Sari Siregar, 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, 29 Maret 2022
Hormat Pemohon,

Arfah

Dibuat Rangkap 3 :
- Untuk Dekan/Fakultas
- Untuk Ketua/Sekretaris Prodi
- Untuk Mahasiswa yang bersangkutan

Nomor          : 1584/II.3/UMSU-02/F/2022
Lamp           : ---
H a l          : **Pengesahan  Proyek Proposal**
               **Dan Dosen Pembimbing**

Bismillahirahmanirrahim
Assalamu'alaikum Wr. Wb

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

Nama             : **Arfah**
N P M            : 1802050121
Program Studi    : Pendidikan Bahasa Inggris
Judul Penelitian : **A Multimodal Analysis of Indonesian Herb Advertisement.**

Pembimbing       : **Fatimah Sari Siregar, SPd., 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 daluwarsa tanggal : **3 Agustus 2023**

Medan  5 Muharram        1444 H
           3 Agustus          2022 M

Wassalam
Dekan

**Dra, Hj. Syamsuyurnita,MPd.**
**NIDN : 0004066701**

Dibuat rangkap 5 (lima) :
1. Fakultas (Dekan)
2. Ketua Program Studi
3. Pembimbing Materi dan Teknis
4. Pembimbing Riset
5. Mahasiswa yang bersangkutan :
   ***WAJIBMENGIKUTISEMINAR***

**QS STARS**
★ ★ ★ ★

بِسْـــــمِ اللهِ الرَّحْمٰنِ الرَّحِيمِ

## PENGESAHAN PROPOSAL

Panitia Proposal Penelitian Fakultas Keguruan dan Ilmu Pendidikan Universitas Muhammadiyah Sumatera Utara Strata – 1 bagi :

NamaLengkap      : Arfah
NPM             : 1802050121
Program Studi    : Pendidikan Bahasa Inggris
JudulSkripsi     : A Multimodal Analysis of Indonesian Herb
                   Advertisement

Dengan diterimanya proposal ini, maka mahasiswa tersebut dapat diizinkan untuk melakukan riset di lapangan.

Diketahui oleh :

Diketahui/Disetujui Oleh
Ketua Program Studi                          Dosen Pembimbing

**Pirman Ginting, S.Pd, M.Hum**          **Fatimah Sari Siregar, S.Pd., M.Hum**

**BERITA ACARA SEMINAR PROPOSAL**

Pada hari ini Selasa Tanggal 16 Bulan Agustus Tahun 2022 diselenggarakan seminar prodi Pendidikan Bahasa Inggris menerangkan bahwa :

Nama Lengkap : Arfah
N.P.M : 1802050121
Program Studi : Pendidikan Bahasa Inggris
Judul Proposal : A Multimodal Analysis of Indonesian Herb Advertisement

| No | Masukan dan Saran |
|---|---|
| Judul | A Multimodal Analysis of Indonen. Herb Adined. |
| Bab I | — |
| Bab II | add some theories about Multi modal. |
| Bab III | — |
| Lainnya | |
| Kesimpulan | [ ] Disetujui          [ ] Ditolak<br><br>[ ✓ ] Disetujui Dengan Adanya Perbaikan |

Dosen Pembimbing                                              Dosen Pembahas

**(Fatimah Sari Siregar, S.Pd., M.Hum)**          **(Dr. Khairun Niswa, M.Hum)**

Panitia Pelaksana

Ketua                                                            Sekretaris

**(Pirman Ginting, S.Pd., M.Hum)**          **(Rita Harisma, S.Pd., M.Hum)**

**SURAT KETERANGAN**

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

Ketua Program Studi Pendidikan Bahasa Inggris Fakultas Keguruan dan Ilmu Pendidikan Universitas Muhammadiyah Sumatera Utara dengan ini menerangkan bahwa :

Nama Mahasiswa      : Arfah
NPM                  : 1802050121
Program Studi         : Pendidikan Bahasa Inggris

Adalah benar telah melaksanakan Seminar Proposal Skripsi pada :

Hari                   : Selasa
Tanggal             : 16 Agustus 2022
DenganJudul Proposal  : A Multimodal Analysis of Indonesian Herb
                               Advertisement

Demikianlah surat keterangan ini kami keluarkan/diberikan Kepada Mahasiswa yang bersangkutan, semoga Bapak/Ibu Pimpinan Fakultas dapat segera mengeluarkan surat izin riset mahasiswa tersebut. Atas kesediaan dan kerjasama yang baik kami ucapkan banyak terimakasih. Akhirnya selamat sejahteralah kita semuanya. Amin.

Dikeluarkandi : Medan
PadaTanggal :    Agustus 2022

Wassalam
Ketua Program Studi
Pendidikan Bahasa Inggris

**Pirman Ginting, S.Pd, M.Hum**

55

## SURAT PERNYATAAN

Assalamu'alaikum Warahmatullahi Wabarakaatuh
Saya yang bertandatangan dibawah ini :

| | |
|---|---|
| Nama Mahasiswa | : Arfah |
| NPM | : 1802050121 |
| Program Studi | : Pendidikan Bahasa Inggris |
| Judul Penelitian | : A Multimodal Analysis of Indonesian Herb Advertisement |

Dengan ini saya menyatakan bahwa :
1. Penelitian yang saya lakukan dengan judul di atas 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,    Agusutus 2022

Hormat saya
Yang membuat Pernyataan

**(Arfah)**

Diketahui oleh Ketua Program Studi
Pendidikan Bahasa Inggris

**Pirman Ginting, S.Pd, M.Hum**

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**LEMBAR PENGESAHAN HASIL SEMINAR PROPOSAL**

Proposal yang sudah diseminar oleh mahasiswa di bawah ini:

Nama Lengkap     : Arfah
N.P.M            : 1802050121
Program Studi    : Pendidikan Bahasa Inggris
Judul Proposal   : A Multimodal Analysis of Indonesian Herb Advertisement

Pada hari Selasa, tanggal 16, bulan Agustus, tahun 2022 sudah layak menjadi proposal skripsi.

Medan, 16 Agustus 2022

Disetujui oleh:

Dosen Pembimbing                          Dosen Pembahas

**(Fatimah Sari Siregar, S.Pd., M.Hum)**      **(Dr. Khairun Niswa, M.Hum)**

Diketahui oleh
Ketua Program Studi,

**(Pirman Ginting, S.Pd., M.Hum)**

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Bila menjawab surat ini agar disebutkan
nomor dan tanggalnya

| | | | |
|---|---|---|---|
| Nomor | : **1741**/II.3/UMSU-02/F/2022 | Medan, 26 Muharram | 1444 H |
| Lamp | : --- | 24 Agustus | 2022 M |

H a l         : **Izin Riset**

**Kepada : Yth. Bapak/Ibu Kepala**
**Perpustakaan UMSU**
**Di**
**Tempat.**

Bismillahirahmanirrahim
Assalamu'alaikum Wr. Wb

Wa ba'du semoga kita semua sehat wal'afiat dalam melaksanakan tugas sehari-hari sehubungan dengan semester akhir bagi mahasiswa wajib melakukan penelitian/riset untuk penulisan Skripsi sebagai salah satu syarat penyelesaian Sarjana Pendidikan, maka kami mohon kepada Bapak/ibu memberikan izin kepada mahasiswa kami dalam melakukan penelitian /riset ditempat Bapak/ibu pimpin. Adapun data mahasiswa tersebut di bawah ini :

| | | |
|---|---|---|
| Nama | : | **Arfah** |
| N P M | : | 1802050121 |
| Program Studi | : | Pendidikan Bahasa Inggris |
| Judul Penelitian | : | **A Multimodal Analysis of Indonesian Herb Advertisement.** |

Demikian hal ini kami sampaikan, atas perhatian dan kesediaan serta kerjasama yang baik dari Bapak/ibu kami ucapkan banyak terima kasih, Akhirnya selamat sejahteralah kita semuanya. Amin.

Wassalam
Dekan

**Dra. Hj. Syamsuyurnita, MPd.**
NIDN : 0004066701

**\*\*Pertinggal**

QS STARS
★ ★ ★ ★

## SURAT KETERANGAN
Nomor : 3723/ KET/II.3-AU /UMSU-P/M/2022

بِسْمِ اللهِ الرَّحْمَنِ الرَّحِيمِ

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

| | |
|---|---|
| **Nama** | : **Arfah** |
| **NIM** | : **1802050121** |
| **Univ. / Fakultas** | : **UMSU/ Keguruan dan Ilmu Pendidikan** |
| **Jurusan / P. Studi** | : **Pendidikan Bahasa Inggris** |

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

**"A Multimodal Analysis of Indonesian Herb Advertisement "**

Demikian surat keterangan ini diperbuat untuk dapat dipergunakan sebagaimana mestinya.

Medan, <u>14 Rabiul Awal 1444 H.</u>
10 Oktober 2022 M.

**Kepala UPT Perpustakaan**
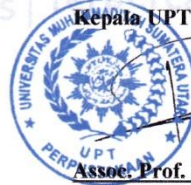
**Assoc. Prof. Muhammad Arifin, M.Pd.**

بسم الله الرحمن الرحيم

## BERITA ACARA BIMBINGAN PROPOSAL

Perguruan Tinggi : Universitas Muhammadiyah Sumatera Utara
Fakultas : Keguruan dan Ilmu Pendidikan
Nama Lengkap : ARFAH
NPM : 1802050121
Program Studi : Pendidikan Bahasa Inggris
Judul Proposal : A Multimodal Analysis of Indonesian Herb Advertisement

| Tanggal | Deskripsi Hasil Bimbingan Proposal | Tanda Tangan |
|---|---|---|
| 20 - Juni. 2022 | Chapter 1 : Introduction. - Background, Identification, the scope, the formulatus and the objective. | |
| 04 - Juli - 2022 | Chapter a : give attention to the theory that is used. | |
| 22 - Juli - 2022 | Chapter iv : Technique of data collection and Data Analysis | |
| 3/8 - 2022 | Acc. | |
| | | |
| | | |

Medan,    Agustus 2022

Diketahui/Disetujui
Ketua Prodi Pendidikan Bahasa Inggris

Dosen Pembimbing

**Pirman Ginting, S.Pd. M.Hum**

**Fatimah Sari Siregar, Spd. M.Hum**

BERITA ACARA BIMBINGAN SKRIPSI

| | |
|---|---|
| Perguruan Tinggi | : Universitas Muhammadiyah Sumatera Utara |
| Fakultas | : Keguruan dan Ilmu Pendidikan |
| Nama | : Arfah |
| N P M | : 1802050121 |
| Program Studi | : Pendidikan Bahasa Inggris |
| Judul Penelitian | : A Multimodal Analysis of Indonesian Herb Advertisement |

| Tanggal | Materi Bimbingan Skripsi | Paraf | Keterangan |
|---|---|---|---|
| 07-09-2022 | Bab IV. _Data Analysis | | |
| | – Technique of | | |
| | Analysis Data. | | |
| 15-09-2022 | – Findings | | |
| 20-09-2022 | Bab V. Conclussion | | |
| 29-09-2022 | ACC | | |

Medan, September 2022

Diketahui oleh :
Ketua Program Studi

Dosen Pembimbing

Pirman Ginting, S.Pd., M. Hum

Fatimah Sari Siregar, S.Pd., M. Hum

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# Arfah : A Multimodal Analysis of Indonesian Herb Advertisement

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**CURRICULUM VITAE**

### I. Personal Data

| | |
|---|---|
| Name | : Arfah |
| NPM | : 1802050121 |
| Faculty | : Teacher Training and Education |
| Major | : English Education |
| Place / Date of Birth | : Medan, 17 Maret 2000 |
| Gender | : Female |
| Status | : Single |
| Religion | : Islam |
| Citizenship | : Indonesia |
| Child from | : 6 st from 7 siblings |
| Home Adress | : Jalan Letda Sujono Gang. Belimbing No. 2 Medan |
| Father's Name | : Muhammad Yunus Pulungan |
| Mother's Name | : Elly Faridah Lubis |

### II. Formal Education

| | |
|---|---|
| 2006 – 2012 | : SD NEGERI 064037 |
| 2012 – 2015 | : SMP NEGERI 12 MEDAN |
| 2015 – 2018 | : SMK SWASTA PRAYATNA MEDAN |
| 2018 – 2022 | : Student of Universitas Muhammadiyah Sumatera Utara |