AN ANALYSIS OF TEXTUAL AND LOGICAL-RELATIONS IN COSMETIC ADVERTISING; MULTIMODAL DISCOURSE ANALYSIS

SKRIPSI

*Submitted in partial fulfillment of the requirements for
the degree of Sarjana pendidikan (S.Pd)
English Education Study Program*

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MEDAN
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Program Studi   : Pendidikan Bahasa Inggris
Judul Skripsi   : An Analysis of Textual and Logical-Relations in Cosmetic
                    Advertising; Multimodal Discourse Analysis

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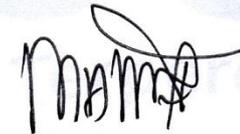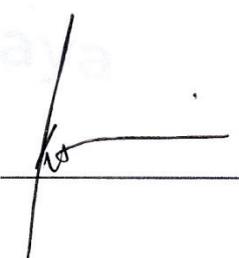
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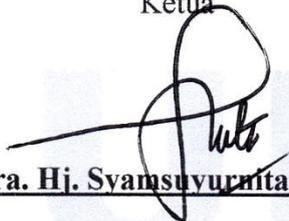
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LEMBAR PENGESAHAN SKRIPSI

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Medan, 16 Mei 2023

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PERNYATAAN KEASLIAN SKRIPSI

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Dengan ini menyatakan bahwa skripsi saya yang berjudul **"An Analysis of Textual and Logical-Relations in Cosmetic Advertising; Multimodal Discourse Analysis "**. Adalah benar bersifat asli (original), bukan hasil menyadur mutlak dari karya orang lain.

Bilamana dikemudian hari ditemukan ketidaksesuaian dengan pernyataan ini, maka saya bersedia dituntut dan diproses sesuai dengan ketentuan yang berlaku di Universitas Muhamamdiyah Sumatera Utara

Demikian pernyataan ini dengan sesungguhnya dan dengan sebenar-benarnya.

YANG MENYATAKAN,

ARISA OKTARI

ABSTRACT

Arisa Oktari. 1802050030. "An Analysis of Textual and Logical Relationin Cosmetics Advertising; Multimodal Discourse Analysis". Skripsi. English Education Department of Faculty of Teacher Training and Education. University of Muhammadiyah Sumatera Utara. Medan. 2023.

Thematic progression and the composition of information value contribute to the development of well-structured meaningful text. Discourse-based research of the textual features has been confined to language learning and workplace contexts, and in particular advertising and marketing research. features. This case study employed a Systemic Functional Multimodal Discourse Analysis (SF-MDA) to investigate and compare thematic progression patterns and to investigate the logico–semantic expansions between the visual semiotic resources and the text surrounding them.

The findings of the SF-MDA even though research findings of textual theme between logical relation image-text, there were 6 figure used logical relation elaboration, 8 figure used logical relation extension, and 3 used logical relation enhancement. Zig-zag pattern thematic progression, topical theme and logical relation extension dominantly in abbreviation contained in discourse ads.

Keywords : SF-MDA, Textual Meta-Function, Logical-relation, Thematic progression, Advertising.

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بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

Assalamualaikum wr.wb

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Finishing of writing this skripsi actually was a miracle for me since it was considered as a requirement to finished her study would be exhausted to do. However, it has now been denied since this skripsi has finally been written. Then, I would like to thank Allah SWT for the blessing given to me Through the writing of this skripsi has been finished without any meaningful problem .Furthermore, the writer is grateful to the following for their supports and helps.

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Completely, it is Manifestly that the skripsi is Imperfect either in content or grammar, and so on. Thus The writers pleased to admit the suggestion and criticisms so that the writing of this skripsi is better. I hope this skripsi can be useful to all of people.

Wassalamu'alaikum wr.wb

Medan, Mei 2023

The researcher

Arisa Oktari

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CHAPTER I

INTRODUCTION

1.1. The Background of Study

People used language to communicate with one another. By the language people could express their mind, their idea, their feeling and able interact within society. Language allowed people to create mental images in their minds that help them interpreted their surroundings. People nowadays not only used language as a medium of communication, but also technology such as radio, newspapers, magazines, website, social media and others. People commonly used all of these to convey their massage. Sending messages on social media or see something written somewhere, some of people claimed that as a text. The term of text frequently use in human being. In academic terms Text, anything that conveys meaning to someone who is studying it. Thus, most people associate text with newspapers, books, billboard, magazine, and even phone massage.

However text could include Movie, Songs, Videos, Paintings, Maps, a View, animations, advertisements, and anything else that could be seen with very own eyes. As long as when looking something, studying it, processing it, and deriving conclusion out of it, called text. Text referred to any written or spoken word language in any medium that made sense to someone who understood the language (Halliday M. r., 2004)

.

The development of a well-structured meaning full text contributed to thematic progression and the composition value, thereby Cohesion within a text provided (Alyousef, 2016)

According to (Halliday, 2004) Theme as the point of the massage which is indicated locations and orients the clause within its contexts. Most of people understanding the advertisement by looking the image without paying attention to the implied the meaning (Salsabila, 2022). Theme and rhyme usually construct in every kind of text. Social semiotic approach to language and text. Systematic Functional Linguistic (SFL) explains how people construct meaning from language and the numerous semiotic resources that represent the mode of discourse.

Language, according to SFL the meaning-making semiotic potential that incorporates three types of language meta- functions, each of which is ideational and directed toward the mode of discourse. (Alyousef, 2016). (Martinec, 1998) stated Characteristics choices and textual meaning structure "enable the ideational and interpersonal ones to create the unified wholes known as phases." Thus, when a stretch of written language realizes the ideational, interpersonal, and linguistic meaning, it is considered to be cohesive. There were three language meta-function that provide research tool for Systematic Functional Multimodal Discourse Analysis (henceforth SF-MDA) of text : TRANSITIVITY (participant, process and circumstance) and conjunction, MOOD (Speech function) and modality (obligation, degree of certainty) and LOGICAL- SEMANTIC

RELATION (Theme, information structure and non-structural system cohesion) (O'halloran, 2008).

Multimodal referred to the use of many modalities of communication that have meaning and expression at the same time. Linguistics, visual, auditory, gesture, or spatial combinations are all possible. Multimodal closed in our life. Society regularly employed multimodal to transmit their meaning through signals created in a number of semiotic modes like face-to-face communication and written texts in spoken or sign language. As important resources, they include photographs, videos, and audio files, as well as writing, color, typefaces, shapes, and the general structure of the website. Sign-making resources in digital texts rely on visual perception, such as layout, color, typeface, picture, and writing.

There were five semiotic systems of multimodal require in the text, namely ; 1) linguistics: vocabulary, generic structure, spoken and written grammar, 2) Visual: colors, vectors, and points of view and moving images, 3) Audio: Music and sound effects of length, pitch and rhythm, 4) gesture: facial expression and body language movements, speed and silence, and 5) Spatial: proximity, direction, position, layout and organization of objects in space (Anstey, 2010). Advertising, one of multimodal Found in everyday life. Advertising can be approached in combination of advertising study and linguistic study. In 4.0 era Electronic advertisement most currently used. People frequently reached electronic media than printed advertisement. Most of people more often watch TV or

view social media than reading newspapers or magazines. Advertising have the visual component and the semiotic resource that can help readers get the meaning, understand the information and persuade the readers, a term referring to multimodality. Advertisement not only the visual forms but also oral. A speech on TV, Radio, social Media or in real life are example of the oral Advertisement, whereas poster, brochures, photograph, billboard, website, fliers are example of visual forms.

The multimodal analysis was a way to analyze visual and linguistic modes for example an advertisement since it consist. Advertisements can be visualized through various means such as posters, banners, audio-visuals, radio, and others. They are also written, spoken and non-linguistic texts (images, coloring, music, sounds, charts, and more). The Form of actions, words, pictures, and sounds are taken in Advertisement. Advertiser's intended meaning is not only to communicate the concept of a product or service, but also to persuade the viewer to make a purchase. One of the example of advertisement is cosmetic advertisement.

Cosmetic advertising depicts women. In 4.0 era we Could accessed information easily. Many pairs of women's eyes in Indonesia were filled with cosmetics product every day. According to Head medical and training ZAP dr. Dara Ayuningtyas in cantika.com stated Indonesian women has the awareness to take care their self especially their skin. With the increasing public awareness of the importance of self-care, this also affects people's lifestyle and consumption of beauty and cosmetics product.

According to (Halliday, 2004) theme include subject (marked theme) example *My aunt was given this teapot by the duke*, "My aunt" is Theme also as subject and adjunct (unmarked theme) example, *on Saturday night I lost my wife* , "on Saturday night" was theme and adjunct, "I lost my wife" was rheme. Readers or by standers frequently found fault with, and was surprised by the unexpected use of language in advertising slogans. These unusual applications focused primarily on discourse structure especially thematic progression and type of theme. Some advertisers deliberately employ clichés, jargons, simplification and deviation. For example Scarlet : Glow up mission (Reveal your beauty) seen by the structure of this sentences, those words just Phrase (no subject or adjunct) and there is simplification.

Not only from their textual but also image or action in advertisement Most people were only able to understand something by looking at the image displayed by an advertisement without paying attention to the implied meaning represented the textual meta-function . Because of the problem, the Researcher investigated how thematic progression and type of theme in Indonesian and International cosmetics advertisement, this research used SF-MDA (Systematic Functional-Multimodal Discourse Analysis). The SF-MDA also aimed to investigate logical-semantic relation between image in visual imagery and text surrounding cosmetics advertising. Understanding textual and logical relation in cosmetics advertising will create human beings acquire and values and construct our

view of reality

1.2. The Identification of Problem

Based on the background described above, problems of the research as followed:

1. Readers or by standers frequently found fault and surprised by the unexpected used of language in advertising discourse. These unusual applications focused primarily on discourse structure especially thematic progression and type of theme.

2. Most of listener are only able to understand something by looking at the image displayed by an advertisement without paying attention to the implied meaning represented the textual and logical semantic.

1.3 Formulation of Study

1. How textual Thematic progression and type of theme Indonesian and International product presented?

2. How was logical-semantic between visual semiotic resource and texts surrounding in Indonesian and International cosmetics advertising which attract the consumer.

1.4 Objective of the study

1. To figure out how Thematic progression and type of theme present between Indonesian and international cosmetic advertising

2. To figure out how logical-semantic between visual semiotic resourced and text surrounding in Indonesian and International cosmetics advertising?

1.5 Scope and Limitation of the study

This research would be analyzed by using a Systemic Functional Multimodal Discourse Analysis (SF-MDA) by (Halliday M. , 2004) and (Salway, 2005) system for multimodal discourse analysis of logical-semantic relations. This research focused to 5 Indonesian cosmetics and 3 International cosmetics advertisement.

1.6 Significant of the Study

The resulted of this research provided theoretical and practical significances.

1. Theoretical Significance

Theoretically, this research was intended to increase public knowledge about the content in an advertisement. This research hopes to develop the view of SFL-MDA theory to be applied in more fields.

2. Practical Significance

   Practically, this research expands the application of advertising in expressing ideas. To find out how the role of multimodal in constructing the meaning of an audio-visual advertisement. Become a guide for further research in multimodal discourse analysis in advertising study.

CHAPTER II

REVIEW OF LITERATURE

2.1. Systematic Functional Linguistic

SFL is closely connected to sociology in that it investigated how language is used in social situations to achieve certain purposes. SFL examines the text generated (whether spoken or written) and its settings rather than how language is processed or represented within the brain. SFL focuses on language function (what it is used for) rather than language structure when it comes to language use (how it is composed). SFL is'systemic' in the sense that anytime a characteristic of language is defined, it is given as one option among many inside a specific language system, which is part of a network of systems that comprise the language.

The systems are linked in a form of hierarchy, allowing you to specify a language aspect at whichever degree of detail is most relevant. Language users are continually selecting from the collection of systems that comprise the whole resource of language and then putting these selections into action through the structure of the language they use. SFL examines how language operates on and is restricted by social environment. The semantic component of SFL is divided into three metafunctions: ideational, interpersonal, and textual. To begin, ideational metafunction (propositional content) is concerned with the natural world in its widest meaning. Informally, it refers to the message's substance. It is concerned with the processes involved (i.e. acts, events or states, entities) as well as the

context in which they occur. Second, interpersonal metafunction is concerned with sentences as exchange and is concerned with the social environment, particularly the interaction between the speaker and the hearer. It encompasses speech function, exchange structure, attitude expression, and so on).

Finally, textual metafunction is concerned with phrases as messages and is concerned with the verbal environment, particularly the flow of information in a text. It is concerned with the message structure of the text, which includes topic organization, information structure, and cohesiveness (Halliday) (1985).

A text is examined in four ways in SFL. Context, Semantics, Lexico-grammar, and Phonology are the four. To begin with, context is one of the major issues since it is essential to the whole process of producing meaning. In reality, when language appears in a context, it will refer to or be associated with a variety of contexts (Matthiessen & Halliday 1997). They are as follows:

1- The Context of Culture [genres].

2- The Context of Situation [the technical term for this is Register]. Halliday models the context of situation, where the aspects of the context relate intimately to the language used to create text, in terms of three important strands (Matthiessen & Halliday, 1997) They are:

A- Field: gives us an indication of the topic or what is being talked about.

B- Tenor: gives us an indication of who is/are involved in the communication and the relationships between them.

C- -Mode: gives us an indication of what part the language is playing in the interaction and what form it takes (written or spoken).

These three Register elements are used to explain people's intuitive awareness that various resources, different sorts, and different regions of the language system are utilised by different persons (Matthiessen & Halliday 1997). The SFL characterizes a three-level model of language as a tristratal model of language inside the language itself. These are :

1. Discourse-Semantics has three meta-functions. They are: Interpersonal meta-functions, Ideational meta-functions, and Textual meta-functions.

2. Lexico-grammar includes both grammar and vocabulary in one stratum and represents the view of language in both lexis and grammar.

3. Phonology, orthography (or graphology) which refers to the sound system, the writing system, and the wording system (Eggins 2004, p.19).

SFL describes distinctive (sub) systems at both the level of lexico-grammar and the level of discourse semantics, which shapes the contextual variables in order to make the generalized meanings or metafunctions. Hence, the SFL model proposes that human language has evolved to make three generalized kinds of meanings; they are: Experiential meanings (clause as representation), Interpersonal meanings (clause as exchange), and Textual meanings (clause as message) (Eggins 2004, p.58-59).

1. The Experiential meanings are with the way reality is represented and the grammatical resources for construing our experience of the world around us, as to what is going on, who is involved in the going-on, and when, where, and how the goings-on are going on. One of its chief grammatical systems is classified as Transitivity (Matthiessen & Halliday 1997). Transitivity includes a number of aspects:

   A- The processes [in the verbal group]

   B- The participants (human/non-human) who are participating in these processes [in the noun group].

   C- The circumstances in which the processes occur and the when, where, and how they take place [in the prepositional phrase and adverbial group]. For instance: [Circumstance] in the open glade [participant] the wild rabbits [Process] danced [circumstance] with their shadows (Matthiessen & Halliday 1997).

2. The interpersonal meanings are concerned with the interaction between speaker(s) and addressee(s). It is used to establish the speaker's role in the speech situation and relationship with others. One of its main grammatical systems is Mood and Modality (Matthiessen & Halliday 1997).

3. The textual meanings are concerned with the creation of text and the way we organize our meanings into the text that makes sense. One of the main textual systems is Theme and Rheme (Matthiessen &

Halliday, 1997). For instance: [Rheme] the wild rabbits danced with their shadows and [Theme] in the open glade.

The systemic functional (SF) approach to multimodal discourse analysis (MDA) is concerned with the theory and practice of analysing meaning arising from the use of multiple semiotic resources in discourses which range from written, printed and electronic texts to material lived-in reality. The SF-MDA approach developed in this article explores the meaning arising through the use of language and visual imagery in printed texts. Systemic Functional Multimodal Discourse Analysis (SF-MDA - Djonov, 2005; O'Halloran, 2007, 2008) is a social semiotic method to discourse analysis. Social semiotics is sometimes used broadly to refer to the study of semiotics that is social (rather than structural, for example). A functional theory of language is Systemic Functional Linguistics. The 'rise of the visual' has fundamentally challenged functional theories of language, and they can no longer disregard other semiotic systems or the reality that humans communicate using a variety of semiotic resources. To explain human communication, semiotic systems other than language must be included, both in discourse analysis and in theories that inform such study. Many disciplines have studied multimodal discourse, including semiotics graphic design, metaphor, information design, cultural and communication studies.

2.2. Textual- Meta-Function

According To Halliday, there are 3 Meta Functional of language, there are ideational meta functional, interpersonal meta functional, and Textual

Meta functional.
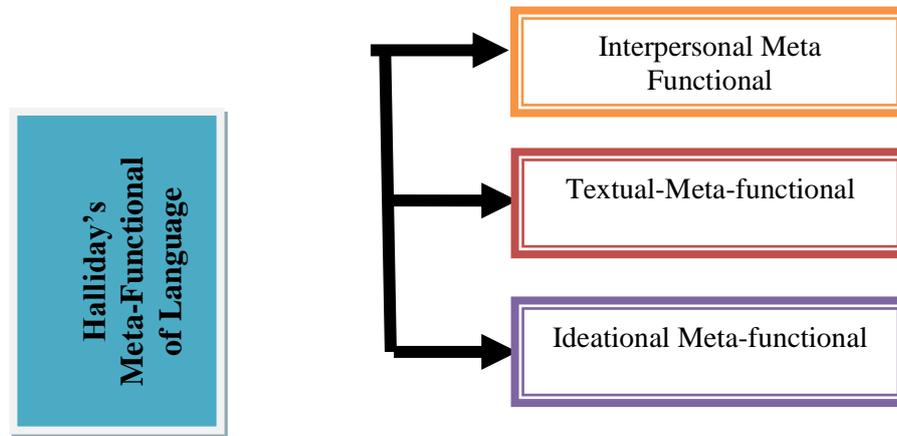
Diagram 2.1. Three Meta-functional of language

The textual meta-function generates discourse from the numerous structures that, when mapped on to one another, comprise a sentence, focusing on the one that gives the phrase its character as a message. The phrase in English, like many other languages, is arranged as a message by assigning a specific status to one component of it. The topic is enunciated as one of the clause's elements, which is then combined with the remainder to from a system.

There are three language meta-function that provide research tool for Systematic Functional Multimodal Discourse Analysis of text : Transitivity (participant, process and circumstance) and conjunction, MOOD (Speech function) and modality (obligation, degree of certainty) and LOGICAL-SEMANTIC RELATION (Theme, information structure and non-structural system cohesion) (O'halloran, 2008).

In (Halliday, M.A.K, 2004) SFL approach, the primary structural

systems inside the textual meta-function are theme and information structure because they promote the construction of a meaningful message, hence giving cohesiveness within language. The theme is the aspect that acts as the message's point of departure (Halliday.MAK, 2004), for the example "my aunt has been given that teapot by the duke"

Table 2.1. example of theme

My aunt	has been given that teapot by the duke
Theme	Rheme

For another example : "from house to house I wend my way"

Table 2.2. example of theme

From house to house	I wend my way
Theme	Rheme

The choice of marked or unmarked Theme, choice of predicated or un-predicated Theme, and choice of Theme type are the three primary systems involved in Theme. An unmarked Theme is defined as "the most typical/usual" choice, whereas a marked Theme is defined as "a typical, uncommon" decision in the Theme is used in a declarative clause refers to something other than the subject. A marked Theme is a variant of the unmarked in which concentrated content is highlighted. The unmarked

Theme merges with the MOOD structural constituent such as the subject (in a declarative clause), Finite (in an interrogative), Predicator (in an imperative) or WH (in a WH-Interrogative);the marked theme conflates with adverbial and prepositional groups to convey contextual data regarding an action, as in. "*in this Era of globalization*, we will take care of our skin from inside and outside". The italic is Theme in this example moved to thematic position. Marked Themes add coherence and emphasis to texts through the use of Theme Predication, which includes thematic and   informational   choices.
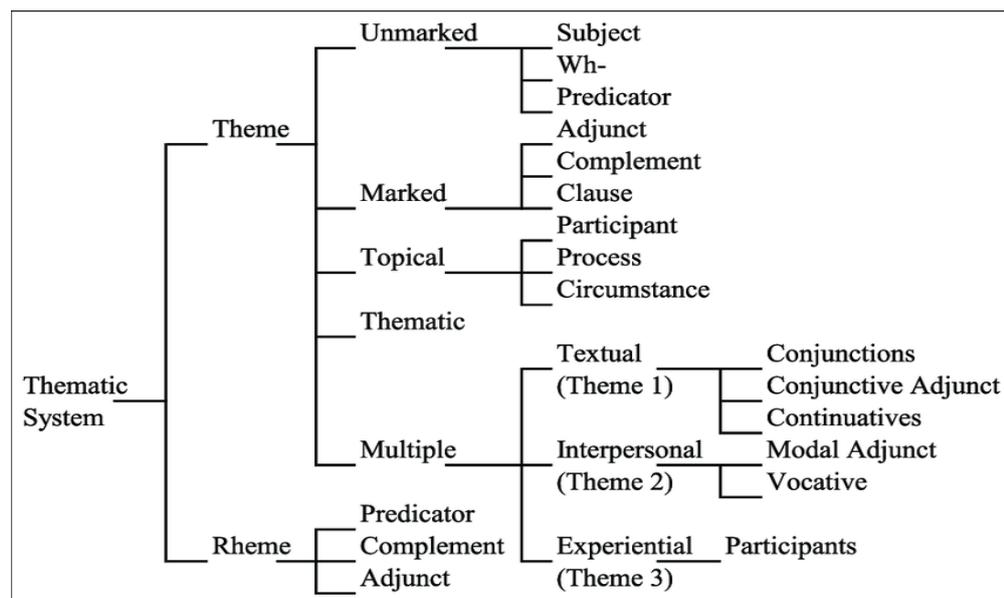
Diagram 2.2.Thematic system network (Halliday, M.A.K, 2004)

Based on Diagram 2.2.there are 3 types of multiple theme, there are Textual, interpersonal, and experiential or Topical theme.

Tabel 2.3. Types of theme

Topical Theme	*Participants* *Process* *Circumstance*
Interpersonal Theme	*Vocatives (e.g: Sir!, Ann!...)* *Modal or comment adjuncts (e.g., surely, probably, usually.)* *Finite elements (e.g., modal auxiliaries, 'be' auxiliary, ...)* *WH-question words (e.g., why, who, what, where, how)*
Textual Theme	*Continuatives (e.g., well, yeah, ...)* *Conjunctions (e.g., and, or, but)* *Conjunctive adjuncts (e.g., then, therefore, because, although, ...)* *Wh-relatives (e.g., which, who, ...*

According to the three meta-functions of language, the experiential, interpersonal, and textual, there are three varieties of Theme: topical, interpersonal, and textual. Every clause has a topical Theme or an experiencing element, such as a person, a circumstance, or a process (Halliday, M.AK, 2004: 52). A rheme can contain a variety of information, all of which can be picked up and used as theme in subsequent clauses.

Theme or rheme corresponds to the given-new information focus

functions. The SF-MDA of information value composition in terms of given-new and ideal- real lends itself to investigating the logical semantic image-text relation that construct the artifacts.

Salway and martinec (2005 :339) stated Systematic functional state semiotics is the one theoretical framework with which its adherents have been preoccupied. involving (inter-semiotic) relationships between images and texts. Halliday and hasan's stated system for image-text Logical semantic relation identified three major subtypes of textual expension : elaboration, in the event that if images added information to texts, the mode (image) clarified the other (text). If images added information to texts, it means extension, if images prompted information such as how, when, where, or why the text was taking place, it's enhancement And improvement if images elicited information like how, when, where, or why the text was being read. The same participants, processes, and circumstance is depicted and referred to elaboration relationship. Images, in addition, add new but related information that is referred to or depicted. Finally, related temporal, spatial, or clause information is provide in the enhancement relation.

2.3. Logical Relation

The use of language is an essential part of cognition and idea transmission. In our daily lives, having logical thinking skills is quite useful. In human affairs, logic is crucial because it allows us to discern

between arguments that are valid and those that are invalid. Additionally, logic increases our ability to create and critically evaluate arguments. According to Saragih [6, p. 111], status and logico-semantic connections are two factors that are used to characterize how logic functions in texts. The meaning that exists between paratactic and hypotactic interactions is referred to as a logical-semantic relationship. Relationships can have either an expansion or a projection of meaning.

The two primary forms of logico-semantic interactions in Halliday's language, expansion and projection, are used to represent image-text relations. The primary distinction between the two is that whereas projection works with already represented events, expansion deals with relationships between represented events in the non-linguistic experience. The event has already been expressed in words, either verbally or conceptually. If it was said, verbal processes are often employed to project it, and the exact words are cited. If it was a thought, however, a mental process is more likely to project it, and meanings rather than the exact words are recorded.

When material that has been represented by text or graphics is re-expressed in another medium, projection is helpful in accounting for these situations. Elaboration, extension, and enhancement are Halliday's three basic categories, and they all relate to pictures and words.
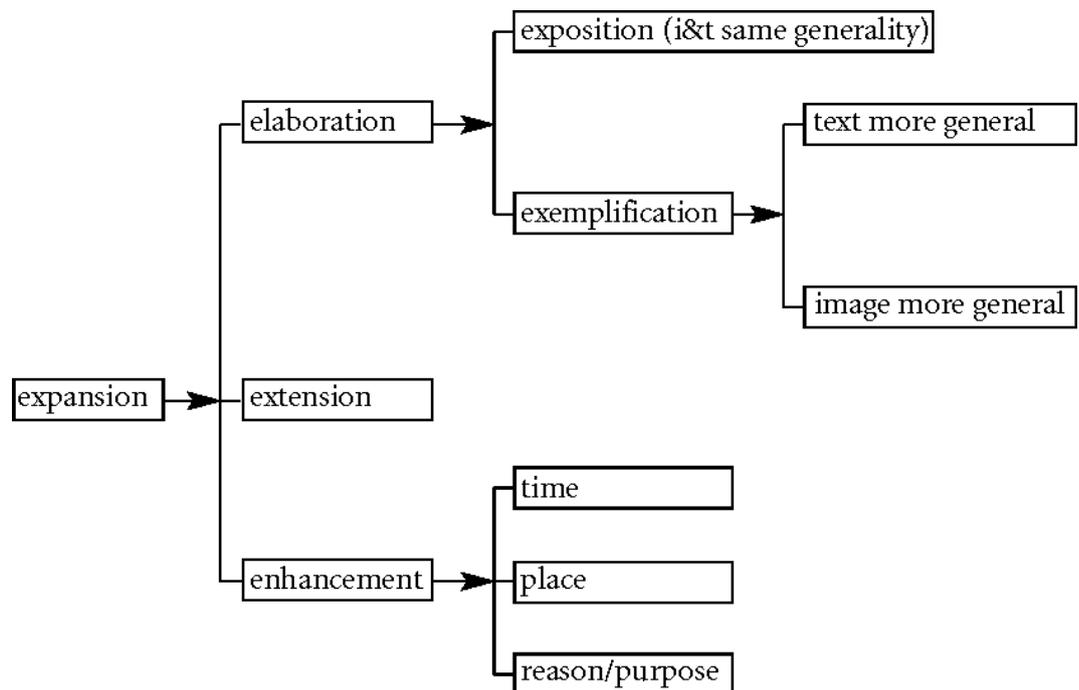
Diagram 2.3. System of expansion for image–text relations (Salway, Martinec:2005)

Exposition and exemplification are the two types of elaboration between pictures and texts that we have found. While in exemplification, the levels are distinct, in exposition, the visual and language are of the same generality. A relationship between a text and a picture is called an extension, and it allows for the addition of additional, pertinent information by either party. When a text and a picture are connected by augmentation, one circumstantialy qualifies the other. Circumstantial relationships of time, place, and reason/purpose have so far been found. A text must be connected to a picture's conceptual substance in order for it to be deemed complementing the image or vice versa.

2.4. Thematic Progression

According to Yang Yan (2015) that thematic progression provides

some benefits as follows. First, it offers new applied information to the reform of teaching models to make the students aware of the interrelation of functional sentences becomes possible and feasible. Second, thematic progression gives directions to appropriate and efficient communication in linier manners. Third, it gives a clue to wise choice and organization of information. Forth, it provides enlightenment to the design of writing exercise. Therefore it offers a large amount of implication to inspire the instructor devoted to the language teaching. Thus, thematic progression patterns presented the key concepts relating to two categories of thematic progression patterns; those which enhance coherence and those which obscure it (Njobvu Naomi, 2010). Therefore, there are three types of thematic progression.

1. **Theme reiteration / constant theme pattern**. Theme 1

Theme ⟶ **Rheme 1**

Theme 2 ⟶ **Rheme 2**
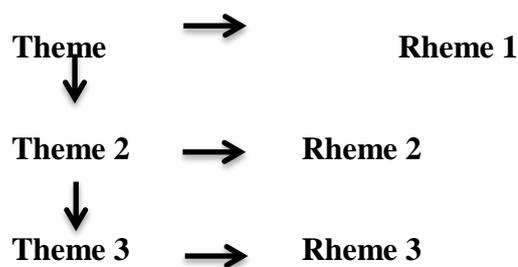
Theme 3 ⟶ **Rheme 3**

This pattern shows that the first theme is picked up and repeated in the beginning of the next clause.

2. **Zig-zag theme**

Theme 1 → Rheme 1

Theme 2 → Rheme 2
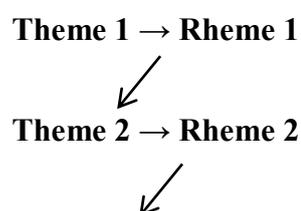
Theme 3 → Rheme 3

Zig-zag pattern is an element which is introduced in the Rheme in clause 1 gets promoted to become the Theme of clause 2. The pattern achieves cohesion in the text by building on newly introduced information. This gives the text a sense of cumulative development which may be absent in the repeated Theme pattern.

3. **Brand New Theme**

The usage of brand new theme is taking up the new theme that does not any relation with the previous sentence. As stated by Naomi Njobvu that the brand new theme occurs in instances whereby before a given idea introduced in the initial theme of the sentence is exhaustively substantiated so that it creates a rupture in the flow of information there by compromising discourse coherence. Example :

Tabel 2.4 example of Brand new theme

Instagram	Is one of the most popular tools
It	Usually used to upload a picture and make us meet more friends

.

2.5. **Advertising**

Gilson and Berkman (1980) Advertisement is persuasive

communication media are designed to produce a response and help to achieve objectivity or marketing purpose. It typically contains information about the advertising business, its product attributes, the location of its product availability, and so on. Advertisement is essential for both merchants and purchasers. It is, nevertheless, more crucial for the vendors. In this day and age of mass manufacturing, manufacturers cannot imagine pushing the sale of their products without advertising them.

To a large extent, advertising supplements personal selling. Advertising has grown in importance in today's environment of fierce market rivalry and rapid advdances in technology.

2.5.1. Types of Advertisement.

Advertising is a vast and diverse industry. Each sort of advertisement serves a distinct purpose. The following are the seven primary categories of advertising:

1. Branding is the most common sort of advertising used to market a brand to its target audience, and its goal is to carve a long-term identity and image in the minds of customers.

2. Retail advertising focuses on marketing or presenting a product in a specific region to a target audience of retailers, wholesalers, or dealers that sell similar items.

3. Direct advertising is a sort of advertising that is carried out by directly giving to customers or targets, or by utilizing mail, phone, email, or text messaging.

4. Business to business advertising is a growing sort of advertising. and grows within a specific scope in the business industry.

5. Institutional advertising stresses the building of a corporate identity in the eyes of the audience.

6. Public service advertising seek to lead or make people aware of a good cause or to prevent undesirable events from occurring.

2.5.2. Media of advertisement

The media's function in advertising is to disseminate or broadcast consumer information. Awareness of the items and services advertised in a certain advertising. There are four types of advertising media:

1. Print media, often known as press media, is a type of commercial advertising. that is exceedingly popular and frequently utilized by the general population Newspapers, magazines, and other print media are all examples of press media.

2. Direct or mail advertising, may be defined as a type of advertising in which the advertiser's message is directed directly to specific individuals. Sales letters, faxes featuring catalogs, invites, new product releases, or any message are the most commonly utilized mediums for this sort of direct advertising.

3. Outdoor or Mural Media, These days, this media is generally utilized for practically a wide range of labor and products. The most widely recognized kinds of outside publicizing media are

standards, extraordinary billboards, bulletins, handbills, station banners, and so on.

4. Audio-visual media, A general media ad is a sort of media ad which incorporates sounds and visual parts. Varying media chiefly incorporate TV, radio, short movies, the web, moving slides, and etc. Advertisers are forced to utilize audiovisual media tools to demonstrate the predominance of their items over rivals. Even though this medium is not cheap but this medium is known as stylish and lofty among all advertising media.

2.6. Related study

Multimodal Discourse analysis studies, especially advertisement analysis, have been carried out by some researcher. There are several of these from many sources related to this study.

The first study is a journal written by Janice Davita Oey (2019) under the title A Multimodal Discourse Analysis of the Notion of Beauty in ‒Dove Real Beauty Sketches‖This research deals with multimodality or multimodal discourse analysis in analyzing the notion of beauty in a Youtube video. It aims at finding how an advertisement uses the multiple modes in constructing the meaning, which is the notion of beauty. He issue that Dove is trying to convey through the advertisement is that beauty is in the eye of the beholder. One's perception of beauty can differ from another. If one person describe himself/herself as unattractive, other people may think that the person is actually attractive. Through this research, I want to find

how that issue is constructed through the analysis of the multiple modes used in the advertisement. The multiple modes consist of the verbal and non-verbal expressions displayed by the female participants, Olivia, Melinda, Kela, and Florence.

Second, is journal from Venti Wulan Sari and Dr. Romel Noverino, S. V S.,M.hum (2021) under the title 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. This research also focuses on what the differences signify.

Third, Journal from Hesham Suleiman Alyousef (2016) with the title A multimodal discourse analysis of the textual and logical relations in marketing texts written by International undergraduate students‖ This case study employed a Systemic Functional Multimodal Discourse Analysis (SF-MDA) to investigate and compare thematic progression patterns and composition of information value in five business marketing plan reports. It also aimed to investigate the logico– semantic expansions between the visual semiotic resources and the text surrounding them. The SF-MDA of the marketing plan texts is underpinned by Halliday's (1994) systemic functional linguistics, Kress and van Leeuwen's (1996) composition of information value and Martinec and Salway's (2005) system for multimodal discourse analysis of logico– semantic relations. The findings

of the SF-MDA revealed the extensive use of Theme reiteration pattern, followed by linear thematic progression pattern.

And then Thesis From Novia putri (2022) under the title ‑A Multimodal Discourse Analysis of The Covers of Selected English Textbooks This is a qualitative research using a multimodal discourse analysis framework. Visual and verbal data were obtained from five covers of selected English textbooks. Visual data were analyzed by representational meaning by Kress & van Leeuwen. The analysis is completed with Cheong's Generic Structure of Potential in analysing the structure of the covers of selected English textbook.

2.7. Conceptual framework

Audio-visual advertising is based on verbal text and visual images. This research analyzed by using Systemic Functional Multimodal Discourse Analysis (SF-MDA) by Halliday. M.AK and Salway, for system of multimodal discourse Analysis of logical-semantic relations. This research would be divided in two part, the researcher would collected the data and decided thematic progression and type of theme used in discoursed advertisement. And kind of textual theme would be analyzed to logical relation between visual semiotic. Each sentence in discourse advertisement would analyze and have a different result. The presentation and the Result of Systematic functional of multimodal discourse analysis in the advertisements are given in descriptive meanings.

Cosmetics advertisement

TEXTUAL
META-FUNCTION
ACCORDING TO HALLIDAY

Ideational

Textual

Interpersonal

Thematic
Progression

THEME
According to
Halliday

Topical

Interpersonal

Textual

SF-MDA

Logical Semantic
Expansion

Elaboration

Extension

Enhancement

Visual Semiotic

Result?
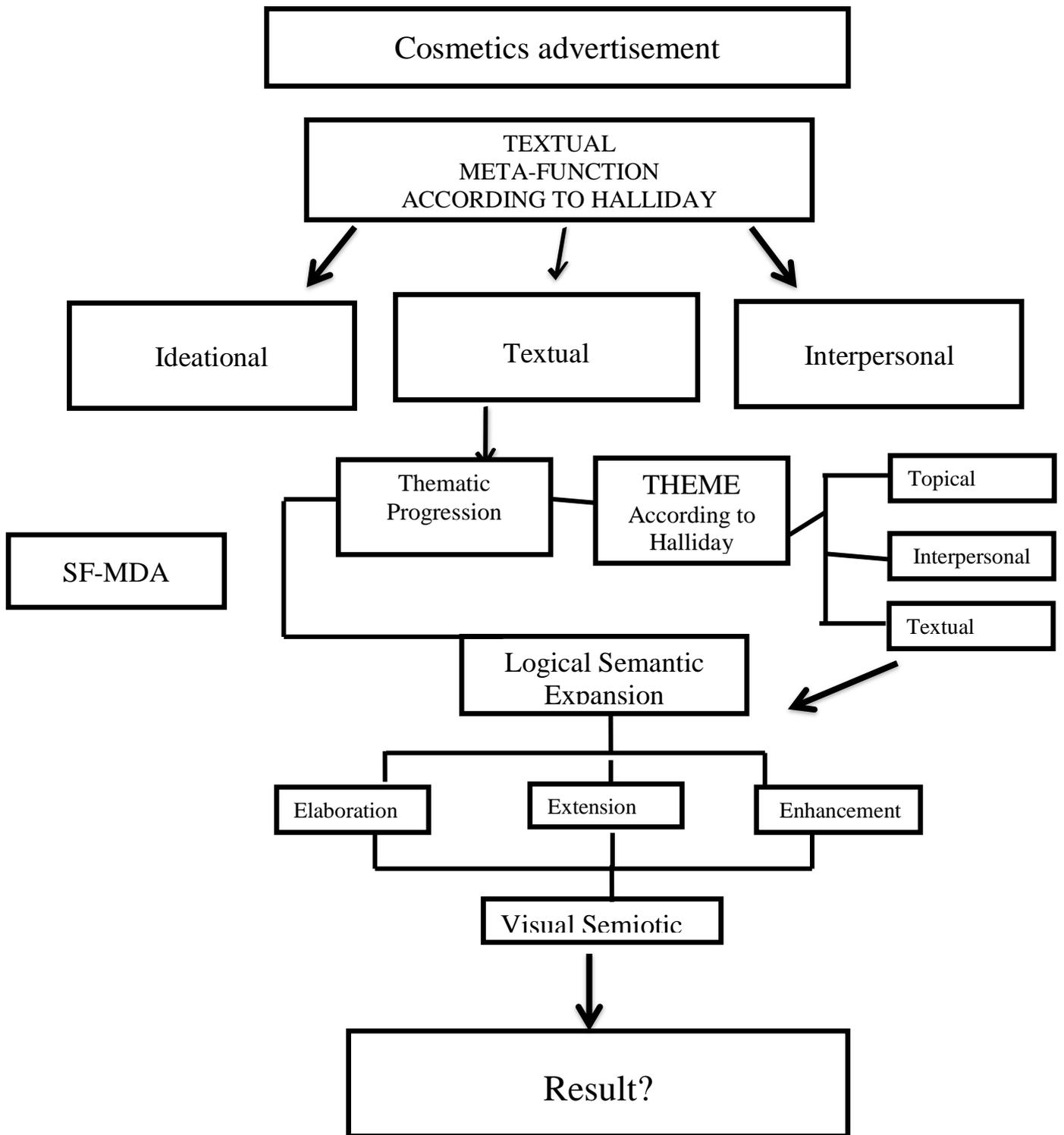
iagram.2.4. Conceptual Framework

CHAPTER III

METHODOLOGY OF RESEARCH

3.1 Research Design

The researcher applied qualitative descriptive methodologies. This research aimed to describe and analyze the Textual Meta-Function , logical semantic and visual semiotic resource contained in Indonesian and International cosmetic advertising. The researcher took the data to this research from official source. Then, the data that already taken will be analyzed by using (Halliday. M.AK 2014) and (Salway, 2005) so that the researcher produced findings that answered the formulation and problems of the study above, then the researchers get the conclusions from the research findings.

3.2 Source of Data

There are 8 object of this research is an audio-visual advertisement from which taken and downloaded via the official YouTube account,

Table 3.1 Sample of The Data

NO	Ads	Link You-tube	Data
1	Scarlet;Mission Glow!	https://www.youtube.com/watch?v=QQqSSr5j7_g	Phrases and Sentence
2	Somethinc #MySkinSavior	https://www.youtu.be/YHHyxhq3IUw	Phrases
3	ESQA	https://youtu.be/5aw_Ao	Phrases

	flawless cushion serum	TIynM	
4	SASC-Smart skin care	https://youtu.be/5aw_Ao TIynM	Phrases and sentence
5	#Makeovereu phoria	https://youtu.be/uk0dVb wuR84	Phrases
6	Maybelline Instant Perfector 4-In-1 Glow Makeup	https://www.youtu.be/Yp fvRe-Qu7w4	Sentences and Phrases
7	Sephora : The Unlimited Power Of Beauty	https://youtu.be/dmSCJ8 eIB3c	Sentences
8	New rare beauty by Selena Gomez	https://youtu.be/ODZ_w AM-Phc	Sentences

3.3 Technique for Collecting Data

The data was collected through the secondary sources, which is from audiovisual advertisement, then downloaded the advertisement, secondly watched and listened the advertisement, then checked the video visually and verbally, after that taken a Note text and the actor said, and finally analyzed and identified the data to fiind out the visual and verbal elements as well as the multimodal representation of the advertisement. Below is the list of procedures in collecting the data:

   a. Searched and downloaded the Indonesian and international cosmetics advertisement

   b. Watched the advertisement.

   c. Checked the video visually and verbally

   d. Taken Note advertising Transcribe

e. Read and examined the texts and images contained in the advertisement carefully.

f. Analyzed and identified data to find visual and verbal elements

3.4. Technique for Analyzing Data

To gain the results and conclusions from the data analysis, the researcher uses descriptive analysis techniques. (Miles, Huberman, and Saldan: 2014) stated data analysis techniques are concentrates on several categories, namely: data collection, data condensation, data presentation, and drawing conclusions.
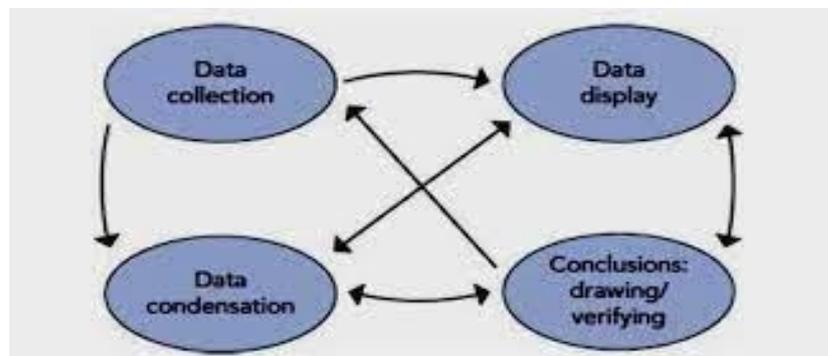
Figure 3.4: Interactive Model (Miles, Huberman, and Saldana: 2014)

1. Data collection. Data collection implied that this research began with data collection steps as mention above regarding data collection techniques. After that, the data that the researcher collected, the researcher analyzed the problem. In this study, researchers used cosmetic product advertisements as a data source.

2. Data condensation. Data condensation referred to the process of selecting, focusing, simplifying, abstracting, and transforming data that appeared in a complete corpus of written field notes, interview transcripts, documents, and other empirical materials (Miles and et al, 2014). In this research, the data was taken from the data selection process through the downloading of 8 Sample above.

   a. Selected data from advertisements. After that, the image and the text will be analyzed by using Systemic Functional Multimodal Discourse Analysis (SF-MDA) by (Halliday M.A.K, 2014) and (Salway, 2005) system for multimodal discourse analysis of logical-semantic relations.

   b. Focused on the data, the data focuses on visual elements and verbal texts from official you-tube account of 8 sample ;

   c. Simplified the data, from the data the researcher selected several images and texts then screen-shoot and transcribes the various visual elements and verbal texts present and realize in the advertisement.

   d. Abstracted the data, the abstracted data will be analyzed using the theory of (Halliday, M.A.K, 2014).

3. Data display was an organized, compressed assembly of information that allows conclusion drawing and action (Miles, Huberman and Sadana, 2014:31). In this research, the researcher

will display the data in the form of an explanation and the chart.

4. Conclusion drawing and verification was qualitative data collection analyses that interpret what is meant by noting patterns, explanations, casual flows, and propositions (Miles and et al, 2014). . In this research, the researcher will outline the result of this research using description.

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CHAPTER IV

DISCUSSION AND RESULT

The data is composed of 5 Indonesian cosmetics advertisement (314 words) and 3 International cosmetics advertisement (364 words). This chapter explains the findings and discussion. The data findings about textual meta-function and logical semantic between inter-semiotic in 8 data sets. I presented the analyzing data textual meta-function and logical semantic between inter-semiotic used in 8 cosmetics advertisement After all collected data have been analyzed in findings of the research chapter; the result of the research was discussed. This chapter deals with types of theme used in 8 cosmetics advertisement and relation between logical relation and visual semiotic.

A. Discussion

1. Thematic Progression

According to Halliday, coherence, information organization, and thematic structure all contribute to textual meta-function. Information structure contains provided and new pieces of information, cohesion includes reference, conjunction, ellipsis, and lexical cohesion, and thematic structure includes themes and patterns of thematic progression. This research will only be concerned with the Thematic structure in order to evaluate the issues brought on by Theme overuse and how it affects Thematic Progression in Paragraph Writing.

The theme is the element that serves as the message's starting point As a message structure, therefore, a clause consists of a theme accompanied by a Rheme; There are mainly three types of themes: topical, textual, and interpersonal. (Halliday, M. A. K., & Matthiessen, 2014).

Table 4.1
Indonesian cosmetics advertisement
Scarlett Glow-up Mission

No	Type of thematic progression	Theme	Rheme	Type of Theme
1		Will	You join the mission?	Interpersonal
2	Zig-zag	Scarlett glow up mission	Begains	Topical
3	Zig-zag	Step one	tap tap cheer up with scarlett acne essence toner	Topical
4	Zig-zag	It	was fun	Topical
5	Reiteration	Step two	drop smoothly the acne serum	Topical
6	Zig-zag	Hmm	so smooth	Textual
7	Reiteration	Step Three	pet pet pampering with acne cream	Topical
8	Reiteration	Mission	accomplish	Topical
9	Zig-zag	Now	you are the next level of glow	Interpersonal
10	Brand new theme	Reveal	your beauty	Interpersonal

Based on table 4.1 found that to enhance the abbreviation in advertisment discourse. This cosmetics advertisement applies interpersonal theme in the

first sentence. And applied zig-zag pattern in the second sentence. Zig-zag pattern is when the rheme of the previous relate with theme of the following, theme of the first sentence used topical theme where theme as a participant in this sentences. In this text found that "scarlett glow up mission" refers to the rheme in previous

sentence. Thus, the theme of the second sentence is a zig-zag pattern from the rheme of the first sentence. Furthermore in the third sentence and fourth thematic progression also found in the text. This pattern found same like second sentence. This used zig-zag pattern when the rheme of the previous relate with theme of the following and had same type of them, that's topical, where theme as a participant of the sentence. In the fifth sentence, the words "step two" indicates that the theme of the third sentence "step two" so used reiteration pattern and topical theme, where participant of this sentence was theme. And the sixth back used zig-zag pattern, the word "hmm" in this sentence refer to the rheme of the fifth sentence " drop smoothly" and the word "hmm" as a continuative so this textual theme. In seventh and eighth used the reiteration pattern and topical them. In seventh word "steps three" refers to the theme in fifth sentence, thus theme of the eighth sentence refers to the second sentence. And the ninth used zig-zag pattern and interpersonal theme. The word "now" refers to adjunct. And this theme refers to rheme previously. And the last sentence used brand new theme, caused the theme had no relation with theme or rheme in previous sentence

Table 4.2
Indonesian cosmetics advertisement
Somethinc#myskinsavior

No	Type of thematic progression	Theme	Rheme	Type of Theme
1		There's a treasure	raised by the ocean	Topical
2	Zig-zag	Echoing prayers	singing the magical journey	Topical
3	Brand new theme	Come	and let me show you under the moonlight	Interpersonal
4	Zig-zag	Marine fairies	embarks her across the sea	Topical
5	Brand New theme	Nine powerful	cleaned supercharged ingredients	Topical
6	Zig-zag	18 hours	moisture lock hydrate revive strengthen your skin	Topical
7	zig-zag	Somethic ceramic skin	Save your moisturizer	Topical
8	Brand new theme	Be you	be somethinc	Interpersonal
9	Zig-zag	My skin	Savior	Topical

Based on table 4.2 indicated five Zig-zag pattern applied in this cosmetic advertisement and each had same type of theme, that's Topical theme. In that type of thematic progression and type of theme found in second, fourth, sixth, seventh, and ninth sentence, where the theme of that sentence referred to the rheme in previous sentence, and the theme in each sentence as the participants in each sentences, so called as a topical theme. And there were three sentence applied brand new theme, placed in the third, fifth and seventh sentence, where the theme had no relation with the theme or rheme in previous sentence. In third and eighth sentence used

interpersonal theme caused each theme used finite "come" in third sentence and "be" in eight paragraph. in fifth sentence used topical theme where the theme as a participant in that sentence.

Table 4.3
Indonesian cosmetics advertisement
Esqa : flawless cushion serum spf 50+ pa++

No	Type of thematic progression	Theme	Rheme	Type of Theme
1		Glowing skin	is always in: flawless cushion serum spf 50 pa++	Topical
2	Zig-zag	flawless cushion serum	spf 50+ pa+++	Topical
3	Reiteration	10 flawless shades	for all skin tones	Topical
4	Reiteration	full coverage	And screen protection	Topical
5	Reiteration	non-comedogenic	And dermatologically tasted	Topical
5	Zig-zag	skincare	Infused	Topical
6	Brand new theme	glowing skin	is always in	Topical
7	Reiteration	glamorously natural	-	Topical

Based on table 4.3 indicated two Zig-zag pattern applied in this cosmetic advertisement and each had same type of theme, that's Topical theme. In that type of thematic progression and type of theme found in second and fifth sentence, where the theme of that sentence referred to the rheme in previous sentence, and the theme in each sentence as the participants in each sentences, so called as a topical theme. In the first sentence used topical theme too. And there were four sentence applied

reiteration pattern, placed in the third, fourth, fifth and seventh sentence,

where the theme in previous sentence referred to the theme in that

sentence, and that sentence used topical theme.

Table 4.4
Indonesian cosmetics advertisement
SASC - Smart Skincare #YourSkinBestie

No	Type of thematic progression	Theme	Rheme	Type of Theme
1		We	all deal with bad days	Topical
2	Zig-zag	And at those moments	all we need is someone	Textual
3	Zig-zag	who listen	and don't mind to be with us always	Textual
4	Brand new Theme	That friend	who always be there to comfort us	Topical
5	Zig-zag	put	the smile on our face	Interpersonal
6	Zig-zag	and	give us strength to face what world serves for us	Textual
7	Brand new theme	A friend	that can be a simple way to keep your skin looking healthy	Topical
8	Reiteration	The one	who is ready to bring you new experiences	Topical
9	Reiteration	That	calms and get you relaxed at that every moments	Textual
10	Brand new theme	Someone	you can safely call	Topical
11	Zig-zag	Your skin bestie	-	Topical
12	Brand new theme	Smart skincare	by sasc	Topical

Based on table 4.4 indicates the first sentence used topical theme. The theme "we" as the participant of the sentence. And there are five zig-zag pattern applied in this cosmetic. In that type of thematic progression found in second, third, fifth, sixth, and eleventh sentence, where the theme of that sentence referred to the rheme in previous sentence, in second sentence the theme "and" as a conjunction so called textual, same like sixth sentences the theme was conjunction. And the third sentence the theme "who....." Referred to WH-relatives so called textual too. For the fifth sentence the theme "put" as a finite called interpersonal. And the eleventh sentence the theme as a participant so that called topical, and no rheme in this sentence. Brand new theme applied in four sentence in this advertisement placed in fourth, seventh, tenth, and twelfth sentence and each have same type of theme that's topical. And last there's two reiteration applied in this sentence, placed in eight and ninth sentence. In eight sentence applied topical theme where theme as the participants and in ninth sentence applied textual theme, where the theme was conjunction.

Table 4.5
Indonesian cosmetics advertisement
Make Over enter Euphoria

No	Type of thematic progression	Theme	Rheme	Type of Theme
1		With	make over	Textual
2	Zig-zag	Checks lips	enter euphoria	Topical
3	Reiteration	New power stay suede blush	-	Topical
4	Reiteration	14 hours	multi-dimensional	Topical

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No	Type of thematic progression	Theme	Rheme	Type of Theme
			blush great luck power state transfer proof whipped cream	
5	Zig-zag	Euphoria lips	14 hours non-transfer mat award winning formula	Topical
6	Zig-zag	collect	all colors fell the high color effect unbelievable transform beyond imagination with euphoria	Interpersonal

Based on table 4.5 indicated the first sentence used textual theme. The theme "with" as the conjunction of the sentence. This advertisement dominantly used zig-zag pattern. There were three zig-zag pattern, as explain before, Zig-zag pattern is where the rheme of the previous relate with the following theme. And there two reiteration pattern applied in this advertisement, placed in third and fifth sentence, Where the theme in previous indicated the following theme. And in this sentence dominantly used topical where the theme as the participants and one interpersonal theme in the last sentence, the word "collect" as a finite so called interpersonal.

Table 4.6
International cosmetics advertisement
Maybelline Instant Perfector 4-1 Glow Makeup

No	Type of thematic progression	Theme	Rheme	Type of Theme
1		Hello	thanks for calling blow talk	Interpersonal
2	Zig-zag	Let's	Glow	Interpersonal

3	Brand new theme	No	you don't need all of those	Textual
4	Zig-zag	It's	perfector four and one glow	Topical
5	Zig-zag	It	primes conceals highlights	Topical
6	Zig-zag	And	even one and done	Textual
7	Zig-zag	You're	good to glow	Topical

Based on table 4.6 indicates the first sentence used interpersonal theme, theme "hello" as the vocative of the sentence. This advertisement dominantly used zig-zag pattern. There were six zig-zag pattern, as explain before, Zig-zag pattern is when the rheme of the previous relate with the following theme. And there one brand new pattern applied in this advertisement, placed in third sentence, Where the theme had no relation with them or rheme previous. In the second sentence, applied interpersonal theme, the word "let's" refered to finite elements, third and sixth sentence applied textual theme. Theme "No" in third sentence referred to continuative, and word "and" in sixth sentences refered to conjunction. For fourth, fifth and seventh applied topical theme, caused theme indicated the participant in that sentence.

Table 4.7
International cosmetics advertisement
The unlimited power of beauty Sephora

No	Type of thematic progression	Theme	Rheme	Type of Theme
1		It	was easier when I didn't have to know yet	Topical
2	Zig-zag	Who	decides if I'm Beautiful	Interpersonal
3	Zig-zag	All	these questions that we women	Topical

			ask ourselves	
4	Zig-zag	Soon enough	I will too	Textual
5	Zig-zag	Is	it my body when did I start to think my freckles looked funny	interpersonal
6	Zig-zag	Wondering	if this is supposed to look like that too soon probably	Interpersonal
7	Reiteration	How	to be women like this maybe I can try looking more like that	Interpersonal
8	Zig-zag	Never mind	just hold this feeling a little longer	Textual
9	Zig-zag	And	so for the first time somebody decided	Textual
10	Zig-zag	I'm	not in love but then I remember I have to fall in love with me again	Topical
11	Zig-zag	It's	hard but it's me	Topical
12	Reiteration	It	seems easier to see how beautiful others are	Topical
13	Zig-zag	If	you could just see yourself through my eyes	Textual
14	Zig-zag	It	would erase the borders built by others	Topical
15	Brand new theme	But	then sometimes it's all just fine	Textual
16	Zig-zag	It's	powerful to feel beautiful	Topical
17	Zig-zag	Until	suddenly it feels different again	Textual
18	Brand new theme	Nobody	told me it will feel this way no ugly questions	Topical

19	Zig-zag	Am I	getting old will somebody love this face	Interpersonal
20	Zig-zag	Where	is it all going	Textual
21	Zig-zag	Then	I remember that power again	Textual
22	Zig-zag	Power	that I am	Interpersonal
23	Zig-Zag	The unlimited	power of beauty	Topical

Based on table 4.7 indicates the first sentence used topical theme. The theme "it" as the participant of the sentence. This advertisement dominantly zig-zag pattern. There were 18 zig-zag pattern, as explain before, Zig-zag pattern is when the rheme of the previous relate with the following theme. And there 2 brand new pattern applied in this advertisement, placed in eighteenth and fifteenth sentence, Where the theme had no relation with them or rheme previous. And two reiteration. In this advertisement contained 9 topical theme, 8 textual theme and 5 interpersonal theme.

Table 4.8
International cosmetics advertisement
Rare beauty

No	Type of thematic progression	Theme	Rheme	Type of Theme
1		There's	so much pressure everywhere to be a certain way	Topical
2	Zig-zag	And	I feel like the word rare eliminates all of the perfectness	Textual
3	Zig-zag	It's	such a beautiful word especially applying it to people	Topical
4	Reiteration	It's	basically saying	Topical

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			you're authentic	
5	Zig-zag	And	you are meant to be who you are	Textual
6	Zig-zag	And	you're rare	Textual
7	Brand new theme	It's	a brand that really is all about accepting who you're and loving who you're	Topical
8	Zig-zag	However	you love however you look	Textual
9	Zig-zag	Everyone	it's just a safe place where people can feel comfortable decided	Topical
10	Zig-zag	It's okay	not to look like everyone else	Topical
11	Brand new theme	You	just have to know who you are and feel confidence in	Topical
12	Zig-zag	That	you know doing what floats your boat	Textual
13	Brand new theme	It's	good to not be like everyone else	Topical
14	Zig-zag	Just being happy	with who you are	Interpersonal
15	Brand new theme	It	is cool to accept yourself	Topical
16	Zig-zag	That's	my mission career	Topical
17	Brand new theme	I'm	Rare	Topical

Based on table 4.7 indicated the first sentence used topical theme. The theme "there's" as the participant of the sentence. This advertisement dominantly used zig-zag pattern. There were 10 zig-zag pattern, as

explain before, Zig-zag pattern is when the rheme of the previous relate with the following theme. And there 6 brand new pattern applied in this advertisement, Where the theme had no relation with them or rheme previous. And one reiteration placed In the fourth sentence, the word "it's" indicated the theme previously. In this advertisement contained 11 topical theme,each theme represented participants each sentence, 5 textual theme, each theme consist of conjunction like "and"(sentence 2,5,6) "however" (sentence 8), "that" (sentence 12) and 1 interpersonal theme.

2. Logical semantic image-text

The logical semantic relationship is the connection between the clauses in the clause complex, as well as the connection between the primary and secondary clauses. According to Halliday (2014: 196), logico-semantic relations are any of the various types of logical semantic relationships that can exist. exist between the clause complex's primary and secondary members. Logical semantic Expansion links Processes by providing additional information. it involves three types of relationship: Elaboration, Extension, and Enhancement.

Figure 4.1. Indonesian Ads, Scarlet; Mission Glow1

In *figure 4.1* had 1 Textual theme, in sentence 6. "Hmm so

smooth" (0:25 second). In this picture there is a box shape that depicts scanning a face with a description of 80% glow. In this scene, it can be seen that the actor has entered the 2nd stage of the mission. Even though there are no products displayed, the outfit and background used in this advertisement function as inter-semiotics, the colors of the outfits and backgrounds used in this scene reflect the color of the product being advertised. The actor's words "hmm so smooth" describe the product as having a soft texture on the face, even though this word has an abbreviation in it. And this scene include the new information 80% glow as additional information. a relationship between an image and a text in which either the one or the other add new, related information (80% Glow) is called extension.

Figure 4.2. Indonesian Ads, SASC- Smart Skincare

In *Figure 4.2* there were a series of products that are being promoted. In this scene, the actor is seen taking one of these products. Even though the actor's face was not visible, the hands shown in this scene depict the skin color that will be produced when using this product. The background with the product being promoted is also have the same tone

with the product. The text that appears in this scene is "at those moments" given information of time. when an image and a text related Time, place, and purpose/reason Called enhancement (Salaway,2005)

Figure 4.3. Indonesian Ads, SASC- Smart Skincare

In *figure 4.3*, an actor is seen using one of these skincare sets. With the text "who listens" as the theme, the theme in this figure, however, does not only function intra-semioticly but also inter-semiotic through the interaction of images and accompanying text, which includes two types of information: The information provided is obtained directly from the images (i.e. context) and the other represents reason of new information. So in *Figure 4.3* used enhancement.

Figure 4.4. Indonesian Ads, SASC- Smart Skincare

In *figure 4.4.* There were two pictures in this scene one side, seen

an actor applied this product to his face, another seen an actor smile with her skin that healthy. With theme "and given strength" and rheme "what world serves for us" the theme in this figure, however, does not only function intra-semioticly but also inter-semiotic through the interaction of images and accompanying text, which includes two types of information: The information provided is obtained directly from the images (i.e. context) and the other represents related information New, Rheme conflates with New information in the text above. a relationship between an image and a text in which either the one or the other add new, related information called extension.

that calms and get you relaxed

Figure 4.5 Indonesian Ads, SASC- Smart Skincare

Figure 4.5. seen the actor wash his face with one of this product. With theme " that" and rheme "calms and get you ready to bring you new experience" in this scene. Themes in figure however, do not only function intrasemiotically but also intersemiotically through the interaction of the figure and the accompanying text, which included two types of information: Given information elicited directly from the image (i.e. context) and the

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other representing New related information. In the latter type, New information is inferred from the text, thereby constituting inter-semiotic enhancement relation.
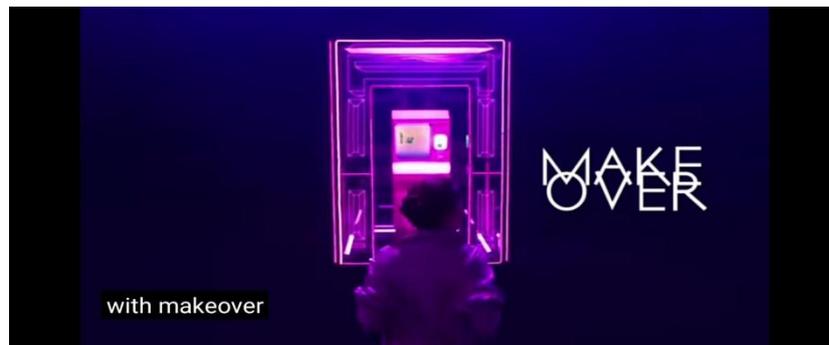
Figure 4.6. Indonesian Ads, Make Over, Enter Euphoria

In *Figure 4.6* looked an actor enter makeover room with dark color and lights. The text and the visual were in different level, where visual More generally than the text. The image given more information than the image. New information is inferred from the Image, thereby constituting inter-semiotic Elaboration relation, where the image given more general information called elaboration exmplification.
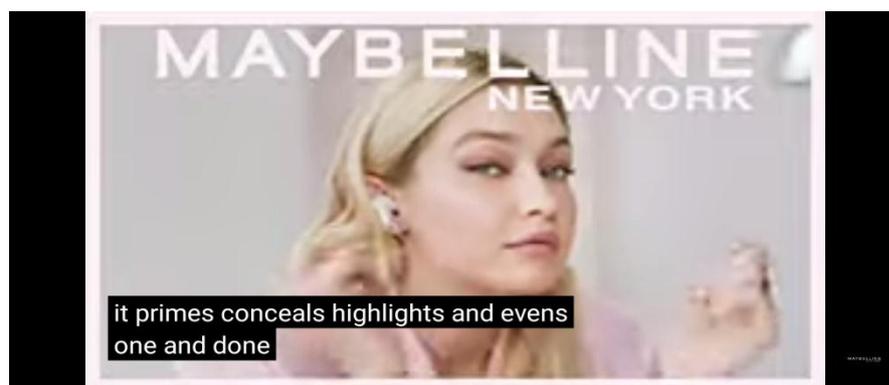
Figure 4.7. International Ads, Maybelline 4-1 Glow Make-Up

In this figure consisted theme "and" rheme " even one and done"

with visual shown the actor face that done in used the product. This rheme explain the more information. And in visual there's text (name of brand) to given more information in the visual that were their brand. When text explain the image. Text in the image given information related the actress speak. In this figure used logical relation extension.

Figure 4.8. International Ads, Sephora The unlimited power of beauty

In this figure consisted theme "Soon enough" and rheme "I will too" the visual show a child used make up and try to learn make up, with her brown skin. In this visual told that even she hadn't good skin but she tried to use make up to showed her beauty. Textual theme and visual image, text more general than visual image that told much more massage implied, so in this figure used logical relation elaboration.

Figure 4.9. International Ads, Sephora The unlimited power of beauty

In this figure, visual image showed that a girl had grown up and with her best-friend. Textual theme from this picture "Never mind just hold this feeling a little longer" given new information related the figure called logical relation extension where there was a relationship between an image and a text in which either the one or the other add new, related information.

Figure 4.10. International Ads, Sephora The unlimited power of beauty

In this figure, seen a girl sat on the stair and used mobile phone, with textual theme "And" and rheme "so for the first time somebody decided" and new information "2014" from visual image. This figure used logical relation extension where the visual image between text given a new information and related information.

Figure 4.11. International Ads, Sephora The unlimited power of beauty

In this figure shown that girl had grown up with his face used make up even she had brown skin but she looked pretty with her makeup. "If" as theme and "you could just see yourself through my eyes" as rheme in this figure. In this figure image and text have same generality where text explained the visual image. In *Figure 4.11* used logical relation elaboration exposition.

Figure 4.12. International Ads, Sephora The unlimited power of beauty

In this figure, shown additional information from the visual image "2014" and seen the girl getting older than previous scene, and seen there were changed in girl's looked. Text from this image " But" as the theme and "then sometimes it's all just fine" as rheme. Logical relation extension used in *figure 4.12* where text in image given new information.

Figure 4.12. International Ads, Sephora The unlimited power of beauty

In this figure , " Where" as the theme, "is it all going" as the rheme. The visual showed that girl looked herself in the mirror. The image represented the rheme. This figure used logical relation elaboration exposition in this figure where the image and text have same generality.

Figure 4.13. International Ads, Sephora The unlimited power of beauty

In this figure showed a girl looked up with " Then" as theme and "I remember that power again" as rheme. The visual told that the girl remembered the powered that make her confident with her-self. So between image and text have same generality, thus this figure used logical relation elaboration exposition.

Figure 4.14. International Ads, Rare Beauty

In this figure shown the actress posed and look to camera. The textual the theme of this figure is "And " as theme and "I feel like the word rare eliminates all of the perfectness" as rheme. Text given new information related the image. Thus, this figure used logical ` extension.

Figure 4.15. International Ads, Rare Beauty

In this figure seen an actress happy and confident with her-self and followed text "And you are meant to be who you are". Text explained the visual shown in visual. Thus, logical relation elaboration extension applied in this figure 55here text and image have same generality.

Figure 4.16. International Ads, Rare Beauty

In this figure shown text, "However you love however you look" represented the visual image that actress used lipstick from that product promoted. Thus logical relation elaboration extension used in this figure.

Figure 4.17. International Ads, Rare Beauty

In this figure dominantly color of the lipstick that actress used, different with color tone of background hair or face. In this figure text given new information related the visual image, thus, this figure used logical relation elaboration.

B. Result

The presented data and the explanation from research findings draw the categorized of thematic progression and types of theme from 5

Indonesian cosmetic advertisement and 3 international cosmetic Advertisement. After analyzed the data, linked theories in related review literature. The distribution of each pattern and type can be seen in chart 1 and 2.
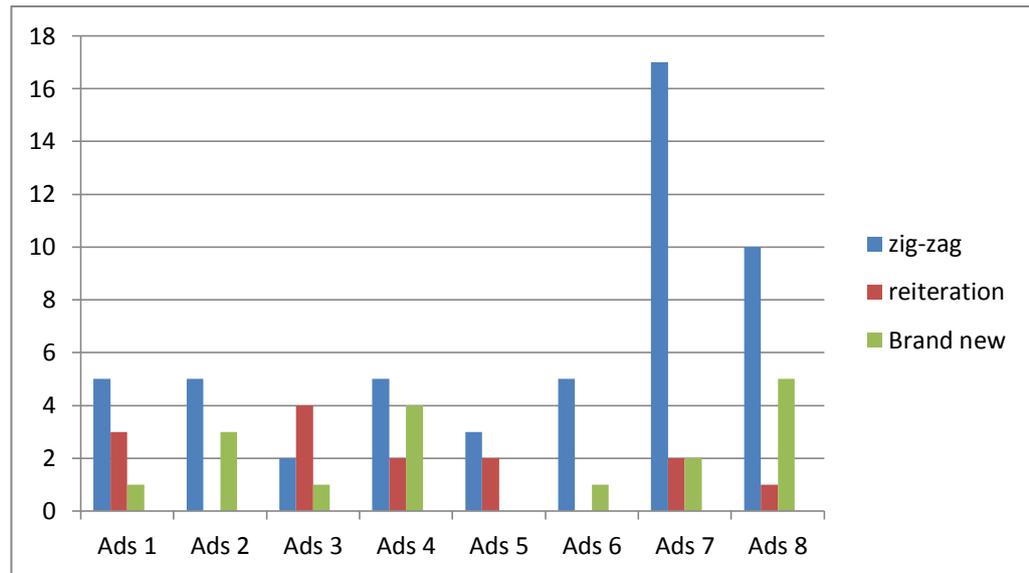
Chart 1. Thematic Progression Pattern

Based on the research finding, chart 1 explained there were 3 thematic progression pattern found in cosmetics advertisement discourse, zig-zag pattern, Reiteration pattern, and Brand new pattern, in 8 cosmetics ads even Indonesia and international dominantly used zig-zag pattern in their advertisement.
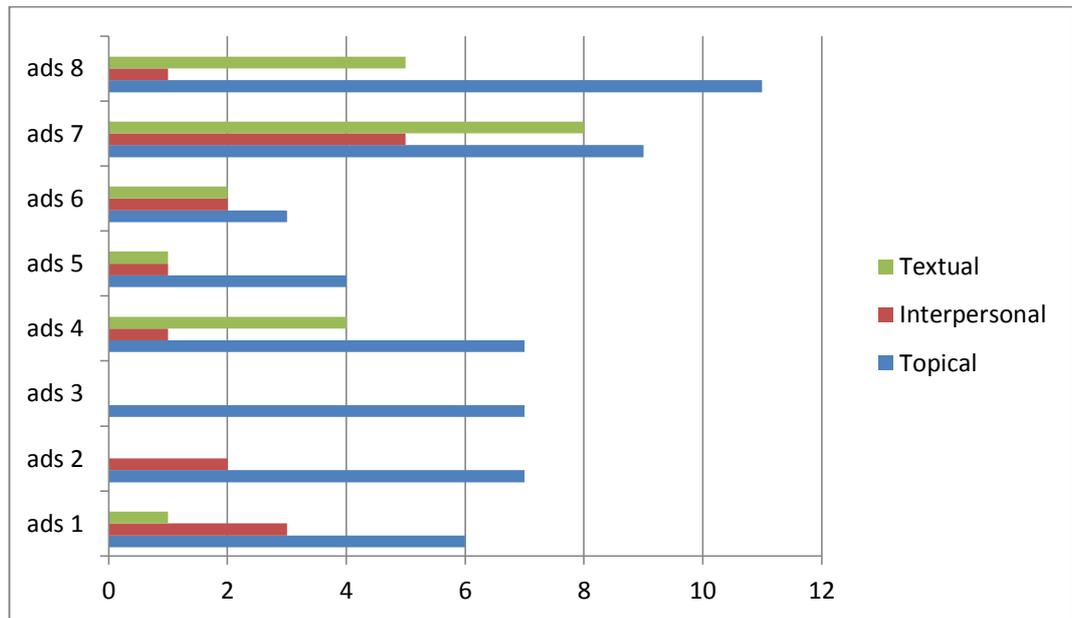
Chart 2 types of theme

Based on research finding that distributed in chart 2 the used of Topical theme was dominant that interpersonal and textual. Seen in Ads 3, it only used topical theme in their advertisement, beside that cosmetic ads most used Textual theme that the highest used in ads 7 than others ads.

And For logical relation between image-text will be analyzed based on textual theme that has been found in 6cosmetics ads. The distribution of research finding would be explained in chart 3
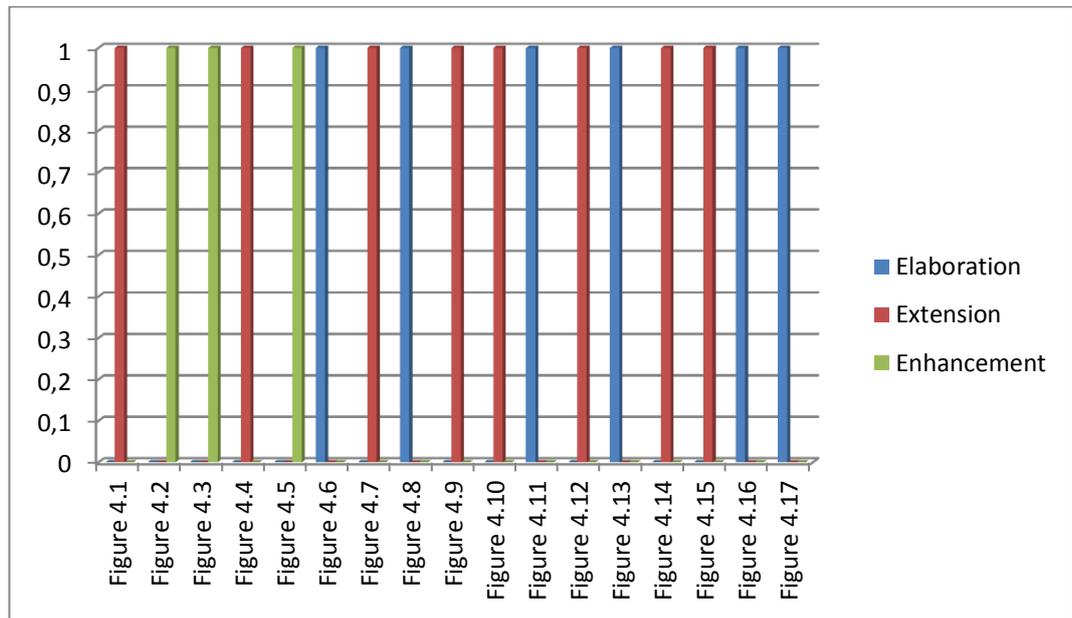
Chart 3 Logical Relation Image-text

Based on the research findings, chart 3 explain logical relation Image-Text. In 17 figure logical relation extension mostly used. Logical relation either the one or the other add new, related information between an image and a text.

However, there are abbreviation in cosmetic discourse ads, but each sentence contain thematic progression and type of them. And textual theme between logical relation dominantly used logical relation Extension.

CHAPTER III

CONCLUISON

This chapter presented the conclusion and suggestion. In conclusion, this research conclude the result. Beside the conclusion this research given recommend several matters which need to do by others researcher.

A. Conclusion

Based on the research findings and discussion indicated 58 zig-zag Thematic Progression pattern , 14 reiteration pattern and 7 brand new theme from 8 cosmetics advertising , there were in total 83 thematic progression pattern.

There were 54 topical theme, 15 interpersonal theme and 21 textual theme in total 90 types of theme used in 8 cosmetics ads both Indonesian and international. Even though there were 2 Indonesia cosmetic advertisement did not whereas both of theme used phrase like others even it was looked monotonous but it's easier to viewer understand about the advertisement.

Further, the finding of textual theme between logical relation image-text, there were 6 figure used logical relation elaboration, 8 figure used logical relation extension, and 3 used logical relation enhancement. Zig-zag pattern thematic progression, topical theme and logical relation extension dominantly in abbreviation contained in discourse ads.

B. Recommendation

This paper contributes to our understanding of thematic progressionType of theme , and the logico-semantic relations in. A number of pedagogical and theoretical implications can be suggested as an outcome of this research study. The SF-MDA of informational choices in the multimodal extands. The SF-MDA of these s indicates that text-based analyses discourse in abbreviation. Theoretically, this research was intended to increase public knowledge about the content in an advertisement. This research hopes to develop the view of SFL-MDA theory to be applied in more fields. this research expands the application of advertising in expressing ideas. To find out how the role of multimodal in constructing the meaning of an audio-visual advertisement. Become a guide for further research in multimodal discourse analysis in advertising study

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APPENDIXES

Indonesian Cosmetic Ads
(scarlet : Glow up mission)
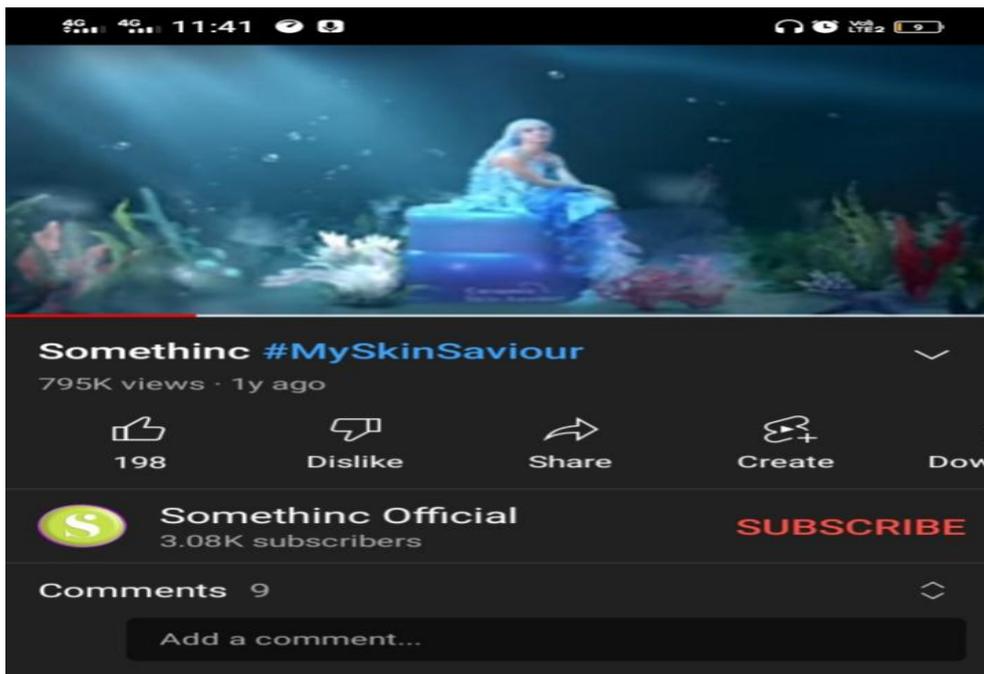
Indonesian Cosmetic Ads Product
(Somethinc #MySkinSavor

Indonesian Cosmetic ads ESQ
Flawless Cushion Serum

The national product SASC-Smart Skin Care

The National product Makeover Euphoria
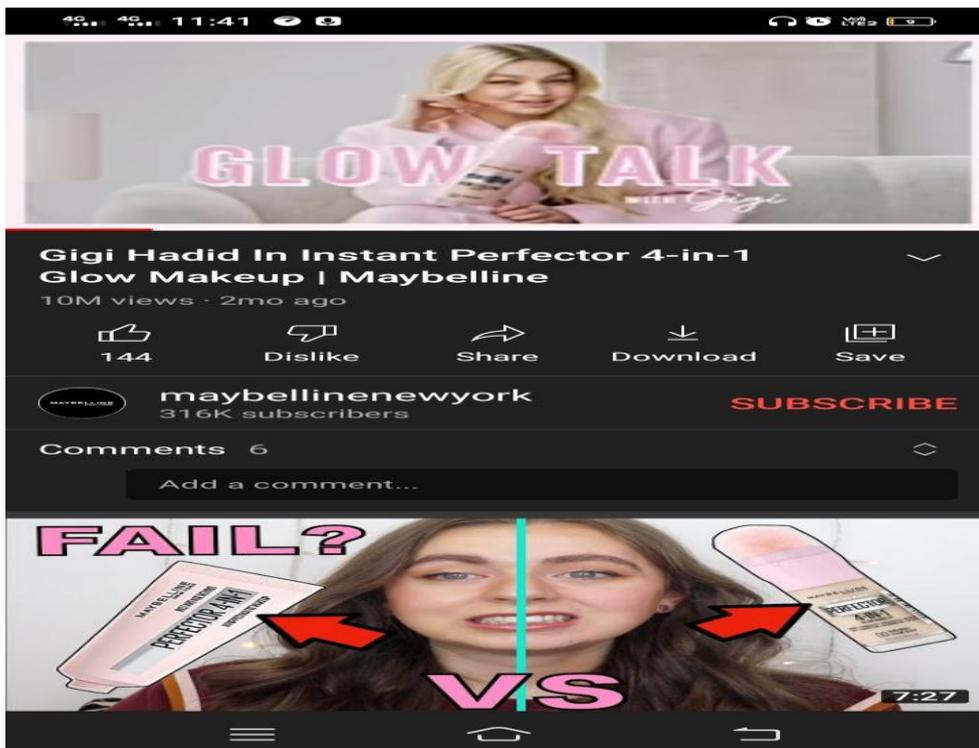
International Product

Maybelline Instant Perfector 4-1 Glow Makeup)
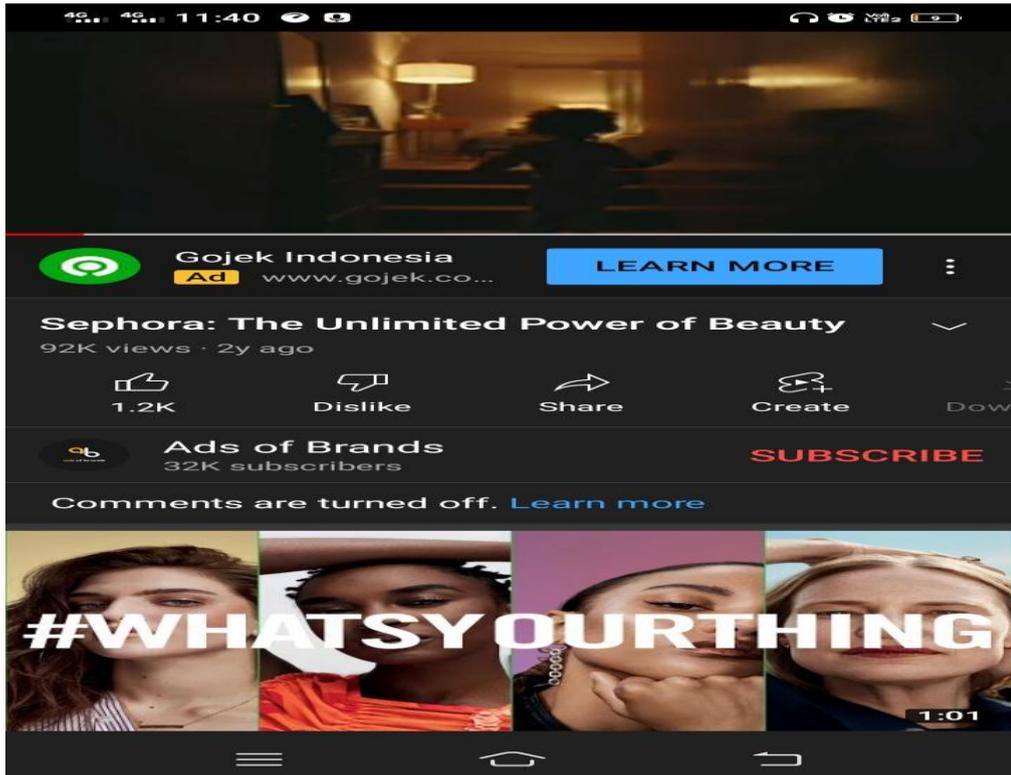
International product

Sephora : The unlimited power of beauty
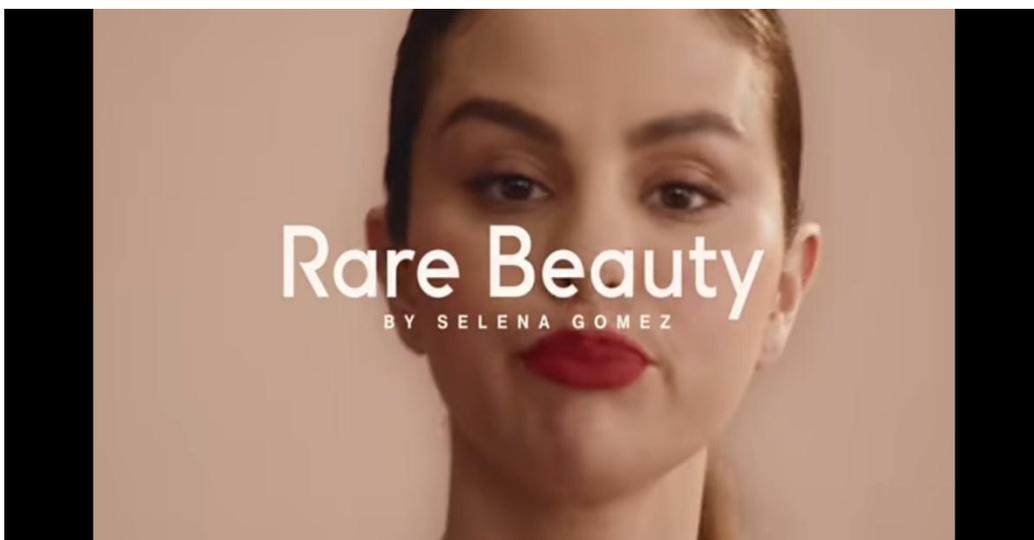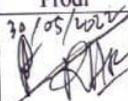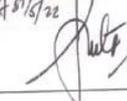

International Product

Rare beauty by selena Gomez

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 : Arisa Oktari
NPM : 1802050030
Program Studi : Pendidikan Bahasa Inggris
IPK Kumulatif : 3,64   IPK = 3,64

Persetujuan Ketua/Sek Prodi	Judul yang diajukan	Disyahkan Oleh Dekan Fakultas
30/05/2022	An Analysis of the Textual and Logical relations in Cosmetics Advertising; A Multimodal Discourse Analysis	31/5/22
	Analysis of Sentence Patterns Used in Troye Sivan's Song Lyrics; A Syntatic Analysis	
	Improving Student's Speaking Skills; Comperative Study Between Jigsaw Technique and STAD	

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

Medan, 30 Mei 2022

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Arisa Oktari

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- Untuk Ketua/Sekretaris Prodi
- Untuk Mahasiswa yang bersangkutan

UMSU

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 : Arisa Oktari
NPM : 1802050030
ProgramStudi : Pendidikan Bahasa Inggris

Mengajukan permohonan persetujuan proyek proposal/risalah/makalah/skripsi sebagai tercantum
di bawah ini dengan judul sebagai berikut : An Analysis Of the Textual and logical relations In
Cosmetics Advertising ; A Multimodal Discourse Analysis.

Sekaligus saya mengusulkan/menunjuk Bapak/Ibu sebagai :

Dosen Pembimbing : Dr.Hj. Dewi Kusuma Nasution, 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.

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Hormat Pemohon,

Arisa Oktari

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- Untuk Mahasiswa yang bersangkutan

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PERMOHONA PERSETUJUAN JUDUL SKRIPSI

Nama   : Arisa Oktari
NPM   : 1802050030
ProgramStudi   : Pendidikan Bahasa Inggris

JUDUL	DITERIMA
An Analysis Of The Textual And Logical Relations In Cosmetics Advertising: A Multimodal Discourse Analysis	

Bermohon kepada Dosen Pembimbing untuk mengesahkan Judul yang diajukan kepada Program Studi Pendidikan Bahasa Inggris

Medan, 30 Mei 2022

Disetujui oleh
Dosen Pembimbing   Hormat Pemohon

Dr. Hj. Dewi K. Nst, M. Hum   (....Arisa Oktari)

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FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN
UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA
Jl. Mukthar Basri BA No. 3 Telp 6622400   Medan 20217

Nomor   : 1105 /II.3.AU/UMSU-02/F/2022
Lamp   : ---
H a l   : Pengesahan Proyek Proposal
           Dan Dosen Pembimbing

Assalamu`alaikum Warahmatuullahi Wabarakatuh

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 Mahasiswa   : Arisa Oktari
NPM   : 1802050030
Program Studi   : Pendidikan Bahasa Inggris
Judul Penelitian : An Analysis of The Textual and Logical Relations in Cosmetics
                    Advertising: A Multimodal Discourse Analysis.

Dosen Pembimbing : Dr. Hj. Dewi Kesuma Nst, 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 Perpanjangan tanggal : 3 Juni 2023

Wa`alaikumsalam Warahmatullahi Wabarakatuh.

Medan, 03 Dzulqaidah 1443 H
        03 Juni   2022 M

Dekan

Dra. Hj. Syamsuyurnita, M.Pd
NIDN : 0004066701

Dibuat rangkap 4 (empat)
1. Fakultas (Dekan)
2. Ketua Program Studi
3. Pembimbing
4. Mahasiswa yang bersangkutan
   WAJIB MENGKUTI SEMINAR

QS STARS
★ ★ ★ ★

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بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

BERITA ACARA BIMBINGAN PROPOSAL

Perguruan Tinggi : Universitas Muhammadiyah Sumatera Utara
Fakultas : Keguruan dan Ilmu Pendidikan
Jurusan/Prog. Studi : Pendidikan Bahasa Inggris
Nama Lengkap : Arisa Oktari
N.P.M : 1802050030
Program Studi : Pendidikan Bahasa Inggris
Judul Proposal : An Analysis Textual and Logical Relation in Cosmetic Advertising; Multimodal Discourse Analysis

Tanggal	Deskripsi Hasil Bimbingan Proposal	Tanda Tangan
14 Sept 2022	- Background of the study - Review chapter two & three	
17 Sept 2022	- State clearly the exact problem - add more theory with example - add more data - review conceptual framework	
23 Sept 2022	- State clearly the exact problem (still not clear enough)	
4 Oct 2022	- Revision Complete	

Diketahui oleh:
Ketua Prodi

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

Medan, 04 Oktober 2022

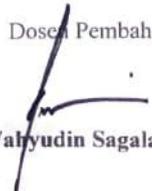Dosen Pembimbing

(Dr. Hj. Dewi Kesuma Nst, SS., M.Hum)

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BERITA ACARA SEMINAR PROPOSAL

Pada hari ini Kamis Tanggal 13 Bulan Oktober Tahun 2022 diselenggarakan seminar prodi Pendidikan Bahasa Inggris menerangkan bahwa :
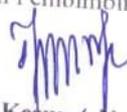
Nama Lengkap : Arisa Oktari
N.P.M : 1802050030
Program Studi : Pendidikan Bahasa Inggris
Judul Proposal : An Analysis Textual and Logical Relation in Cosmetic Advertising Multimodal Discourse Analysis

No	Masukan dan Saran
Judul	—
Bab I	Check my notes in your proposal. — Identification of Problem.
Bab II	P. 9, 10, 11, 12, 17
Bab III	P. 19, 20, 21
Lainnya	—
Kesimpulan	[ ] Disetujui [ ] Ditolak [✔] Disetujui Dengan Adanya Perbaikan

Dosen Pembahas

(Rakhmad Wahyudin Sagala, S.Pd, M.Hum)

Dosen Pembimbing

(Dr. Hj. Dewi Kesuma Nst, M.Hum)

Panitia Pelaksana

Ketua

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

Sekretaris

(Rita Harisma, S.Pd., M.Hum)

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بِسْمِ اللهِ الرَّحْمَنِ الرَّحِيْمِ

LEMBAR PENGESAHAN HASIL SEMINAR PROPOSAL

Proposal yang sudah diseminar oleh mahasiswa di bawah ini:

Nama Lengkap   : Arisa Oktari

N.P.M   : 1802050030

Program Studi   : Pendidikan Bahasa Inggris

Judul Skripsi   : An Analysis Textual and Logical Relation in Cosmetic Advertising Multimodal Discourse Analysis

Pada hari Kamis tanggal 13, bulan Oktober tahun 2022 sudah layak menjadi proposal skripsi.

Medan, Oktober 2022

Disetujui oleh:

Dosen Pembimbing   Dosen Pembahas

Dr. Hj. Dewi Kesuma Nst, M.Hum.   Rakhmad Wahyudin Sagala, S.Pd., M.Hum.

Diketahui oleh
Ketua Program Studi,

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

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LEMBAR PENGESAHAN SKRIPSI

بِسْمِ اللهِ الرَّحْمَنِ الرَّحِيْمِ

Skripsi yang diajukan oleh mahasiswa dibawah ini :

Nama : Arisa Oktari

NPM : 1802050030

Program Studi : Pendidikan Bahasa Inggris

Judul Skripsi : An Analysis of Textual And Logical Relations in Cosmetic Adversting; Multimodal Discourse Analysis

sudah layak disidangkan.

Medan, 16 Mei 2023

Disetujui oleh :

Dosen Pembimbing

Dr. Dewi Kesuma Nasution, S.S., M.Hum.

Diketahui oleh :

Dekan

Ketua Program Studi

Dra. Syamsuyurnita, M.Pd.

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

UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA
FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN

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Nomor   : 2374 /II.3/UMSU-02/F/2022   Medan,   24 Rabiul Awwal   1444 H
Lamp   : ---   20 Oktober   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   : Arisa Oktari
N P M   : 1802050030
Program Studi   : Pendidikan Bahasa Inggris
Judul Penelitian : An Analysis Textual and Logical Relation in Cosmetic Advertising
                    Multimodal Discourse Analysis.

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

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★ ★ ★ ★