

**A MULTIMODAL SEMIOTICS APPROACH TO THE DISCOURSE
OF ZENIUS EDUCATION ADVERTISEMENT**

SKRIPSI

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for the Degree of Sarjana Pendidikan (S.Pd.)
English Education Program*

By

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ABSTRACT

Pratiwi, M. 1902050011. “A Multimodal Semiotics Approach to the Discourse of Zenius Education Advertisement”. English Education Program. Skripsi. Faculty of Teacher Training and Education. University of Muhammadiyah Sumatera Utara. Medan. 2023.

The use of semiotics and multimodal in advertising has become increasingly popular in recent years. The use of semiotic multimodal in advertising, indirectly someone can relate to the five systems used in semiotic multimodal, they are: linguistic, visual, audio, gestural, and spatial. The aims to describe five semiotic modes about the purpose, and relationship of verbal, visual texts and messages contained in an advertisement. The analysis of multimodal semiotic systems by Michèle Anstey and Geoff Bull's (2018) theory which focused on linguistic, visual, audio, gestural, and spatial systems. There were three advertisements taken from Zenius Education's YouTube channel for this research, they were; *Bikin Cerdas Beneran #MulaiDariManaAja*, *Pahlawan masa depan - #ZeniusUntukSemua*, *Mentok Ngerjai Latihan Soal? Tanya Zenbot Aja! #CekrekLangsungNgerti*. Descriptive qualitative research by Miles and Huberman's research theory was used in this study. The data were collected by browsing, choosing, downloading, printing and identifying to analyzed the five multimodal semiotics in the advertisement. The results of this research showed that Zenius Education have a multimodal semiotic systems which include linguistic, visual, audio, gestural and spatial. The five multimodal semiotic systems were integrated each other in conveyed meanings and messages contained in the Zenius advertisement to aim of attracted the attention of public customers to use tutoring platform service products. The findings are important for multimodal analysis in a field of advertisement, as they will improve the element of how it used to support different views on multimodal in contemporary societies.

Keywords: *Multimodal, Semiotic systems, Zenius.*

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The researcher

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Lembar Surat Keterangan Selesai Riset

Berita Acara Bimbingan Proposal

Berita Acara Bimbingan Skripsi

CHAPTER I

INTRODUCTION

A. The Background of the Study

Semiotics is the study of signs and symbols and their interpretation. It is concerned with how meaning is created and conveyed through signs and symbols. The use of semiotics and multimodal in advertising has become increasingly popular in recent years. Semiotics involves the analysis of various signs and symbols, which can be difficult to interpret and understand in communication. Ibrahim and Sulaiman (2020). On the other hand, multimodal refers to the use of multiple modes of communication such as text, images, and sound to convey a message.

The use of semiotics and multimodal in advertising is highly relevant in today's industry with the rise of social media and digital advertising, companies are constantly looking for new and innovative ways to capture the attention of their target audience. The use of semiotics and multimodal in advertising allows companies to create a more engaging and memorable message that resonates with their audience. Additionally, the use of these techniques can help companies to differentiate themselves from their competitors and create a unique brand identity. In using advertisement variations, advertisers must make their advertisements as creative as possible given the increasingly rapid competition in advertising and the growth of media in advertising Shabrina et al. (2022). One of the things that often

modify in advertising is in the word system or it can also be displayed on an advertising landscape.

In multimodality, there are the use of a variety of analytical approaches. However, they have different types and methods of analysis. Because the proportions in multimodal studies differ according to the approach used. Such as the use of systemic functional which focuses on metafunctions of experiential meaning, logical meaning, interpersonal meaning, and textual meaning. Then, linguistic features, verbal and visual elements. Unfortunately, there are several other supporting elements rarely studied by researchers that can be analyzed using multimodal, especially multimodal semiotics in advertising.

The use of semiotic multimodal in advertising, indirectly someone can relate to the five modes (systems) used in semiotic multimodal, they are: linguistic, visual, audio, gestural, and spatial Bull and Anstey (2018). Because this study aims to describe five semiotic modes about the purpose, and relationship of verbal and visual texts and messages contained in an advertisement. Therefore, it is become an acceptable marketing communication strategy, it is necessary to study with multimodal semiotics theory by describing each type of semiotic systems contained in advertisements and how these types convey the meaning of the message intended by the producer. In interpreting advertisements, We can use multimodal analysis to analyze not only the visual image but also the linguistic elements. The multimodal elements contained in advertising must be balanced so as not to create the potential for misunderstanding and confusion in the product produced. This is in line with Shen (2022) stated that advertisements user may have miscommunication and

misunderstanding in interpreting products, which can damage the image of the company where the product comes from. Because a lack of understanding can be a misunderstanding for someone in understanding the intentions, goals, and verbal and non-verbal texts contained in advertisements.

This study uses Zenius Education which is analyzed using semiotic systems to determine the presence of semiotic modes in Zenius Education verbal texts. Multimodal is chosen to analyze the data because semiotic multimodal has compatibility in solving linguistic, visual, audio, gestural, and spatial problems contained in this research data. The Zenius Education advertisement is broadcast via electronic media with the official YouTube account platform that delivered in video (audiovisual) form. The semiotic multimodal analysis provides a special attraction for study, reviewing that there are system semiotic elements in Zenius Education that are presented creatively, up-to-date, modern, and using contemporary words. Zenius Education uses the concept of taking the background of the menu display in Zenius Education which is in the study room using a cool, colorful, and contemporary concept so that the advertisement looks unique, creative, and very interesting to look at. In addition to trying to promote their products, this advertisement also has elements that mutually reinforce the meaning of the message contained therein.

Based on the explanation above, the researcher is interested in conducting research entitled *A Multimodal Semiotics Approach to The Discourse of Zenius Education Advertisement*. The purpose of this research is to examine the five

semiotic systems found in advertisements on the YouTube platform. The advertisement being analyzed is Zenius Education advertisement.

B. The Identification of the Problems

The problem of this research were identified as follows

1. The lack of understanding multimodal semiotic systems in advertisement.
2. The representative of semiotic systems in conveying message in Zenius advertisement.

C. The Scope and Limitation

This study was focused on multimodal semiotics. This study was limited on five types of multimodal semiotic systems, they are: linguistic, visual, audio, gestural and spatial. All the type was analyzed in this research.

D. The Formulation of the Problems

The problems of this research are formulated as in the following.

1. What are semiotic systems used in Zenius Education advertisement ?
2. How do the semiotic systems present the message in Zenius Education advertisement ?

E. The Objectives of the Study

The objectives of the study are

1. To find out the semiotic systems used in Zenius Education advertisement.

2. To analyze how the semiotic systems present the message in the advertisement.

F. The Significance of the Study

The result of this study hopefully can give benefits theoretically and practically:

1. **Theoretically**, the result of this research is expected to become reference materials for language learning (linguistics) and provide an overview to readers about multimodal semiotics. Especially, how the semiotic systems express the meaning between the linguistic, visual, audio, gestural and spatial of Zenius Education advertisement.
2. **Practically**, the findings are expected
 - a. For students, as material for consideration and knowledge for students who looking for advertisements through the semiotic systems described in this research.
 - b. For teachers, as additional reference to know more about semiotic systems.
 - c. For other researchers, as expected to help researchers to develop research using multimodality in different and more varied data and reference or illustration for semiotic-based research in developing their research.

CHAPTER II

LITERATURE REVIEW

A. Theoretical Framework

The theoretical framework is useful for providing a basic theoretical framework that forms the basis of research so that it is able to answer questions theoretically. From the theoretical framework then the operational concept is developed to become a reference for solving research problems.

1. Semantics

Semantics has long been an object of study within the philosophy. It is said that the term semantics itself was introduced into English at the end of the 19th century. Based on etymology, the word *semantics* originally comes from Greek word *semantikos* means 'significant' ; *semainein* means 'to show, signify' or 'indicated by sign'; from *sema* means 'sign'. However the word 'meaning' has a wide range of perceptions and there is no general agreement among experts about the way in which it should be described.

According to Yule (2010) semantics is studying of meaning of words, phrases, and sentences. In semantics analysis there is always an attempt to focus on what the words conventionally mean. It is related to the opinion of Yule, according to Heriyawati and Febriyanti (2019) semantics is the study of how listeners perceive the meaning of what the speaker says, as well as how readers know the meaning of what the writer writes. This implies that the meaning is

produced by the communication language. People's agreed-upon meaning of language also draws the language symbol.

Saeed (2016) stated that the study of meaning in language, and it is concerned with the relationship between language and the word. It seeks to understand how language represents reality, and how we use language to make claims about the world. Zakiyah (2020) said in semantics there are related parts called lexical relations. This Lexical relation has sub-chapters that lead to giving the meaning. It is concerned with how language users assign meaning to words and how those meanings are combined to form larger units of meaning. Semantics is an important aspect of language because it allows us to communicate effectively and accurately with one another. It helps us understand the meaning of words and sentences in context, and it allows us to convey our thoughts and ideas clearly to others.

Meanwhile, semantics addresses not just words with lexical meaning, but also words that are meaningless until paired with other words, such as particles or auxiliary words, which only have grammatical meaning. Because the purpose of language is to transmit meaning, semantics plays a crucial role in communication. When one person sends ideas and thoughts to another, the other person can grasp what is being sent. This is due to his ability to absorb the meaning presented. The advantages of studying semantic studies are highly depending on the field in which we are involved in our everyday duties.

2. Semiotics

Semiotics or semiology is a term derived from Greek refers to the same science

or “seme” or also “semeion” means “sign”. According to Ni Made Diana Erfiani (2020) semiotics can be said as the study of signs because semiotics studies or analyzes symbols, symbols, icons, and everything related to symbols. Long (2019) said that semiotics refers to the position of how the formation, transmission and exchange, and interpretation of a meaning consisting of many signs. So, semiotics is a branch of science related to signs, starting from sign systems, and processes that apply to the use of signs.

Semiotics is not only concerned with what we call “sign” in everyday conversation or dialogue, but anything that stands for something else. The semiotics includes concepts about how signs reflect object, ideas, circumstances, situations, feelings and conditions that are not represented by the signs themselves by Siregar (2022). Semiotics aims to find out the meaning contain in a sign or interpret the meaning and known how the communicator consturcts the message. In simple terms, semiotics is defined a sthe study of sign towards objects, events, and culture. According to Saussure (1916), a sign is composed of two parts: the signifier and the signified. The signifier is the physical form of the sign, such as a word or an image, while the signified is the concept or meaning that the sign represents. The relationship between the signifier and the signified is arbitrary, meaning that there is no inherent connection between the two. The meaning of a sign is determined by the conventions of the culture in which it is used. Semiotics is concerned with the analysis of signs and symbols in different contexts. It examines how signs and symbols are used in different cultures and how they are interpreted by different people Semiotics is also concerned with the ways in which signs and symbols are

used to construct meaning in different contexts, such as in advertising, literature, and art.

In Semiotics, there are several key concepts in semiotics that are important to understand. These include:

- 1) Sign: A sign is anything that stands for something else. It can be a word, an image, a sound, or any other form of communication.
- 2) Signifier: The signifier is the physical form of the sign, such as the word or image.
- 3) Signified: The signified is the concept or meaning that the sign represents.
- 4) Icon: An icon is a sign that resembles the thing it represents, such as a photograph or a drawing.
- 5) Index: An index is a sign that is directly connected to the thing it represents, such as smoke being an index of fire.
- 6) Symbol: A symbol is a sign that has an arbitrary connection to the thing it represents, such as the word "tree" representing the concept of a tree.

Semiotics plays a crucial role in communication, as it helps us understand how meaning is constructed and shared. By analyzing the signs and symbols used in communication, semiotics enables us to decode messages and interpret their intended meanings. It allows us to uncover the underlying ideologies, cultural values, and power dynamics embedded in communication practices. Semiotics also helps us understand how different sign systems interact and influence each other in the process of communication.

1. Multimodal Analysis

Multimodality is a study that can combine different signs (modes) at the same time to produce a meaning that people can understand. As stated by Kress and Van Leeuwen (2001) multimodality is the incorporation of semiotic modes in the design of semiotic products or events simultaneously in a certain way. Chen in Hadiano et al. (2021) also said that multimodality is understanding how verbal and visual semiotic sources are used to create types and levels of dialogical engagement. Modes that exist in multimodality are a collection of semiotic sources that can make meaning, such as pictures, writing, or speech said Chukwu and Ahumaraeze (2022). Signs in linguistics are known as semiotics Made Sila Ulati et al. (2022). In multimodality, almost everything is considered a meaning making resource. Each mode has a certain social assessment in a social context so that the ability to make meaning varies.

However, different modes can complement each other to make a complete meaning that can be understood. Presence mode serves as a language or source for reading and interpretation of meaning. In multimodality, each mode offers different possibilities distinct and limited but complementary. For example, when text and images are put together, they will make the meaning more complete even if there are differences in each attribute. Differences in the interpretation of this meaning happen because each mode has its potential. That so occurs based on the mode used as a means of interpretation still depending on the context such as social and cultural.

Multimodal analysis focuses on all form of verbal and non-verbal communication that have an important role in presenting meaning because it contains informative meaning. Fang (2019) Interpret multimodal analysis as the term modality refers to method and medium of communication, which includes symbolic systems such as technology, picture colour, and music (sound). Language in multimodal is one that integrates various modes of communication. The multimodal communication is primarily concerned with the study of many modalities through the use of a variety of symbol resources such as sound, symbol, picture and colour.

Bull and Anstey (2018) stated there are several types of multimodal texts:

1. Multimodal text can be paper, such as books, comics, posters.
2. Multimodal text can be digital, such as slide presentations, e-books, blogs, e-posters, web pages, and social media (facebook, twitter, instagram, ect. because it has images and at the same time it has its own caption) it can also be done through to animation, film, video games (mobile legend,ect).
3. Multimodal can be live, such as a performance or an event (Ballet dancing, theatre presentation).

3. Multimodal Theories

There are several theory in multimodal's world, follow as:

a. Michèle Anstey and Geoff Bull's Theory

In his theory, Anstey and Bull (2018) explained A text that can be said as multimodal text if it consists of two or more semiotic systems. When we say

semiotic systems, we are talking about the “signs” and “symbols”. Thus, in order to the Michèle Anstey and Geoff Bull’s theory which has been described in his books. There are 5 semiotic systems, namely:

1) Linguistic

Linguistic, contain some aspects such as: vocabulary, generic structure, word choice or the grammar and organization of sentences and paragraphs.

- a. Vocabulary, related to words, noun, and phrase are combined that has a meaning.
- b. Generic structure, related to
 - a) The purpose of advertisers in promoting products or services.
 - b) Name of product or brand, the products or services will be sell, or what activities will be promoted.
- c. Product or service user, who needs the product or service or the person to be targeted. Word choice, using persuasive, precise, interesting, polite, and logical. Because it is used to persuade the user to act according to the message. Arranged briefly and highlight the important parts to make it easier for readers to understand the concept.
- d. Grammar and organization, related to language used, such as: jargon, slang words (Fishy : Mencurigakan), Jaksel slang (sejujurnya : jujurly), swiching words (bisa : sabi). It's important to note that utilizing some of grammar used in advertisements equate to poor grammar. In fact, depending on the target/user, incorporating slang can enhance your sales, provided it's done appropriately. This underscores the significance of employing proper

grammar when marketing to any audience, regardless of their behavior or characteristics.

Linguistic modes divided into 2:

a) Written language

Example : invitation cards, newspapers and magazines, letter, game instructions, food packages, academic essays.

b) Spoken/oral language

Example: daily conversation, singing a song, reading books, telling a story.

This mode requires a person to communicate using words and speak out loud the message that they are trying to convey.

2) Visual

Visual, contain some aspects such as: images, videos, color, visual layout , design , font , size, formatting, graphic , organizers (tables, diagrams, charts, mind maps) and animation (gif), vectors. In this mode meanings are conveyed through the use of pictures and other symbols that people can see.

Example: TV shows/films, still and moving images, photographs, drawing, icons and facial expressions, can be generated with emotions, happy, sadness, anger, shock, fear and hate. Furthermore, the sign, the meaning of the sign is different for each culture which often causes misperceptions. Signs are present reflexively without being planned. Then eye contact, eye contact is important in non-verbal communication, such as attention or interest in the other person.

3) Audio

Audio, contain some aspects such as: volume, pitch and rhythm of music and

sound effects. In spoken communication, voice is a mainstay such as loud, soft and sighing voice. The auditory sense captures individuals' focus, and authors employ the use of sound to animate their life. It conveys message through sounds and other sound devices in a particular communication.

Example: Have you ever listened to a game on the handphone? Listen to the way the voice actor help the audience to experience the game through sound. This voice actor is considered a multi-modal text since the authors combine words (linguistic/alphabetic mode) with sound (aural mode).

4) Gestural

Gestural, contain some aspects such as: movement, speed and stillness in facial expression and body language. Here meanings are conveyed through body movements as you put across a particular message.

Example, sitting look, move and hold the head which can produce the impression of attention to something or disinterest and confusion. Then, touch, positions, patting on the shoulder, stroking hair, hugging which gives a familiar meaning.

5) Spatial

Spatial, contain some aspects such as: proximity, direction, position of layout and organisation of objects in space. Here meanings are conveyed through the position of certain objects in space and by tracing the position of people and objects.

From the explanation of the theory of multimodal semiotic systems above, the

research interested to choose this theory because the theory can help researchers understand research problems, help achieve research goals. Apart from that, this theory is a multimodal theory which is not a theory developed from other theories.

b. Alexius Chia and Caroline Chan's Theory

This theory is adopted by Michèle Anstey and Geoff Bull's Theory. In this theory there is no significant difference. Alexius Chia and Caroline Chan explained that there are 6 semiotic systems, namely:

- 1) Linguistic: This mode involves the use of language, including written and spoken words.
- 2) Oral: This mode involves the use of sound, including music, sound effects, and spoken language.
- 3) Audio: This mode involves the use of recorded sound, such as music or speech.
- 4) Visual: This mode involves the use of images, including photographs, illustrations, and diagrams.
- 5) Spatial: This mode involves the use of space and layout, including the arrangement of images and text on a page.
- 6) Gestural: This mode involves the use of body language and movement, including facial expressions and hand gestures.

These modes can be used to analyze and understand the different ways in which meaning is conveyed in multimodal texts. For example, a movie might use a combination of visual, oral, and linguistic modes to tell a story.

c. **Gunther Kress and Theo Van Leeuwen's Theory**

The use of linguistics is not the only way to convey messages. Linguistic language, both spoken and written, tends to be positioned as the most important factor in communication practice. Indeed, verbal communication, for example, cannot be properly understood without attention to non-verbal aspects such as gestures and facial expressions. The same goes for written language. The choice of typography, the placement of letters, and the color of letters also affect the process of forming meaning and exchanging meaning. The media in which the text was inscribed also plays a role. For example, the word "*thank you*" written on scented and pink paper has a different meaning from that written on torn and dirty paper. The same thing also happens in modern media-based communication practices such as comics, films, advertisements, and various social media activities. For example, communication practices on Whatsapp combine visual images of still images and moving images. The color scheme and language are in the form of "captions" with several typographical choices. All of these are enabled by WhatsApp users to convey certain meanings.

Gunther Kress and Theo Van Leeuwen calls this multimodality. Gunther Kress and Theo Van Leeuwen said that the rapid development of media makes communication more multimodal. With a background in linguistics, Gunther Kress and Theo Van Leeuwen is interested in social semiotics. Both explore and develop research into social semiotics and the multimodal dimension in texts, communication events, and how different semiotic modes interact to construct meaning. Gunther Kress and Theo Van Leeuwen explains that there are many types

of resources that we need to convey the meaning we want. Communicator conveys the meaning they want. Then, Gunther Kress and Theo Van Leeuwen interprets multimodal as a domain in which theory finds application.

4. Multimodal in Advertisement

Multimodal refers to all interactions, implying that all modes of communication, both verbal and visual, are crucial because language provides meaning, content, or instructive resource. Kress and Van Leeuwen (2001) interprets multimodality is stated as the use of many semiotic modes in the design of a semiotic item or event as well as a specific way in which these modes are mixed. In multimodal discourse, "modality" relates to the way people use semiotic resources to generate truth.

Advertisement related to language elements. One of the linguistic elements that we can find is the importance of complexity in advertising discourse. Images may also contain grammar that allows people to express the meaning conveyed in a text, where meaning sometimes has complexity. Suryani et al. (2021). The complexity of messages in advertisements can be observed through a semiotic approach 'Azizah and Refnaldi (2022). Therefore, semiotic systems are closely related to the creation of meaning and it is necessary to carry out a multimodal analysis of the advertisement.

Resentation of meaning that contains elements of verbal text and visual text is called advertising. in order to find out and investigate the content of meaning in advertisements which are presented in the form of pictures, layout, colors and

combinations of words to sentences. According to its understanding, multimodal and advertising have a close relationship which has visual elements, both images and text, in the delivery of information.

5. Advertisement

According Xueping (2020) One of the products of the development commercial economic is advertising and Venti Wulan Sari (2021) also state the same that advertising is one way of promotion for individuals, organizations or companies to convey their goals. According to Pramawati (2019) Advertisement uses to introduce and promote the product. The purpose is influence consumer desires to think and act according at the request of the advertiser. On the other meaning, advertisement is a useful tool for reaching the intended audience with current, inspiring information. Javed et al. (2019) Advertising is one of the various methods of marketing that many businesses recognize as an effective tool for communicating with people about the products and services they serve.

Anh Dao (2022) Advertising is a commercial promotion economic activity that introduces products that exist in various places, forms, and ways without direct buying, selling, and consumption activities. However, advertising as a strategy of "trade" through the dissemination of information and of course not just any information needs to be presented and not all information is an advertisement.

Therefore, to be concluded that advertising is an effective way of selling through mass media to reach many buyers spread across various regions with low

costs for each display. Advertising is a way of spreading messages, be it to build brand preference or to accelerate sales. So, Advertising is a process that includes the preparation, planning, implementation, and supervision of advertising. The main objective of advertising is to increase the demand for the product by increasing the number of buyers or increasing the level of use of goods between existing buyers.

In addition, according to Eram (2020) there are five types of advertisement. First, broadcast Media, such as television and radio. Second, print Media, such as magazines and newspapers. Third, support Media, such as billboards, transits, bus benches, aerial, directories and trade publications. Internet, such as website, pop up and advertisement. Fourth, social Media, such as facebook, instagram and youtube.

In advertising refers to the desired goal of an advertisement. Advertisement has the following primary objectives; informative, persuasive and remind. Informative advertising improves brand, product, service, and concept awareness. It publicizes new goods and services and can educate people about the attributes and advantages of a new and existing product. Persuasive advertising is aimed at convincing people that a company's services or goods are the best, and it aims to change perceptions and improve a company's or product's image. Its purpose is to persuade people to switch brands and try a new product with the brand. Alhadi et al. (2022) said persuasion means that effective advertising can influence consumers to buy the advertised product or service. Reminder Advertising reminds consumers of the necessity for a product or service or the advantages and benefits they will receive if they buy it right away.

6. Zenius Education

Zenius was founded by Medi Suharta and Sabda Putra who are a teacher and student. Zenius has been established since 2004 which started with conventional tutoring and then sold teaching recordings on CD. In 2007, PT Zona Edukasi Nusantara (Zenius education) was officially formed by releasing a website called Zenius.net. Then in 2019, the Zenius application can be used online. Nurindah (2022) Zenius Eduaction is an online learning platform that contains a lot of learning videos starting from elementary, junior high to high school levels. In other terms, Zenius Education may also be referred to be an online teaching business that offers services to help individuals who have subscribed to the Zenius Education platform. Students who have enrolled in the app can access a variety of resources through Zenius Education. Starting with practice answering questions, visual and audio content, and services for contacting tutors through the platform.

Zenius contains hundreds of thousands of learning videos and discussions in Indonesian which can be downloaded from elementary, junior high to high school levels. The Zenius application provides features for UTBK questions and college preparation questions which can be accessed via the website (Zenius.net) and mobile applications. In this application, students can choose majors such as IPA, IPS, and Bahasa which consist of various curriculum choices (KTSP, K13, K13 revisi, Kurikulum Merdeka). In addition, the Zenius application saves more quota when compered to YouTube or other learning video content.

B. Previous Relevant Study

There are some previous relevant study in this study, follow as :

Starbucks On Instagram: A Multimodal Analysis (2022) by Nur Iylia Mohd Noor Be, Muhammad Anas Zakwan Sabri and Atif Che Adnan published International Journal of Social Science Research (IJSSR). This research contained multimodal analysis on Starbucks Instagram posts. This reseach used Kress and Van Leuween's theory to analyzed some element of semiotic, follow as styles, colours and alignment of image and text. In his research, the researcher found that pop art, informal language, wordplay, typographical devices, complementary colors and image and text composition have been used to attract the attention of Instagram users. This research is related to the research that will be conducted by the research. But the different, in this research will focus on analyzing 5 semiotic systems; Linguistic, audio, visual, gestural and spatial by Anstey and Bull's theory. To analyze this research the research will take Zenius Education advertisement which airs on the official YouTube channel

A Multimodal Critical Discourse Analysis Of Garnier Green Beauty Advertisement (2022) by Dang Arif Hartono, Stefanus Angga Badara Prima, Wisnu Sakti Dewobroto published IJEAL (International Journal of English and Applied Linguistics). This research used Multimodal Critical Discourse Analysis (MCDA). In this research found that some linguistic features, scientific-sounding words and also discuss about green cosmetics that environmental friendly in Garnier Green Beauty advertisement. This research is related to the research that will be conducted

by the research. But the different, in this research will focus on analyzing multimodal analysis through semiotic modes. To analyze this research the research will take Zenius Education advertisement which airs on the official YouTube channel.

Multimodal Analysis In Wardah Islamic Beauty Product Advertising (2021) by Ririn Fitri Suryani, T. Silvana Sinar, T. Thyrhaya Zein published International Journal of Educational Research & Social Sciences. This research contained multimodal analysis which has the complexity meaning to convey message in Wardah Islamic Beauty advertisement. This research used Halliday (2004) to analyze the metafunction component and multimodal discourse analysis by Kress and Van Leeuwen (2006) theory. In this research found that the experiential function of verbal texts, participants, circumstantial of visual text and verbal text in Wardah's beauty advertisement is verbalized. This research is related to the research that will be conducted by the research. But the different, in this research will using different advertisement product or goods. The researcher will aimed the Anstey and Bull's theory to find the elements in educational advertisement.

Multimodal Analysis of Lemonilo Instant Noodle Advertisement (2022) by Ni Made Dwi Utari Pusparini and Ni Putu Meira Purnama Yanti published (IJSFL) International Journal of Systemic Functional Linguistics. This research contained multimodal analysis in the advertisement of Lemonilo Instant Noodles. This research used a combination theory, they are; Kress and Van Leeuwen (1996-2006) theory to analyzed functional systemic linguistic theory (LSF) by and Anstey & Bull (2010) theory to analyzed multimodal analysis modes. In this research found

that Lemonilo Instant Noodle advertisement, the results showed that Lemonilo Instant Noodle advertisement has a multimodal semiotic system which includes linguistic, visual, audio, gestural, and spatial elements. This research is related to the research that will be conducted by the research. But the different, in this research will using different advertisement product and the researcher just used one theory.

AnMultimodality Analysis: Verbal Representation in Mie Sedaap and Indomie Instant Noodles Video Advertisement (2022) by Karina May Hendra and Hamzah published E-Journal of English Language & Literature. This research contained the verbal analysis of Mie Sedaap and Indomie instant noodles advertisements. This research used Halliday's (2006) theory to analyzed the level of Systemic Functional Linguistics, namely ideational, interpersonal, and textual metafunctions. In this research found that there were some differences in the two advertisements in using Systemic Functional Linguistics, namely the analysis of mood, attitude, modality, graduation, and theme. The five differences are dominated by Mie Sedaap advertisements. This research is related to the research that will be conducted by the research. But the different, the researcher will aimed Anstey and Bull's theory to find the 5 semiotic systems; Linguistic, audio, visual, gestural and spatial.

Multimodal Analysis of Gofood and Grabfood Advertisement (2022) by Siti 'Azizah and Refnaldi published E-Journal of English Language & Literature. This research contained the linguistic, visual and gestural elements analysis in GoFood and GrabFood advertisements and their differences in representing the concept of online advertising. This research used a combination

theory, they are; Halliday's (2006) theory to analyzed Systemic Functional linguistic; Transitivity and mood, Kress and van Leeuwen's Representational Meaning, and Cheong's Generic Structure Potential. In this research found that there are some similarities and differences of the linguistic, visual and gestural analysis between GoFood and GrabFood. The similarities found in the linguistic and gestural analysis between GoFood and GrabFood. Whilts, the differences found in the generic structure and visual analysis of GoFood and GrabFood. This research found that those elements are integrated in GoFood and GrabFood advertisements. In addition, the structure of GSP created in GoFood is a complete one (lead, display, emblem (visual), announcement, enhancer, emblem (linguistic), tag, and call-and-visit information), while GrabFood advertisements use call-and-visit information rarely. This research is related to the research that will be conducted by the research. But the different, the researcher will used Anstey and Bull's theory to find the 5 semiotic systems in Zenius advertisement.

C. Conceptual Framework

This research will be conducted under the multimodal analysis research. The multimodal analysis will discussed in this study used the multimodal semiotic systems theory. There are five semiotic systems; Linguistic, Visual, Audio, gestural, Gestural, and Spatial will be discussed in this section.

In addition, The reseacher will be used Michèle Anstey and Geoff Bull's theory. This reseach focused on Zenius Education advertisement especially the

tagline Bikin Cerdas Beneran #MulaiDariManaAja, Pahlawan masa depan - #ZeniusUntukSemua, Mentok Ngerjai Latihan Soal? Tanya Zenbot Aja! #CekrekLangsungNgeriti, #GantiCaraBelajar Yang Penting-Penting Aja, and #GantiCaraBelajar Lo Pakai Zenius! accessed through the official youtube.

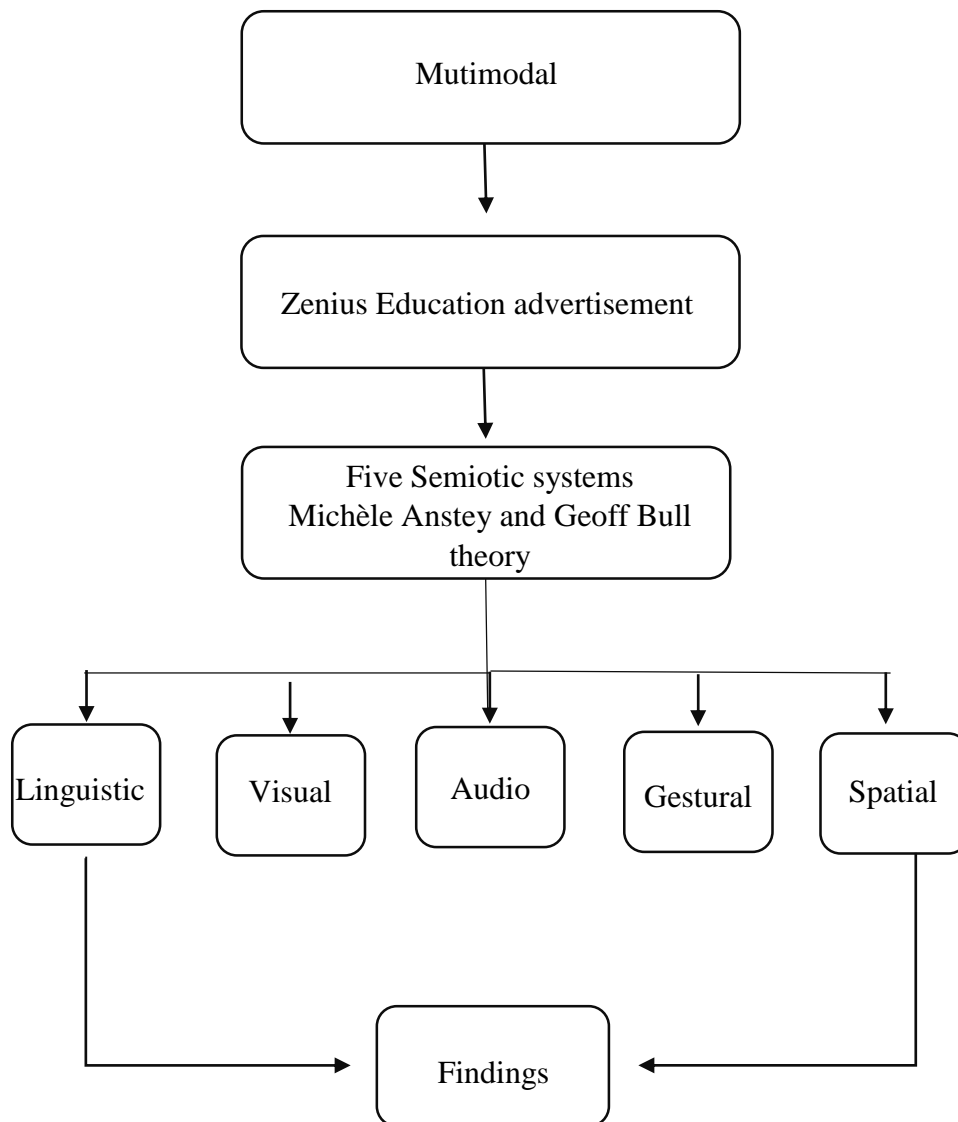


Figure 1.1 Conceptual Framework

CHAPTER III

METHODOLOGY OF THE RESEARCH

A. The Research Design

Descriptive qualitative method was applied in this research. It was used to analyze a multimodal approach through a semiotic systems. This approach describes the meaning of Zenius Education advertisements and the multimodal forms (images, movement, sound, language, and music) in Zenius Education advertisements by using Michèle Anstey and Geoff Bull. According to Matthew B Miles (2014) the qualitative method is a source of well-grounded, rich descriptions and explanations of processes in the identifiable local contexts. In this case, it means that researchers examined the forms and meanings in Zenius Education advertisements by using multimodal learning with data in the form of sound, movement, sound, images, and language.

B. The Source of Data

The source of data of Zenius Education advertisement. The advertisement was taken from the Zenius official youtube channel with the tagline Bikin Cerdas Beneran #MulaiDariManaAjaBareng Zenius on the link <https://youtu.be/ZEe5h2oobfk> , Pahlawan masa depan - #ZeniusUntukSemua on the link <https://youtu.be/LX1-rEb6fxk> , Mentok Ngerjai Latihan Soal? Tanya Zenbot Aja! #CekrekLangsungNgeriti on the link <https://youtu.be/66GeorTexE> to find out the semiotic systems in the advertisements.

C. The Techniques for Collecting Data

In this research, an observation and documentation technique were used to collect the data. Sugiyono (2016) stated that “observation is not limited to people, but also other natural objects”. It means the research can select, review and observe a particular object in order to obtain valid data related to the problem to be researched. Documentation makes data clearer and less confusing, allowing for simpler data discovery Amiraslani & Dragovich (2022).

The several steps were taken to collect the data, they were: Browsing Zenius advertisements through the Zenius official youtube channel. Then, choosing and downloading the Zenius video advertisements. After that, printing out the documentation or screencapture on the data. Lastly, identifying the data to looking for 5 semiotic systems; linguistic, audio, visual, gestural, spatial.

D. The Techniques for Analyzing Data

After all the data is collected, then the data will be analyzed. According to Matthew B Miles (2014) Data analysis is carried out to describe all data so that it can be understood and made conclusions. Data analysis in this study used an interactive model. The severals techniques for analyzing data are: Data condensation, data display, conclusion drawing/verifying.

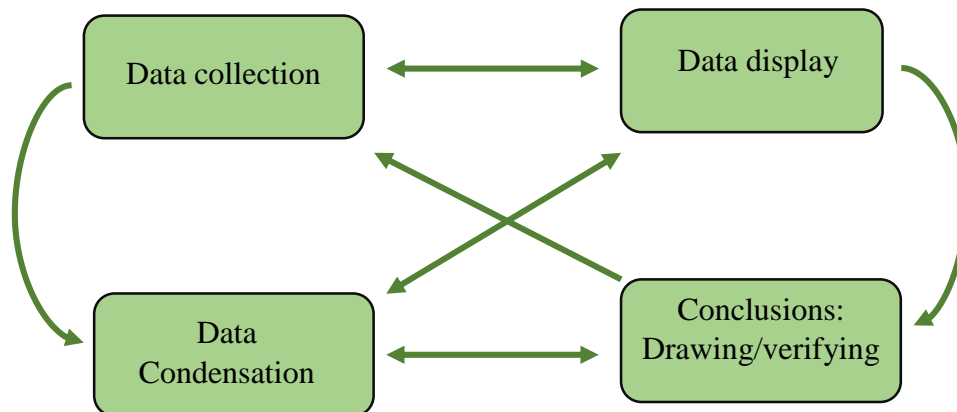


Figure 3.1 : Components of data analysis by Miles Huberman

1. Data Condensation

Data condensation refers are steps of selecting or selecting, focusing, simplifying, and abstracting data information that support the research. Data condensation aims to make research more accurate. In this step, will signed the data by Zenius Education Channel in showing much data information.

- a. Selecting the data from Zenius Education advertisement. It has been analyzed into analysis of linguistic, audio, visual, gestural and spatial.
- b. Focusing the data, the data focus on the advertisements of *Bikin Cerdas Beneran #mulaidarimanaajibareng Zenius, Pahlawan masa depan - #zeniusuntuksemua, Mentok Ngerjai Latihan Soal? Tanya Zenbot Aja! #cekreklangsungngerti* from youtube official channel of Zenius.
- c. Simplifying the data by selected some pictures and transkrip text on the advertisements of *Bikin Cerdas Beneran #mulaidarimanaajibareng Zenius, Pahlawan masa depan - #zeniusuntuksemua, Mentok Ngerjai Latihan Soal? Tanya Zenbot Aja! #cekreklangsungngerti*, after that noted kinds of semiotic systems that included from the data analysis into Anstey and Bull theory.

d. Abstracting the data that was analyzed by Anstey and Bull theory of Zenius Education advertisement they are *Bikin Cerdas Beneran #MulaiDariManaAjaBareng Zenius, Pahlawan masa depan - #ZeniusUntukSemua, Mentok Ngerjai Latihan Soal? Tanya Zenbot Aja! #CekrekLangsungNgeri.*

2. Data Display

The presentation of data makes it easier for the researcher to understand the problem and data refers to the next step. In data display, the research will describe the data by finding semiotic systems in printing form. So, the reseacher will be described the five modes of semiotic systems are used in the Zenius advertisement.

3. Conclusions Drawing / Verifying Data

In this step, the data is become clearly by drawing the conclusion and verification. The conclusion can answer the data formulation of the problem that formulated from the beginning by making patterns, descriptions, and explanations. This researched to identify the five semiotic systems of Zenius Education advertisement realized in *Bikin Cerdas Beneran #MulaiDariManaAjaBareng Zenius, Pahlawan masa depan - #ZeniusUntukSemua, Mentok Ngerjai Latihan Soal? Tanya Zenbot Aja! #CekrekLangsungNgeri.*

CHAPTER IV
FINDINGS AND DISCUSSION

This chapter, the researcher The researcher took 3 advertisements from official youtube channel of Zenius Education which contains what are semiotic systems used in Zenius advertisement and how do the semiotic systems present the message in Zenius advertisement by theory Michèle Anstey and Geoff Bull (2018).

A. Findings

1. Semiotic systems used in Zenius Education advertisement

Table 4.1. Semiotic systems found in Zenius

Semiotic systems	Kinds of advertisement		
	Bikin cerdas beneran	Pahlawan masa depan	Mentok ngerjai latihan
1. Linguistic			
a. Generic structure	2	1	1
b. Grammar (slang word)	2	-	-
c. Vocabulary		1	1
2. Visual			
a. Color	1	1	1
b. Property	1	-	-
c. Setting	1	1	1

d. layout	1	1	1
<hr/>			
3. Audio			
a. Music	1	1	1
b. Sound effect	3	1	3
c. High tone	6	5	4
d. Low tone	7	3	6
<hr/>			
4. Gestural			
a. Gestural activity	3	3	5
<hr/>			
5. Spasial			
a. Left position	1	-	-
b. Right position	1	-	-
c. Center position	1	1	2
Total	31	19	26

Based on the finding analysis above, five semiotic systems were found to be used in the three Zenius Education advertisements. The first advertisement, *Bikin Cerdas Beneran #MulaiDariManaAjaBareng Zenius* has a duration of 1 minute with total data 31. Researcher found 5 types of semiotic systems, including 4 linguistic data containing 2 generic structures and 2 grammar slang words, 4 visual data containing colors, property, setting and visual layout that appear in advertisement, 4 audio data containing music, sound effects, high tone, low tone, 3 gestural data and 3 spatial data containing 1 on the left side, 1 on the right side and 1 in the center.

The second advertisement, Pahlawan masa depan - #ZeniusUntukSemua has a duration of 30 seconds with total data 19. Researchers found 5 types of semiotic systems, including 2 linguistic data containing 1 generic structure and 1 vocabulary, 3 visual data containing colors, settings and visual layouts that appear in advertisements, 4 audio data containing music, sound effects, high tone, low tone, 3 gestural data and 1 spatial data in the center position.

The third advertisement, Mentok Ngerjai Latihan Soal? Tanya Zenbot Aja! #CekrekLangsungNgeri has a duration of 21 seconds with total data 26. Researchers found 5 types of semiotic systems, including 2 linguistic data containing 1 generic structure and 1 vocabulary, 3 visual data containing colors, settings and visual layouts that appear in advertisements, 4 audio data containing music, sound effects, high tone, low tone, 5 gestural data and 2 spatial data which are in the center position.

2. How do the semiotic systems present the message in Zenius advertisement

a. The data findings in Bikin Cerdas Beneran #MulaiDariManaAjaBareng Zenius

1. Linguistic system

Data transcript

Intro - music

Mau tau cara belajar asik dapat nilai bagus dan lulus ujian

Sini aku kasi tau caranya

Bareng Zenius

Ikut live class diajari sama master tutors

Pokoknya mind-blowing banget

music

Jadi gini boy ngerti dulu konsepnya

Mulai dengan ratusan ribu materi dan latihan soal

Bikin kamu tambah jago di berbagai ujian

Ada Zen for Adaptive Learning yang bikin kamu paham dasar dasarnya

Tau gak sih

Belajar di Zenius teruji efektif

Bikin cerdas bareng Zenius mulai dari mana aja.

From analyzing the data transcript above, the reseacher found that:

Tabel 4.2 Linguistic analysis

Data	Caption of transcript	Type of linguistic
1	Mau tau cara belajar asik	Generic structure - persuasive
2	Sini aku kasi tau caranya	Generic structure - persuasive
3	Pokoknya mind-blowing banget	Grammar – slang word (mix english)
4	Jadi gini boy	Grammar – slang word (mix english)

There are 4 types of linguistic contained in the advertisement, namely 2 Generic structure – persuasive and 2 Grammar – slang word (mix english).

2 Visual system



Figure 4.1. Visual analysis

Source: <https://youtu.be/ZEe5h2oobfk>

Aspects visual

- a. Color : Purple : a symbol of wisdom, magic and “lifelong learning” which is expected to be born from enlightened individuals who are not only responsible for themselves but also for society.
- : White : a symbol of clean and innocence as point focus in the scene.
- : Yellow : a symbol of fun teaching, creativity, joy and “aha moment”
- b. Property : books, laptop, stationeries, table, chair and wall clock.
- c. Setting : study room
- d. Visual layout : The background illustration is using study room with lots of books hangs in the wall.

In this scene, you can visually see that the advertisement chooses a study room

setting with a background surrounded by books and stationeries. Purple became the dominant color and was followed by the appearance of white in the text "*pusing mau ujian*" which became the focus point for readers. Then yellow was found in the advertisement which became a complementary ornament when the advertisement appeared.

3 Audio System

Music	: sound of hand claps, drum and guitar
Sound effect	: ting, tup-tup, ngueng
Audio style	Data
High tone	<u>Mau tau cara belajar asik</u> dapat <u>nilai bagus dan lulus ujian</u> .
Meaning: A symbol of affirmation about the Zenius advantages.	<p>Bareng <u>Zenius</u></p> <p><u>Mulai dengan ratusan ribu materi</u> dan latihan soal</p> <p><u>Tau gak sih</u></p> <p>Belajar di <u>Zenius</u> teruji efektif</p> <p><u>Bikin cerdas bareng Zenius</u> mulai dari mana aja.</p>
Low tone	Sini aku kasi tau caranya
Meaning: A symbol of explanatory narrative about the way to learn via Zenius.	<p>Ikut live class diajari sama master tutors</p> <p>Pokoknya mind-blowing banget</p> <p>Jadi gini boy ngerti dulu konsepnya</p> <p>Bikin kamu tambah jago di berbagai ujian Ada Zen for Adaptive Learning yang bikin kamu paham dasar-dasarnya</p>

From the data above, it is known that Zenius advertisement has rhythmic musical sounds of drum and guitar with several sound effect "ting", "tup-tup" and "ngueng" that appeared in the advertisement. Then, there are 2 style of tone, namely high tone means a symbol of affirmation about the Zenius advantages and low tone means a symbol of explanatory narrative about the way to learn via Zenius.

4. Gestural System

In the Zenius advertisement, the researcher found several gestural which showed the message. The following gestural contained in *Bikin Cerdas Beneran #MulaiDariManaAjaBareng Zenius*.

Gestural activity	Message or purpose
Nodded his head	Confused
Head turn left and glance the eyes	Focus on listening the advantages of product
Smile widely	Get the undestanding

Gesture and body language realized and illustrated from the participants' activities in responding to their daily lives which are full of confusion, despair and loss of enthusiasm in completing learning tasks.

5. Spasial System

In the advertisement *Bikin Cerdas Beneran #MulaiDariManaAjaBareng Zenius*, product Zenius appears in the form of written logos and display. Products in the form of written logo and display appears several times in the center and corner (left and right position). Meanwhile, display products are used in scenes when the

actor explain the advantages in presenting the product a glance while the actor is walking. (figure 4 and5)



Figure 4.2. Written logo appears in the left position
Source: <https://youtu.be/ZEe5h2oobfk>



Figure 4.3. Written logo appears in the right position
Source: <https://youtu.be/ZEe5h2oobfk>



Figure 4.4. Written logo appears in the center
Source: <https://youtu.be/ZEe5h2oobfk>



Figure 4.5. Written logo appears in the center

Source: <https://youtu.be/ZEe5h2oobfk>

In figure 6 the product appears in centre, it is aligned to the right and left without any contact with other object. In figure 7 the product appears in the center but it is not the point focus of attention because the focus is more on the “zencore” is presenting by actor.

b. The data findings in Pahlawan Masa Depan - #ZeniusUntukSemua

1. Linguistic system

Data transcript

Intro – music

Buat yang doyan ngulik sampai lupa waktu

Bisa langsung ngeklik sama tutor yang asik

Yang belajar langsung

Gadak batasan ruang dan waktu

Mungkin kita belum jadi siapa-siapa

Tapi kita pahlawan masa depan

Giliran kita gabung di Zenius

Closing – music

From analyzing the data transcript above, the researcher found that:

Tabel 4.3 Linguistic analysis

Data	Caption of transcript	Type of linguistic
1	Doyan ngulik	vocabulary
2	Giliran kita gabung Zenius	Generic structure - persuasive

There are 2 types of linguistic contained in the advertisement, namely 1 vocabulary and 1 Generic structure – persuasive.

2. Visual system



Figure 4.6. Visual analysis

Source: <https://youtu.be/LX1-rEb6fxk>

Aspects visual

- a. Color : Purple : a symbol of base colour Zenius

- : Yellow : a symbol of base colour Zenius
- b. Property : -
- c. Setting : study room
- d. Visual layout : background illustration zoom learning acts by all actors.

In this scene, You can see the advertisement has visual layout a bedroom act by 2 actors and 1 study room act by a tutor. Then, this advertisement showed purple and yellow as the basic ornament Zenius.

3. Audio system

Music	: sound of bass and guitar
Sound effect	: wind
Audio style	Data
High tone	
Meaning: A symbol of affirmation about easy acces for students to join Zenius.	<p>Sama tutor yang <u>asik</u></p> <p><u>Yang belajar langsung</u></p> <p>Gadak <u>batasan ruang</u> dan waktu</p> <p>Tapi <u>kitalah pahlawan</u> masa depan</p> <p><u>Giliran kita</u> gabung di Zenius</p>
Low tone	Disa langsung ngeklik
Meaning: A symbol of explanatory narrative about youth who like to search to find something on gadget.	<p>Buat yang doyan ngulik sampai lupa waktu</p> <p>Mungkin kita belum jadi siapa-siapa</p>

From the data above, it is known that Zenius advertisement has rhythmic musical sounds of bass and guitar with a wind as sound effect that appeared in the advertisement. Then, there are 2 style of tone, namely high tone means a symbol of affirmation about easy acces for students to join Zenius and low tone means a symbol of explanatory narrative about youth who like to search to find something on gadget.

4. Gestural system

In the Zenius advertisement, the researcher found several gestural which showed the message. The following gestural contained in *Pahlawan masa depan - #ZeniusUntukSemua*.

Gestural activity	Message or purpose
Smiled and opened on her/his phone	Enjoy the several learning video
Write	Note the important point
Eating and laying down in the bed	We can access Zenius anytime

Dominant gestural showed how the actor enjoy to using Zenius. in the advertisement convey the feeling and service contained on it.

5. Spasial system

Figure 8 product Zenius appears in the form of logos. Products logo and display appears two times in the center position.



Figure 4.7. Logo appears in the center

Source: <https://youtu.be/LX1-rEb6fxk>

**c. The data findings in Mentok Ngerjai Latihan Soal? Tanya Zenbot Aja!
#CekrekLangsungNgerjai**

1. Linguistic system

Data transcript

Ma Ma Ma

Ya

(2x-2)+ 5 berapa?

Mentoooook

Daripada mentok buka Zenius

Klik Zenbot tinggal cekrek soalnya

Banyak solusi jawaban dan video pembahasan

Mentook...

Mentok ditanyain PR?

Cekrek langsung dapet solusi!

Closing – Music

From analyzing the data transcript above, the reseacher found that:

Tabel 4.4 Linguistic analysis

Data	Caption of transcript	Type of linguistic
1	Mentok	Vocabulary
2	Daripada mentok buka Zenius	Generic structure - persuasive

There are 2 types of linguistic contained in the advertisement, namely 1 vocabulary and 1 Generic structure – persuasive.

2. Visual system



Figure 4.8. Visual analysis

Source: <https://youtu.be/66GeorTexE>

Aspects visual

- a. Color : Purple : a symbol of base colour Zenius
 : Yellow : a symbol of base colour Zenius
 : White : a symbol of point focus in the scene.
- b. Property : -
- c. Setting : in front of Bedroom
- d. Visual layout : background illustration in front of the bedroom door with blurry shots.

in this scene, take the visual played by the actor in front of the bedroom door which is followed by 3 basic ornament colors purple, yellow and white typical of Zenius.

3. Audio system

Music	: sound of gendang
Sound effect	: kling, cekrek, punch
Audio style	Data
High tone	<i>Mentoooook</i>
Meaning: A symbol of affirmation about the actor felt confused and stuck.	<i>Klik Zenbot <u>tinggal cekrek soalnya</u></i>
	<i>Mentok ditanyain <u>PR?</u></i>
	<i><u>Cekrek langsung dapet solusi!</u></i>
Low tone	<i>Ma Ma Ma</i>

Meaning: A symbol of	<i>Ya</i>
explanatory narrative	<i>(2x-2)+ 5 berapa?</i>
about the solution	<i>Daripada mentok buka Zenius</i>
offered.	<i>Banyak solusi jawaban dan video pembahasan</i>
	<i>Mentook...</i>

From the data above, it is known that Zenius advertisement has rhythmic musical sounds of gendang with several sound effect “kling”, “cekrek”, “punch” that appeared in the advertisement. Then, there are 2 style of tone, namely high tone means a symbol of affirmation about the actor felt confused and stuck and low tone means a symbol of explanatory narrative about the solution offered.

4. Gestural system

In the Zenius advertisement, the researcher found several gestural which showed the message. The following gestural contained in *Mentok Ngerjai Latihan Soal? Tanya Zenbot Aja! #CekrekLangsungNgerti*.

Gestural activity	Message or purpose
Kayang and hold breath	Do daily activity
Grimaced face	Felt confused
Hands showing the product	Use the product (offered the product)
Scan the task with Zenius	Tell how to use the product
dancing	Easy to solve the task.

The gesture activity and body language related to the message is the movement used by the actress to realize the message from the dialogue spoken to the actor. Like *"mentok"* which is then realized with the movements and facial expressions of the actress who is having difficulty. And also *"tinggal cekrek soalnya"* is done by clicking on the handphone screen to take a photo of the questions.

c. Spasial system

In the advertisement *Mentok Ngerjai Latihan Soal? Tanya Zenbot Aja! #CekrekLangsungNgeri*, figure 9 and 10 the products appear in the center but it is not the point focus of attention because the focus is more on the *"klik ZenBot"* is presenting by actor and *"cekrek"* is presenting by robot.



Figure 4.9. the product placed in the center

Source: <https://youtu.be/66GeorTexE>



Figure 4.10. the product placed in the center

Source: <https://youtu.be/66GeorTexE>

B. Discussion

This research has presented data about multimodal semiotic systems and how semiotic systems present messages in Zenius Education advertisements. This research found 5 semiotic systems used by 3 advertisements, namely linguistic, visual, audio, gestural and spatial.

The first finding is linguistic system. Linguistic system, consist of systems such as vocabulary, generic structure, and grammatical of written and spoken language said May Hendra (2022). The linguistic system in *Bikin Cerdas Beneran #MulaiDariManaAjaBareng Zenius* advertisement has 2 generic structures in the form of persuasive statement, namely *Mau tau cara belajar asik* and *Sini aku kasi tau caranya*. Meanwhile, the *Pahlawan Masa Depan - #ZeniusUntukSemua* advertisement namely, *Giliran kita gabung Zenius*. Then, in the *Mentok Ngerjai Latihan Soal? Tanya Zenbot Aja! #CekrekLangsungNgeriti* advertisement has 1 generic structure, namely *Daripada mentok buka Zenius*. Next, in *Bikin Cerdas*

Beneran #MulaiDariManaAjaBareng Zenius advertisement found 2 grammar words in the form of slang words, namely mind-blowing and boy. Meanwhile, in the second advertisement and when it was not found there was grammar in the form of slang words. However, each of them found 1 linguistic vocabulary, namely *doyan ngulik* in *Pahlawan Masa Depan - #ZeniusUntukSemua* advertisement and *Mentok* in *Mentok Ngerjai Latihan Soal? Tanya Zenbot Aja! #CekrekLangsungNgerti* advertisement. It can be said that not all advertisements have complete linguistic elements. This is in line with research 'Azizah and Refnaldi (2022) that not all advertisements have a complete generic structure or linguistic aspects. This can be seen from the results of his research which analyzed multimodality in Grabfood and Gofood advertisements.

The second finding is the visual system. The visual system in *Bikin Cerdas Beneran #MulaiDariManaAjaBareng Zenius* and *Mentok Ngerjai Latihan Soal? Tanya Zenbot Aja! #CekrekLangsungNgerti* advertisements have the same 3 visual colors, namely purple, yellow and white. Then the *Pahlawan Masa Depan - #ZeniusUntukSemua* advertisement only has 2 visual colors, namely purple and yellow. Next, in *Bikin Cerdas Beneran #MulaiDariManaAjaBareng Zenius* advertisement has the setting in a study room equipped with layouts and properties of books, laptops, stationeries, table, chair and wall clock. The *Pahlawan Masa Depan - #ZeniusUntukSemua* advertisement has the setting in a study room with a layout display of all the actors doing a zoom meeting. Then, *Mentok Ngerjai Latihan Soal? Tanya Zenbot Aja! #CekrekLangsungNgerti* advertisement has the setting in front of the bedroom with a blurred layout display. It can be seen that

apart from having an atmosphere that is not much different, Zenius also has dominant colors of purple, white and yellow. According to Info Zenius (2020) purple means "lifelong learning" which is expected to be born from enlightened individuals who are not only responsible for themselves but also for society. Yellow fun teaching, creativity, joy and "aha moment" and white as focus point in the scene. As explained by Abed & Dakhil (2021) in his research, Yellow is considered a pure color and associated with the intellect, ideas and a searching mind. And of course each advertisement has the same setting and layout, namely a place to study because it is in accordance with Zenius' mission to foster a love of learning in anyone, anywhere to ask anything with Zenius.

The third finding is the audio system. The audio system in *Bikin Cerdas Beneran #MulaiDariManaAjaBareng Zenius* advertisement has a musical ornament with a mixed rhythm of hand clapping, drums and guitar followed by the appearance of various sound effects when the advertisement is played. The *Pahlawan Masa Depan - #ZeniusUntukSemua* advertisement has a slight difference from the previous advertisement, namely that the mixed musical ornaments found only come from ornaments which are dominated by bass sounds followed by guitar sounds. The use of sound effects in this advertisement is less than in the first advertisement. In *Mentok Ngerjai Latihan Soal? Tanya Zenbot Aja! #CekrekLangsungNgerti* advertisement has a drum sound ornament. The third advertisement is minimize the use of music in use of advertisements. The sound effects are similar to the use of sound effects in the first advertisement. Then from the three advertisements, 2 types of tone were found, namely high tone and low tone intonation. According to

Jankowska et al. (2022) intonation is useful for influencing factors in audience experience, whether it is measured as preference, presence, or emotional reaction. The *Bikin Cerdas Beneran #MulaiDariManaAjaBareng Zenius* advertisement has a high tone with the meaning of emphasizing the advantages of the product, while the low tone contains a statement about how to learn via Zenius. Then, *Pahlawan Masa Depan - #ZeniusUntukSemua* advertisement has the meaning of emphasizing about easy access for students to join Zenius. While the low tone means the image of a youth who likes to search to find something on gadgets. *Mentok Ngerjai Latihan Soal? Tanya Zenbot Aja! #CekrekLangsungNgerti* advertisement has a high pitch with the meaning of emphasizing someone who often feels stuck in doing schoolwork. Meanwhile, the low tone means what the solution should be to that person. The inclusion of phonological aspects in advertisements in the form of audio visuals is considered important because the advertisement can be easily remembered by listeners and if they like it they will always remember the words or phrases that identify the advertisement. Then use the type of rhythmic music according to Made et al. (2021) used in this advertisement is to show or give the impression that the product.

The fourth finding is the gestural system. Gestural system in *Bikin Cerdas Beneran #MulaiDariManaAjaBareng Zenius* and *Mentok Ngerjai Latihan Soal? Tanya Zenbot Aja! #CekrekLangsungNgerti* advertisements have the same gestural meaning from the beginning to the end of the advertisement's video, it's just that the *Bikin Cerdas Beneran #MulaiDariManaAjaBareng Zenius* advertisement has a more relaxed "understand" gestural ending, whereas in the *Mentok Ngerjai Latihan*

Soal? Tanya Zenbot Aja! #CekrekLangsungNgeriti advertisement has a celebratory ending performed by the actor. Then, the *Pahlawan Masa Depan - #ZeniusUntukSemua* advertisement has gestures that emphasize the relaxed gestural movements of learning with Zenius.

The fifth finding is the spatial system. The spatial system in *Bikin Cerdas Beneran #MulaiDariManaAjaBareng Zenius* advertisement found the position of the advertisement object in the left, right and middle positions during broadcast. Then, the *Pahlawan Masa Depan - #ZeniusUntukSemua* advertisement's object is in the middle position of the display. Next, in *Mentok Ngerjai Latihan Soal? Tanya Zenbot Aja! #CekrekLangsungNgeriti* advertisement found the dominant position of the advertisement's object in the middle when the advertisement is displayed. This is in line with the results of research conducted by Noor Be et al. (2022) if the left and right composition in this design cannot be read as the provided information being on the left and the new information being on the right. Given that both the picture and the text may express the same ideas in this context, it is more likely that the designer would emphasize both of them. Moreover, the image's center is in order to bring attention to the viewers.

CHAPTER V

CONCLUSIONS AND SUGGESTIONS

A. Conclusions

Having analyzed the data, conclusions can be drawn as in the following.

1. Multimodal semiotic systems were contained in the *Bikin Cerdas Beneran #MulaiDariManaAja, Pahlawan masa depan - #ZeniusUntukSemua, Mentok Ngerjai Latihan Soal? Tanya Zenbot Aja! #CekrekLangsungNgerti* advertisements. The first advertisement has 31 total data. Then, the second advertisement 19 total data and the last advertisement has 26 total data in each linguistic , visual, audio, gestural and spatial.
2. The meaning in the delivery of message from the three Zenius Education tutoring advertisements are largely similar. Message in advertisements conveyed by producers in multimodal advertisement in the form of Zenius tutoring platform advertisement through five semiotic systems are considered effective, attractive and right on target. The meaning of message related to products and content in advertisement is also well conveyed to users (customers). This is evidenced by the findings of analysis which shows the suitability of the meaning of the advertisement. Moreover, in advertisement 1 and advertisement 2 almost have same vibes in creating the whole aspects.

B. Suggestion

There are some of the suggestions of this research in the following

1. Multimodal research must continue to be investigated within the scope of multimodal semiotics linguistic system, audio system, visual system, gestural system and spatial system, it can be more critical and detailed in digging up information and choosing other research objects to make future research more varied.
2. Multimodal semiotic systems is new study in linguistics field. So, it is expected that similar studies will emerge in the study of discourse advertisement and multimodal studies will be more developed and popular.

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APPENDICES

APPENDIX 1 AUDIO TRANSCRIPT

1. The transcription of Zenius Education Bikin Cerdas Beneran #MulaiDariManaAja

Mau tau cara belajar asik dapat nilai bagus dan lulus ujian

Sini aku kasi tau caranya

Bareng Zenius

Ikut live class diajari sama master tutors

Pokoknya mind-blowing banget

Jadi gini boy ngerti dulu konsepnya

Mulai dengan ratusan ribu materi dan latihan soal

Bikin kamu tambah jago di berbagai ujian

Ada Zen for Adaptive Learning yang bikin kamu paham dasar dasarnya

Tau gak sih

Belajar di Zenius teruji efektif

Bikin cerdas bareng Zenius mulai dari mana aja.

2. The transcription of Zenius Education Pahlawan Masa Depan - #ZeniusUntukSemua

Buat yang doyan ngulik sampai lupa waktu

Bisa langsung ngeklik sama tutor yang asik

Yang belajar langsung

Gadak batasan ruang dan waktu

Mungkin kita belum jadi siapa-siapa

Tapi kita pahlawan masa depan

Giliran kita gabung di Zenius

**3. The transcription of Zenius Education Mentok Ngerjai Latihan Soal?
Tanya Zenbot Aja! #CekrekLangsungNgerji**

Ma Ma Ma

Ya

$(2x-2)+5$ berapa?

Mentooook

Daripada mentok buka Zenius Klik Zenbot tinggal cekrek soalnya

Banyak solusi jawaban dan video pembahasan




Mentook

Mentok ditanyain PR?

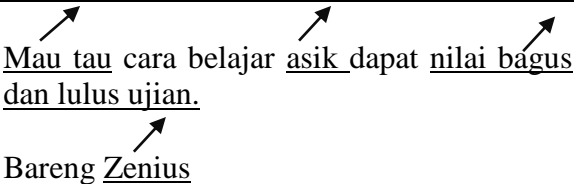
Cekrek langsung dapet solusi!

APPENDIX 2 DATA ANALYSIS

NO.	KINDS OF SEMIOTIC	DATA	KINDS OF ADVERTISEMENT
1.	Linguistic		
	a. Vocabulary	-	Bikin Cerdas Beneran #MulaiDariManaAjaBareng Zenius
		Doyan ngulik	Pahlawan Masa Depan - #ZeniusUntukSemua
		Mentok	Mentok Ngerjai Latihan Soal? Tanya Zenbot Aja! #CekrekLangsungNgerti
	b. Generic structure persuasive	Mau tau cara belajar asik Sini aku kasi tau caranya	Bikin Cerdas Beneran #MulaiDariManaAjaBareng Zenius
		Giliran kita gabung Zenius	Pahlawan Masa Depan - #ZeniusUntukSemua
		Daripada mentok buka Zenius	Mentok Ngerjai Latihan Soal? Tanya Zenbot Aja! #CekrekLangsungNgerti
	c. Grammar (slang word)	Pokoknya mind-blowing banget Jadi gini boy	Bikin Cerdas Beneran #MulaiDariManaAjaBareng Zenius

		-	Pahlawan Masa Depan - #ZeniusUntukSemua
		-	Mentok Ngerjai Latihan Soal? Tanya Zenbot Aja! #CekrekLangsungNgerti
2			
Visual			
a. Color		purple, yellow, white	Bikin Cerdas Beneran #MulaiDariManaAjaBareng Zenius
		purple, yellow	Pahlawan Masa Depan - #ZeniusUntukSemua
		Purple, yellow, white	Mentok Ngerjai Latihan Soal? Tanya Zenbot Aja! #CekrekLangsungNgerti



	b. Property	Book, laptop stationeries, chair, table, wall clock	Bikin Cerdas Beneran #MulaiDariManaAjaBareng Zenius
		-	Pahlawan Masa Depan - #ZeniusUntukSemua
		-	Mentok Ngerjai Latihan Soal? Tanya Zenbot Aja! #CekrekLangsungNgerti
	c. Setting	Study room	Bikin Cerdas Beneran #MulaiDariManaAjaBareng Zenius
		Study room	Pahlawan Masa Depan - #ZeniusUntukSemua
		In front of bedroom	Mentok Ngerjai Latihan Soal? Tanya Zenbot Aja! #CekrekLangsungNgerti
	d. Layout	Study room	Bikin Cerdas Beneran #MulaiDariManaAjaBareng Zenius
		Zoom learning	Pahlawan Masa Depan - #ZeniusUntukSemua
		In front of bedroom's door with blurry visual background	Mentok Ngerjai Latihan Soal? Tanya Zenbot Aja! #CekrekLangsungNgerti




3.	Audio		
a. Music	Sound of hand claps, drum and guitar	Bikin Cerdas Beneran #MulaiDariManaAjaBareng Zenius	
	Sound of bass and guitar	Pahlawan Masa Depan - #ZeniusUntukSemua	
	Sound of gendang	Mentok Ngerjai Latihan Soal? Tanya Zenbot Aja! #CekrekLangsungNgerti	
b. Sound effect	ting, tup-tup, ngueng	Bikin Cerdas Beneran #MulaiDariManaAjaBareng Zenius	
	wind	Pahlawan Masa Depan - #ZeniusUntukSemua	
	kling, cekrek, punch	Mentok Ngerjai Latihan Soal? Tanya Zenbot Aja! #CekrekLangsungNgerti	
c. High tone	 <p><u>Mau tau cara belajar asik dapat nilai bagus dan lulus ujian.</u> Bareng <u>Zenius</u></p>	Bikin Cerdas Beneran #MulaiDariManaAjaBareng Zenius	

	<p><u>Mulai dengan ratusan ribu materi</u> dan latihan soal</p> <p>↗</p> <p><u>Tau gak sih</u></p> <p>↗</p> <p>Belajar di <u>Zenius</u> teruji efektif</p> <p>↗</p> <p><u>Bikin cerdas bareng Zenius</u> mulai dari mana aja.</p>	
	<p>Sama tutor yang <u>asik</u></p> <p>↗</p> <p><u>Yang belajar</u> langsung</p> <p>↗</p> <p>Gadak <u>batasan ruang</u> dan waktu</p> <p>↗</p> <p>Tapi <u>kitalah pahlawan</u> masa depan</p> <p>↗</p> <p><u>Giliran kita</u> gabung di Zenius</p>	<p>Pahlawan Masa Depan - #ZeniusUntukSemua</p>
	<p><u>Mentoooook</u></p> <p>↗</p> <p>Klik Zenbot <u>tinggal cekrek</u> soalnya</p>	<p>Mentok Ngerjai Latihan Soal? Tanya Zenbot Aja! #CekrekLangsungNgeri</p>

	<p>Mentok ditanyain <u>PR?</u> ↗</p> <p><u>Cekrek langsung dapet solusi!</u> ↗</p>	
d. Low tone	<p>Sini aku kasi tau caranya</p> <p>Ikut live class diajari sama master tutors</p> <p>Pokoknya mind-blowing banget</p> <p>Jadi gini boy ngerti dulu konsepnya</p> <p>Bikin kamu tambah jago di berbagai ujian</p> <p>Ada Zen for Adaptive Learning yang bikin kamu paham dasar dasarnya</p>	<p>Bikin Cerdas Beneran</p> <p>#MulaiDariManaAjaBareng Zenius</p>
	<p>Disa langsung ngeklik</p> <p>Buat yang doyan ngulik sampai lupa waktu</p> <p>Mungkin kita belum jadi siapa-siapa</p>	<p>Pahlawan Masa Depan - #ZeniusUntukSemua</p>

		<p>Ma Ma Ma</p> <p>Ya</p> <p>$(2x-2)+ 5$ berapa?</p> <p>Daripada mentok buka Zenius</p> <p>Banyak solusi jawaban dan video pembahasan</p> <p>Mentook...</p>	<p>Mentok Ngerjai Latihan Soal? Tanya Zenbot</p> <p>Aja! #CekrekLangsungNgerti</p>
4.	Gestural		
	a. Gestural activity	<p>Nodded his head</p> <p>Head turn left and glance the eyes</p> <p>Smile widely</p>	<p>Bikin Cerdas Beneran</p> <p>#MulaiDariManaAjaBareng Zenius</p>
		<p>Smiled and opened on her/his phone</p> <p>Write</p> <p>Eating and laying down in the bed Eating and laying down in the bed</p>	<p>Pahlawan Masa Depan - #ZeniusUntukSemua</p>

		Kayang and hold breath Grimaced face Hands showing the product Scan the task with Zenius Dancing	Mentok Ngerjai Latihan Soal? Tanya Zenbot Aja! #CekrekLangsungNgerji
5.	Spasial		
	a. Left position		Bikin Cerdas Beneran #MulaiDariManaAjaBareng Zenius
		-	Pahlawan Masa Depan - #ZeniusUntukSemua
		-	Mentok Ngerjai Latihan Soal? Tanya Zenbot Aja! #CekrekLangsungNgerji
	b. Right position		Bikin Cerdas Beneran #MulaiDariManaAjaBareng Zenius

		-	Pahlawan Masa Depan - #ZeniusUntukSemua
		-	Mentok Ngerjai Latihan Soal? Tanya Zenbot Aja! #CekrekLangsungNgerti
c. Center position	 		Bikin Cerdas Beneran #MulaiDariManaAjaBareng Zenius
			Pahlawan Masa Depan - #ZeniusUntukSemua



Mentok Ngerjai Latihan Soal? Tanya Zenbot
Aja! #CekrekLangsungNgerti

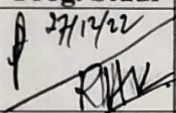



Yth : Bapak/Ibu Ketua & Sekretaris
Program Studi Pendidikan Bahasa Inggris
FKIP UMSU

Perihal : **PERMOHONAN PERSETUJUAN JUDUL SKRIPSI**

Dengan hormat, yang bertanda tangan di bawah ini :

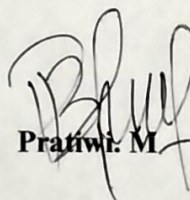
Nama : Pratiwi. M
NPM : 1902050011
Program Studi : Pendidikan Bahasa Inggris
Kredit Kumulatif : 115 SKS

Persetujuan Ket./Sekret. Prog. Studi	Judul yang Diajukan	IPK = 3,68 Disyahkan oleh Dekan Fakultas
	A Multimodal Semiotics Approach to The Discourse of Zemus Education Advertisement.	
	Code-Mixing and Code-Switching in The Learning Process at Senior High School.	
	Distinctive Features Used By Male and Female EFL Learners in Speaking Performance.	

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

Medan, 27 Desember 2022

Hormat Pemohon,


Pratiwi. M

Keterangan :

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



PERMOHONAN PERSETUJUAN JUDUL SKRIPSI

Nama : Pratiwi. M
NPM : 1902050011
Program Studi : Pendidikan Bahasa Inggris

JUDUL	DITERIMA
A Multimodal Semiotics Approach to The Discourse of Zenius Education Advertisement.	Approved 27/12-22

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

Medan, 27 Desember 2022

Disetujui oleh

Dosen Pembimbing

(Yessi Irianti, S.Pd., M.Hum.)

Hormat Pemohon

(Pratiwi. M)



Form : K - 2

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 : Pratiwi. M
NPM : 1902050011
Program Studi : Pendidikan Bahasa Inggris

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

A Multimodal Semiotics Approach to The Discourse of Zenius Education Advertisement.

Sekaligus saya mengusulkan/menunjuk Bapak/Ibu sebagai :

1. Dosen Pembimbing : Yessi Irianti, S.Pd., M.Hum.

Sebagai Dosen Pembimbing proposal/risalah/makalah/skripsi saya

27 Desember 2022

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

Medan, 27 Desember 2022
Hormat Pemohon,

Pratiwi. M

Keterangan :

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

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UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA**
Jln. Mukhtar Basri BA No. 3 Telp. 6622400 Medan 20217 Form : K3

Nomor : 3525/II.3/UMSU-02/F/2022
Lamp : ---
Hal : **Pengesahan Proyek Proposal
Dan Dosen Pembimbing**

Bismillahirrahmanirrahim
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 : **Pratiwi M**
N P M : 1902050011
Program Studi : Pendidikan Bahasa Inggris
Judul Penelitian : **A Multimodal Semiotics Approach to The Discourse of Zenius
Education Advertisement.**

Pembimbing : **Yessi Irianti, S.Pd., M.Hum.**

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

1. Penulis berpedoman kepada ketentuan yang telah ditetapkan oleh Dekan
2. Proyek proposal/risalah/makalah/skripsi dinyatakan **BATAL** apabila tidak selesai pada waktu yang telah ditentukan.
3. Masa daluwarsa tanggal : **28 Desember 2023**

Medan 4 Jumadil Akhir 1444 H
28 Desember 2022 M



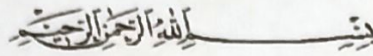
Dra. Hj. Svamsuryrnita, MPd.
NIDN : 0004066701

Dibuat rangkap 5 (lima) :

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

WAJIB MENGIKUTI SEMINAR





LEMBAR PENGESAHAN PROPOSAL

Proposal yang diajukan oleh mahasiswa di bawah ini:

Nama Lengkap : Pratiwi. M
N.P.M : 1902050011
Program Studi : Pendidikan Bahasa Inggris
Judul Proposal : A Multimodal Semiotics Approach to the Discourse of Zenius
Education Advertisement

Sudah layak diseminarkan.

Medan, 15 Juni 2023

Disetujui oleh
Pembimbing

(Yessi Irianti, S.Pd., M.Hum.)



**MAJELIS PENDIDIKAN TINGGI
UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA
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Website: <http://www.fkip.umsu.ac.id> E-mail: fkip@umsu.ac.id

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

LEMBAR PENGESAHAN HASIL SEMINAR PROPOSAL

Proposal yang sudah diseminari oleh mahasiswa di bawah ini:

Nama Lengkap : Pratiwi, M

N.P.M : 1902050011

Program Studi : Pendidikan Bahasa Inggris

Judul Proposal : A Multimodal Semiotics Approach to the Discourse of Zenius
Education Advertisement

Pada hari Jumat tanggal 23 bulan Juni tahun 2023 sudah layak menjadi proposal skripsi.

Medan, Juli 2023

Disetujui oleh:

Dosen Pembahas

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

Dosen Pembimbing

Yessi Irianti, S.Pd, M.Hum.

Diketahui oleh
Ketua Program Studi,

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

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

SURAT KETERANGAN

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

Nama Lengkap : Pratiwi. M
NPM : 1902050011
Program Studi : Pendidikan Bahasa Inggris
Judul Skripsi : A Multimodal Semiotics Approach to the Discourse of Zenius Education Advertisement

benar telah melakukan seminar proposal skripsi pada hari Jum'at, tanggal 23, Bulan Juni, Tahun 2023

Demikianlah surat keterangan ini dibuat untuk memperoleh surat izin riset dari Dekan Fakultas. Atas kesediaan dan kerjasama yang baik, kami ucapkan terima kasih.

Medan, Juli 2023

Ketua,



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



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

Jl. Kapten Mukhtar Basri No. 3 Medan 20238 Telp.061-6619056 Ext, 22, 23, 30
Website: <http://www.fkip.umsu.ac.id> E-mail: fkip@umsu.ac.id

SURAT PERNYATAAN

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

Saya yang bertandatangan dibawah ini :

Nama Lengkap : Pratiwi. M
N.P.M : 1902050011
Program Studi : Pendidikan Bahasa Inggris
Judul Proposal : A Multimodal Semiotics Approach to the Discourse of Zenius Education 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, Juli 2023
Hormat saya
Yang membuat pernyataan,

Pratiwi. M

Diketahui oleh Ketua Program Studi
Pendidikan Bahasa Inggris

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

PERNYATAAN KEASLIAN SKRIPSI

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

Saya yang bertanda tangan dibawah ini:

Nama : Pratiwi. M
NPM : 1902050011
Program Studi : Pendidikan Bahasa Inggris
Judul Skripsi : A Multimodal Semiotics Approach to the
Discourse of Zenius Education Advertisement

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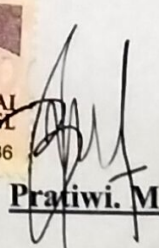
1. Penelitian yang saya lakukan dengan judul di atas belum pernah diteliti di Fakultas Keguruan dan Ilmu Pendidikan Universitas Muhammadiyah Sumatera Utara, maupun di tempat lain.
2. Penelitian ini akan saya lakukan sendiri tanpa ada bantuan dari pihak manapun dengan kata lain penelitian ini tidak saya tempahkan (dibuat) oleh orang lain dan juga tidak terdorong **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 seminar kembali.

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

Medan, September 2023

Hormat saya
Yang membuat pernyataan




Pratiwi. M



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Unggul | Cerdas | Terpercaya

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Nomor : **2556 /II.3/UMSU-02/F/2023**

Lamp : ---

Medan, 18 Dzulhijjah 1444 H

7 Juli 2023 M

Hal : **Izin Riset**

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

**Di
Tempat.**

Bismillahirrahmanirrahim
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 :

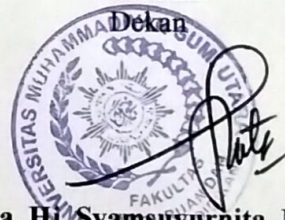
Nama : **Pratiwi M**
N P M : 1902050011
Program Studi : Pendidikan Bahasa Inggris
Judul Penelitian : **A Multimodal Semiotics Approach to The Discourse of Zenius
Education Advertisement**

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



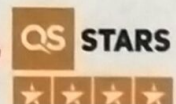
Dra. Hj. Syamsuyurnita, MPd.

NIDN : 0004066701

****Pertinggal**



Agensi Kelayakan Malaysia
Malaysian Qualifications Agency





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SURAT KETERANGAN

Nomor : 244/ KET/II.3-AU /UMSU-P/M/2023

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Kepala Perpustakaan Universitas Muhammadiyah Sumatera Utara dengan ini menerangkan :

Nama : PRATIWI. M
NIM : 1902050011
Univ./Fakultas : UMSU/Keguruan dan Ilmu Pendidikan
Jurusan/P.Studi : Pendidikan Bahasa Inggris

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

"A Multimodal Semiotics Approach to the Discourse of Zenius Education Advertisement"

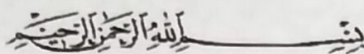
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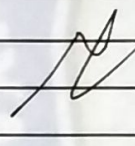
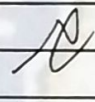
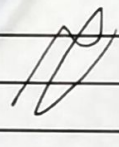
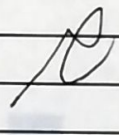
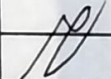


Assoc. Prof. Muhammad Arifin, M.Pd.



BERITA ACARA BIMBINGAN PROPOSAL

Perguruan Tinggi : Universitas Muhammadiyah Sumatera Utara
Fakultas : Keguruan dan Ilmu Pendidikan
Jurusan/Prog. Studi : Pendidikan Bahasa Inggris
Nama Lengkap : Pratiwi. M
N.P.M : 1902050011
Program Studi : Pendidikan Bahasa Inggris
Judul Proposal : A Multimodal Semiotics Approach to the Discourse of Zenius Education Advertisement

Tanggal	Deskripsi Hasil Bimbingan Proposal	Tanda Tangan
9 th May 2023	Chapter I : Introduction - Background - Scope & limitation	
23 rd May 2023	Chapter I - Formulation of the problem Chapter II - add Semiotics theory	
6 th June 2023	Chapter II : literature review - add Multimodal Ansley & Bull - conceptual framework	
14 th June 2023	Chapter III : Method - put link on source of data - techniques for analyzing	
15 th June 2023	ACC	

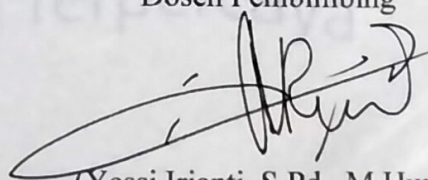
Medan, 15 Juni 2023

Diketahui/Dijetujui,
Ketua Prodi Pendidikan Bahasa Inggris



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

Dosen Pembimbing

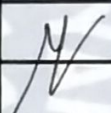
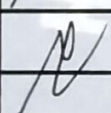
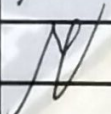
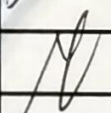



(Yessi Irianti, S.Pd., M.Hum.)

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

BERITA ACARA BIMBINGAN SKRIPSI

Perguruan Tinggi : Universitas Muhammadiyah Sumatera Utara
Fakultas : Keguruan dan Ilmu Pendidikan
Jurusan/Prog.Studi : Pendidikan Bahasa Inggris
Nama : Pratiwi. M
NPM : 1902050011
Program Studi : Pendidikan Bahasa Inggris
Judul Skripsi : A Multimodal Semiotics Approach to the Discourse of Zenius Education Advertisement

Tanggal	Deskripsi Hasil Bimbingan Skripsi	Tanda Tangan
23 rd July 2023	Chapter IV : Data analysis : Answer the Formulation Problem no-1	
	Chapter IV : Findings : Mention the Five semiotic systems.	
31 st July 2023	Chapter IV : Data analysis : Put the transcript	
	Chapter V : Suggestion : Revise all of the content	
10 th August 2023	Acknowledgement : Change to "researcher"	
	Abstract : Start with the title.	
21 st August 2023	Revise the grammar chapter I, II, III	
	Chapter V : Conclusion : make into Past	
4 th September 2023	ACC	

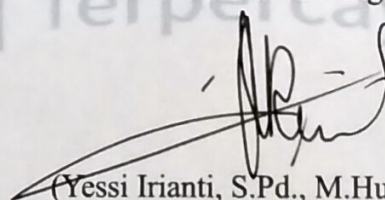
Diketahui oleh:
Ketua Prodi

Medan, September 2023



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

Dosen Pembimbing



(Yessi Irianti, S.Pd., M.Hum)

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