

**MULTIMODAL ANALYSIS ON PRESIDENTIAL CAMPAIGN
ADVERTISEMENTS REALIZED BY H. PRABOWO
SUBIANTO AND Ir. H. JOKO WIDODO
ON TELEVISION**

SKRIPSI

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

By:

AMIRATUR RAUDHAH
NPM: 1502050107



UMSU
Unggul | Cerdas | Terpercaya

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



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

BERITA ACARA

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



Panitia Ujian Sarjana Strata-1 Fakultas Keguruan dan Ilmu Pendidikan dalam Sidangnya yang diselenggarakan pada hari Sabtu, 05 Oktober 2019, pada pukul 07.30 WIB sampai dengan selesai. Setelah mendengar, memperhatikan dan memutuskan bahwa :

Nama Lengkap : Amiratur Raudhah
NPM : 1502050107
Program Studi : Pendidikan Bahasa Inggris
Judul Skripsi : Multimodal Analysis on Presidential Campaign Advertisements Realized by H. Prabowo Subianto and Ir. H. Joko Widodo on Television

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

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

Ketua,

PANITIA PELAKSANA



Sekretaris

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

Dra. Hj. Syamsuvernita, M.Pd.

ANGGOTA PENGUJI:

1. Prof. Amrin Saragih, M.A, P.hD
2. Drs. Ali Amran, M.Hum
3. Mandra Saragih, S.Pd, M.Hum



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

Jalan Kapten Mukhtar Basri No. 3Telp. (061) 6619056 Medan 20238
Website : <http://www.fkip.umsu.ac.id> E-mail: fkip@umsu.ac.id

LEMBAR PENGESAHAN SKRIPSI

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

Skripsi ini yang diajukan oleh mahasiswa di bawah ini :

Nama Lengkap : Amiratur Raudhah

N.P.M : 1502050107

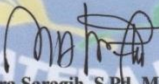
Program Studi : Pendidikan Bahasa Inggris

Judul Skripsi : Multimodal Analysis on Presidential Campaign Advertisements
Realized by H. Prabowo Subianto and Ir. H. Joko Widodo on
Television

sudah layak disidangkan.

Medan, 30 September 2019

Disetujui oleh:
Dosen Pembimbing



Mandra Saragih, S.Pd, M.Hum


Diketahui oleh:



Dekan,

Ketua Program Studi,


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


Mandra Saragih, S.Pd, M.Hum

ABSTRACT

AMIRATUR RAUDHAH, NPM 1502050107, “Multimodal Analysis on Presidential Campaign Advertisements Realized by H. Prabowo Subianto and Ir. H. Joko Widodo on Television”. Thesis : Faculty of Teachers’ Training and Education, University of Muhammadiyah Sumatera Utara. Medan

This study analyzed multimodal analysis of presidential campaign advertisements realized by H. Prabowo Subianto and Ir. H. Joko Widodo on television which focused on visual language. It aimed to investigate the visual meaning and to analyze the realization of visual language on presidential campaign advertisements. The data were six advertisements of presidential campaign realized by H. Prabowo Subianto and Ir. H. Joko Widodo. The source of data were collected from KPU RI Youtube Channel. This study used the descriptive qualitative method by Miles, Huberman and Saldana (2014) and applied the Systemic Functional Language theory of Halliday (2014). The result showed that visual meaning of all presidential campaign advertisements realized by H. Prabowo Subianto and Ir. H. Joko Widodo on television was more related to work program of the presidential candidates and showed each candidate was indeed worthy of being president of Indonesia in the next period. Realization of visual language realized into visual analysis and visual elements. Visual analysis got the objectives and the messages of the advertisements, those were the message was the presidential candidates hoped people would vote them to be elected president in the 2019 elections and the purpose was for showing the public that they deserved to be elected president of Indonesia. Visual element of the advertisements had lead, display and emblem and every advertisement had all of them.

Keywords : multimodal analysis, visual, presidential campaign advertisements

ACKNOWLEDGMENTS



Assalamu'alaikum wr. wb.

First, in the name of Allah the most almighty, the most merciful and praise be to Allah SWT who given healthy, mercy and grace so that the researcher was able to finished this skripsi. Second, peace and blessing be upon to Prophet Muhammad SAW who had brought human being from the darkness into the brightness era.

Third, the researcher would like thank to her beloved parents Amri and Nurlela for their support morally and materially during and after completing her study at University Muhammadiyah of North Sumatera. This skripsi was written to fulfill one of requirements in accomplishing S-1 degree at Department of English Education of Faculty Teacher Training and Education University Muhammadiyah of North Sumatera.

In finishing the research entitled “Multimodal Analysis on Presidential Campaign Advertisements Realized by H. Prabowo Subianto and Ir. H. Joko Widodo on Television”, the researcher faced a lot of difficulties and problems but she did not end her efforts to make it better, and it is impossible to finish this skripsi without much help from the others. Therefore, the researcher would like thank to:

1. Dr. Agussani, M.A.P., as the Rector of University Muhammadiyah of North Sumatera Medan.

2. Dr. Elfrianto Nasution, S.Pd., M.Pd., as Dekan of FKIP of University Muhammadiyah of North Sumatera Medan.
3. Dra. Hj. Syamsuyurnita, M.Pd as the first Vice Dean of Faculty of Teacher Training and Education.
4. Dr. Hj. Dewi Kesuma Nasution, S.S, M.Hum as the third Vice Dean of Faculty of Teacher Training and Education.
5. Mandra Saragih, S.Pd, M.Hum as the Head of English Education Department of FKIP UMSU and Firman Ginting, S.Pd, M.Hum as the secretary of English Education Department of FKIP UMSU.
6. Mandra Saragih as her supervisor who had given her a lot of suggestion, critics, guidance, idea, support, and time in writing this study.
7. Drs. Ali Amran, M.Hum as reviewer who had given her suggestion, advice, and critics in this study.
8. All lecturers of FKIP UMSU, especially those of English Education Program who had given their valuable thought and knowledge in teaching English during her academic year in completing her study in UMSU.
9. Her beloved friends in BabyPink, they are Agustriani Hutabarat, Anisa Fitri, Dwi Permata Sari, Fiona Asmara, Fitri Sakinah, Nina Baijura Brutu, Rezeky Wahyuni Melati ZA, Widya Maharani who always given motivation, support, spirit, and help the researcher in completing this study.
10. Her beloved friends in Jurbismen, they are Dita Pratiwi, Kristina Sibagariang, Leniati Dachi, Lidya Anggita Purba, Novi, Putri Grace Shella Meliala who

always given motivation, support, spirit, and help the researcher in completing this study.

11. Her beloved friends in Lactobacillus Acidophilus, they are Indah Wahyuni and Sri Ramadani Siregar who always given motivation, support, spirit, and love the researcher in completing this study.
12. Her best friends, Mardiah, Kiki Amalia, Safira Adelia who always given love and spirit the researcher in completing this study
13. Her mood boosters, namely NCT who always given spirit and motivation through their creation.
14. All friends, especially classmates at B Morning English Department 2015, and all people who had given spirit, support and motivation in completing this study.

Therefore, the researcher realized that her study was still far from being perfect. So, the researcher expected suggestions and comments from all readers or other researcher who want to learn about this study. May Allah SWT the most almighty always bless all of us.

Wassalamu'alaikum wr.wb.

Medan, September 2019

The researcher,

Amiratur Raudhah

1502050107

TABLE OF CONTENTS

ABSTRACT.....	i
ACKNOWLEDGMENTS	ii
TABLE OF CONTENTS	v
TABLE OF FIGURES	viii
CHAPTER I INTRODUCTION	1
A. Background of Study	1
B. The Identification of the Problem	4
C. Scope and Limitation.....	4
D. The Formulation of the Problem	5
E. The Objective of the Study	5
F. The Significance of the Study	5
CHAPTER II REVIEW OF LITERATURE.....	7
A. Theoretical Framework	7
1. Systemic Functional Linguistics.....	7
1.1.Description of SFL	7
1.2.The key elements of SFL.....	8
2. Multimodal	11
2.1.Definition of Multimodal	11
2.2.Multimodal Theories	12
2.3.Metafunction of Multimodal	15

2.4.Multimodal Literacy	17
2.5.Multimodal in Advertisement.....	18
3. Visual.....	19
3.1.Visual Element	19
3.2.Visual metalanguage for comprehending and Composing visual meaning.....	23
4. Advertisement.....	24
4.1.Definition of Advertisement.....	24
4.2.Purpose and benefits of advertisement	25
4.3.Structure of advertisement.....	26
4.4.Types of advertisement.....	28
5. Campaign advertisement	29
B. Previous Relavant Studies	30
C. Conceptual Framework	31
CHAPTER III METHOD OF RESEARCH	33
A. Research Design	33
B. Source of Data	33
C. Technique of Data Collection.....	34
D. Technique of Analysis Data	34
CHAPTER IV DATA ANALYSIS AND FINDINGS	37
A. Data Collection	37
B. Data Analysis	37

C. Data Finding.....	107
CHAPTER V CONCLUSIONS AND SUGGESTIONS	109
A. Conclusions.....	109
B. Suggestions	110
REFERENCES.....	112
APPENDIX	

TABLE OF FIGURES

Figure 1. Advertisement of Presidential Campaign	20
Figure 1.1. Lead : Locus Attention	21
Figure 1.2. Display : Congruent and Explicit.....	22
Figure 1.3. Emblem : Visual	23
Figure 2	38
Figure 3	39
Figure 4	40
Figure 5	41
Figure 6	42
Figure 7	43
Figure 8	44
Figure 9	45
Figure 10	46
Figure 11	47
Figure 12	48
Figure 13	49
Figure 14	50
Figure 15	51
Figure 16	52
Figure 17	57
Figure 18	58

Figure 19	59
Figure 20	60
Figure 21	61
Figure 22	62
Figure 23	63
Figure 24	64
Figure 25	65
Figure 26	66
Figure 27	67
Figure 28	68
Figure 29	69
Figure 30	70
Figure 31	71
Figure 32	73
Figure 33	74
Figure 34	75
Figure 35	76
Figure 36	77
Figure 37	78
Figure 38	79
Figure 39	80
Figure 40	81
Figure 41	82

Figure 42	83
Figure 43	84
Figure 44	85
Figure 45	86
Figure 46	87
Figure 47	92
Figure 48	93
Figure 49	94
Figure 50	95
Figure 51	96
Figure 52	97
Figure 53	98
Figure 54	99
Figure 55	100
Figure 56	101
Figure 57	102
Figure 58	103
Figure 59	104
Figure 60	105
Figure 61	106

CHAPTER I

INTRODUCTION

A. Background of the Study

Language variations are seen in terms of place, time, user aspects, usage aspects, situation aspects and social status. Many people use language variation based on context, one of which is that language is used to influence others and make others interested. It requires visual language for making other people interested so that they are affected by the language. Visual language is often found in advertisements in the media, one of which is electronic media, namely television. Advertisements use visual to show their products or services and then people will be interested in the advertisements so that people will be affected and interested about the advertisements.

Kress and Leeuwen (2006) explain that visual language has a tendency to use visual text that are greater than the use of verbal texts, especially in the field of science. In other words, verbal language without visual language; the limits of motion, sound, color and material hinder our understanding of communication or interaction. Based on the opinions of these experts, it shows that each advertisement requires a visual language which is aimed to convey messages to readers, listeners, and viewers. Visual on advertisements are able to provide encouragement for influencing other people to be more interested in products or services that are marketed through advertisements. Not only that, visual on

advertisements convey persuasive messages easily and simply without using long words. By that, visual language is very important to be applied to advertisements, especially advertisements on television. Visual language is one of part the elements of multimodal analysis.

Multimodal describes the grammar of visual communication that is used by image designer. It is an analysis of the rules and principles that allows viewers to understand the meaning potential of relative placement of elements, framing, salience, proximity, colour saturation, styles of typeface. So it can be seen that multimodal mainly focuses on the study of the interrelationships between various communicative modes, no matter whether they are visual or auditory, words or images. Moreover, the concept of multimodal is a useful benchmark to measure and evaluate the diversity ways of meaning making. Multimodal analysis usually deals with analyzing advertisements. The main objectives of advertisements include marketing products in the form of ideas and material. To find out the meaning contained in the advertisements message and analyze the purpose of the advertisement to communicate verbal and visual language that is displayed in pictures, layouts, colours combined with words, phrases, clauses, sentences and other effects.

This study would discuss the phenomenon of presidential campaign advertisements that was realized by Ir. H. Joko Widodo and H. Prabowo Subianto on television. The advertisements do not offer a product or service. But, the advertisements will influence others and seek the sympathy of the community so that the community is more confident and interested in choosing them as the next

president. These advertisements use very much visual language or multimodal elements. One of them is the use of colors and images in the advertisement has its own meaning that describes the message of the advertisement. The visual language on the advertisements help to suppress the verbal language in the advertisements. Verbal and visual language are the perfect combination so these advertisements are created simple, concise, clear and reasonable. However, many people do not matter and realize about the visual. Because many people do not read visual well and correctly.

Nowdays, the world has entered an increasingly sophisticated era of technology and industrial revolution 4.0 is inevitable. Communication in this era varies and tends to use visuals. Communication does not only rely on verbal and nonverbal texts because it tends to be monotonous and out of date for now. In this era of globalization, if someone conveys a message, currently it has used multimodal, which is used images, visuals, layout, spatial and others. Therefore, everyone, especially students is expected to have digital literacy skills, which are able to read or understand messages through pictures or visuals. It is due to the increasingly sophisticated times, so communication always uses visual an integrated communication, which is related to technology so students must be able to read, not only read textually but they must read pictures or images. That is multimodal.

Based on the explanation above, this study would discuss multimodal analysis that occurred in the presidential campaign advertisement that were realized by H. Prabowo and Ir. H. Joko Widodo on television. This study discuss

multimodal analysis, especially visual analysis because communication realized by H. Prabowo Subianto and Ir. H. Joko Widodo is identical using many visual elements. These advertisements do not only contain verbal text but use videos, which have images that contain visual. That way, the multimodal analysis needs to be studied in these advertisements, because many people do not understand visual reading and study elements of multimodal analysis.

B. The Identification of the Problems

1. The level of people or students understanding about multimodal is still very low.
2. The use of multimodal on presidential campaign advertisements realized by H. Prabowo Subianto and Ir. H. Joko Widodo is complex and various.
3. The meaning of visual language on presidential campaign advertisements realized by H. Prabowo Subianto and Ir. H. Joko Widodo need to be analyzed.

C. The Scope and Limitation

The scope of this study is about the use of multimodal analysis elements on presidential campaign advertisements realized by H. Prabowo Subianto and Ir. H. Joko Widodo on television. This study only focused on the visual analysis of the presidential campaign advertisements realized by H. Prabowo Subianto and Ir. H. Joko Widodo.

D. The Formulation of the Problems

1. What is the meaning of visual language that used by H. Prabowo Subianto and Ir. H. Joko Widodo on presidential campaign advertisements on television?
2. How is the visual language realized by H. Prabowo Subianto and Ir. H. Joko Widodo on the advertisements on television?

E. The Objectives of the Study

1. To investigate the meaning of visual that use in presidential campaign in advertisements realized by H. Prabowo Subianto and Ir. H. Joko Widodo on television.
2. To investigate the realization of visual language realized by H. Prabowo Subianto and Ir. H. Joko Widodo on the advertisements on television.

F. The Significance of the Study

The significance of this study is divided into two things, theoretically and practically. Theoretically, the result of this study is expected to give contribution in exploring multimodal of presidential campaign advertisement realized by H. Prabowo Subianto and Ir. H. Joko Widodo in television, especially the use of visual and the realization of visual language.

Practically, the findings of this research are able to provide benefits and contributions to several people and needs to be used as references and contribute to the needs of those people, namely:

1. Students

The findings of this study are expected for inspiring students, especially linguistics students that for learning about multimodal analysis and should not underestimate about visual language or digital literacy.

2. Library

The study is expected to be one of the interesting references in the linguistic domain in the library, so that students are interested and easy for finding references to conduct multimodal analysis research.

3. Lectures

The findings of this study are expected to give an initiative to the lecturers so that the lecturees, especially linguistics lectures, will understand more about visual language or multimodal. Then the lectures are able to provide clearer material about multimodal, as well as invite students to conduct multimodal analysis reasearch because the reasearch is very minimalat this time in the world of inguistic lectures.

CHAPTER II

REVIEW OF LITERATURE

A. Theoretical Framework

Swanson (2013) defines that theory is formulated to explain, predict, understand phenomena that exist in many cases, and expand existing knowledge within the boundaries of critical assumption that bind. Theoretical framework is a structure that can hold or support theory from research studies. Theoretical framework introduces and explains the theory of why there are problems in the research under study.

A theoretical framework consists of concepts along with definitions and references to relevant scientific literature, existing theories used for specific studies. Framework theory must demonstrate an understanding of theories and concepts relevant to the topic of research.

1. Systemic Functional Linguistics

1.1. Description of SFL

Systemic Functional Linguistics (SFL) presents a broad space for developing the theory, description, practice and application of studies of language, text, discourse, and context. The application of systemic functional linguistics in solving language problems, to understand the characteristics and functions of language, to understand the similarities of the aspects that all languages have, and the differences that language has between one another, understanding the quality of the text: why a text is meaningful and of such value, understanding how the

language varies both according to the user and its function for what it is used, to understand the relationship between language and culture, language and situation, to create systems, to produce and understand speech, and to move text writing to oral text.

Many of the concepts and goals of the SFL combine ideas about linguistic philosophy that have been brought from several linguistic intellectual approaches to the world. Basically, the SFL's attention to language studies begins with lexis and grammar which are used as part of discourse studies, integration of the basic ideas of grammar and rhetoric such as transitivity, modality mode, themes/rhemes, sound. SFL continues the tradition of linguistic philosophy since classical times namely the consistent separation of functions and classes and strives to avoid the contradiction inherent in grammatical descriptions such as SVO, Subject, Verb, Object. The term grammar is called a class term. Classification like a noun is anaming word that shows someone, place of object, names of objects that are concrete, visible, and touchable. The verb is 'do', 'say', or 'think' and 'feel' in class and function

1.2. The Key Elements of SFL

In SFL, a text is analyzed in four ways. They are as follows: Context, Semantics, Lexico-grammar, and Phonology. To begin with the context is classified as one of the central concerns, because it is integral to the overall process of making meaning. In fact, when language occurs in a context, it will relate to or is linked to number of contexts. They are;

1. The context of cultures (genres)
2. The context of situation (the technical term for this is register)

Halliday models the context of situation, where aspects of the context relate intimately to the language used to create text, in terms of three important strands, they are

- a. Field: give 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 are three register variables are used to explain people's intuitive understanding that individuals use different resources, different kinds and different parts from the system of language (Matthiessen and Halliday 1997).

Inside the language itself, the SFL describes a model with three levels as a tristratal model of language. They are follows :

1. Discourse-Semantics has three metafunction. They are Interpersonal metafunction, Ideational metafunction, and Textual metafunction.
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 which refers to the sound system, the writing system, and the wording system.

SFL describes distinctive subsystems 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 Experimental meanings (clause as representation), Interpersonal meanings (clause as exchange), and Textual meanings (clause as message).

1. Experimental meanings are with the way reality is represented and the grammatical resource 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. Transitivity includes a number of aspects : the process, the participants, and the circumstances.
2. The interpersonal meanings are concerned with the interaction between speakers and addressees. It used to establish the speaker's role in the speech situation and relationships with others. One of its main grammatical systems is Mood and Modality.
3. Textual meanings are concerned with the creation of text the way we organize our meanings into the text that makes sense. One of the main textual systems is Theme and Rheme.

2. Multimodal

2.1. Definition of Multimodal

Multimodality is an inter-disciplinary that understands communication and representation to be more than about language. It has been developed over the past decade to systematically address much-debated questions about changes in society, for instance in relation to new media and technologies. A text may be defined as multimodal when it combines two or more semiotic systems (Anstey and Bull, 2010). Multimodal is a study of semiotic aspects as a study of signs in the society. Handler (2007) explains that semiotics involves a study not only about signs in daily conversation, but also about everything referring to the others. Moreover, the signs are figure, sound, gesture, and object.

Furthermore, multimodality is a term widely discussed by linguists and semioticians. It means the combination of different semiotic modes for example, language and music in a communicative artifact or event. It also refers to the diverse ways in which number of distinct semiotic resource systems are both codeployed and co-contextualized in the making of a text-specific meaning. Therefore, it describes the grammar of visual communication that is used by image designers. It is an analysis of the rules and principles that allows viewers to understand the meaning potential of relative placement of elements, framing, salience, proximity, color saturations, style of typeface. Moreover, the concept of multimodality is a useful yardstick to measure and evaluate the diversity ways of meaning making.

2.2. Multimodal Theories

a. Kress and Leewen's Multimodal Theory

Kress and Leewen's opinion, the three metafunctions of linguistics can be extended to visual communication. In Reading image, they see image as a resource for representation and thus will display culturally produced regularities. The meanings expressed by people are the first and foremost social meanings, so Halliday's three metafunctions for language can also be used a starting point for their account of images because they assume the three metafunctions model works well as a source for thinking about all modes of representation. Kress and Van Leeuwen assume that images, color, music, typography and other visual modes are similar to language and they can simultaneously fulfill and realize the three broad communicative metafunctions as language does. In their view, image and other visual modes can represent objects and their relations in a world outside the representational system, so there are many ideational choices available for visual sign-making in visual communication. They also think that image and other visual modes have the capacity to form texts, complexes of signs which internally cohere with each other and extremely with the context in and for which they were produced. Besides, image and other visual modes are able to represent a particular social relation between the produce, the viewr and the object represented. And all semiotic systems are social semiotic system which allow us to negotiate social and power relationships. They see images of whatever kinds as means for the articulation of ideological position. That's why in their Reading Images, they draw examples from many domains, such as textbooks, websites, advertisements,

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

Based on Halliday's theory, Kress and Van Leeuwen use a slightly different terminology in discussing the meaning of image in visual communication: representational instead of ideational; interactive instead of interpersonal; and compositional instead of textual. As for the representational meaning, they have distinguished two kinds of image in the light of the different characteristics of image: one is narrative images which involve four processes, those are action process, reactional process, speech and mental process, and conversation process, another is conceptual images which include three kinds, namely classificational process, analytical process and symbolic process. Kress and Van Leeuwen have suggested three ways to examine the interactive meaning of images from three aspects: contact, social distance and attitude. The compositional meaning of images is realized through : three interrelated systems: information value, salience and framing. From Kress and Van Leeuwen's visual grammar, we can see that images are made up of elements that can be decomposed when we analyzed the meaning of them. Just as language, images have meanings only when they are integrated together. That is, the meaning of visual images comes from the arrangement of different visual elements. The three metafunctions put forth by Kress and Van Leeuwen are not direct relationships between semiotic resources

and meaning. The concept such as power, interaction, detachment and involvement and so on are not meanings hidden in the images, rather, they are meaning potentials, that is they are the possible meanings which will be activated by the producers and viewers of images.

b. Bull and Anstey's Multimodal Theory

In multimodal analysis according to Geoff Bull and Michelle Anstey (2010), claim that a text is called multimodal if the text is realized from a combination of two or more semiotic systems. There are five semiotic (sign, symbol and or code) systems that the multiliterate needs to have knowledge of when exploring and examining multimodal texts.

1. Linguistic analysis

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

2. Visual analysis

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

3. Audio analysis

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

4. Gestural analysis

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

5. Spatial analysis

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

2.3. Metafunction of Multimodal

Sinar (2018) argues the verbal language metaphor created by Halliday in 1978 was used differently by Kress and van Leeuwen as a multimodal text metaphorical analysis that focused analysis on visual texts. Sinar (2018) divides language metaphors include three functional concepts, namely professional functions, interpersonal functions, and textual functions, while in multimodal analysis administrative functions are called representational structures consisting of structural narrative and conceptual, interpersonal functions are called interactional functions realized by word functions and modalities realized through facial expressions, arrows, income markers, and others. Textual function is a function of composition consisting of the value of information, protrusions and frames.

a. Respresentation

Sinar (2018) conveys the representation structure in a multimodal system explains aspects of world diving through a visual sign system both directly and indirectly. Representation involves verbal and visual communication as a resource to constitute or maintain interaction between participants. In terms of representation, the interaction between people and objects (participants), as well as the destination, are described linguistically, visually, gestures, audio and distance. In carrying out the analysis, it is necessary to see where the vector originates, and where the vector moves. The vector positions the participant as an actor, reactor, object / goal, phenomenon or speaker. Based on vectors, the relationship between objects in the text has four forms, namely transactional, not transactional, bi-directional, or conversion.

b. Interaction

Sinar (2018) divides the structure of interaction or interpersonal metaphor consists of two parts, namely interactive meaning and modality. Interactive meaning is the ability of a semiotic system to project social relations between producers who create the sign or with the viewer, and the object presented by the sign. Meanwhile, the meaning of modality is a linguistic aspect to express the truth value of propositions and proposals to realize a system of modalities in the means of color semiotics, design of images, typography, background, foreground, taste, attitude, sound, character, calligraphy, music, light and others.

c. Composition

Visual grammar creates a different arrangement of compositions to realize different textual functions. Sinar (2018) defines composition is the way the text is compiled and presented. Related composition is related to the existence of representational meaning and interactive with images through three language metaphorical systems. The composition system has the ability to form text, the complexity of the signs that join one another. The composition function is realized by order or salience or intensity of colors or objects. The composition relationship includes information value, salience, and framing.

2.4. Multimodal Literacy

Mills (2011) conveys that multimodal literacy is a term that originates in social semiotics, and refers to the study of language that combines two or more modes of meaning. The related term, multimodality, refers to the constitution of multiple modes in semiosis or meaning making. Modes are defined differently across school of thought, and the classification of modes is somewhat contested. However, from a social approach, modes are socially and culturally shaped resources or semiotic structure for making meaning. Specific examples of modes from a social semiotic perspective include speech, gesture, written language, music, mathematical notation, drawings, photographic images, or moving digital images.

Language and literacy practices have always been multimodal, because communication requires attending to diverse kinds of meanings, whether of spoken or written words, visual images, gestures, posture, movement, sound, or

silence (Mills, 2011). Yet undeniably, the affordances of people-driven digital media and textual production have given rise to an exponential increase in the circulation of multimodal texts in networked digital environments. Multimodal text production has become a central part of everyday life for many people throughout the life course, and across cultures and societies. This has been enabled by the ease of producing and sharing digital images, music, video games, apps, and other digital media via the Internet and mobile technologies.

The increasing significance of multimodal literacy for communication has led to a growing body of research and theory to address the differing potentials of modes and their intermodality for making meaning. The study of multimodal literacy learning in schools and society is an emergent field of research, which begins with the important recognition that reading and writing are rarely practiced as discrete skills, but are intimately connected to the use of multimodal texts, often in digital contexts of use. The implications of multimodal literacy for pedagogy, curriculum, and assessment in education is an expanding field of multimodal research. In addition, there is a growing attention to multimodal literacy practices that are practiced in informal social contexts, from early childhood to adolescence and adulthood, such as in homes, recreational sites, communities, and workplaces.

2.5. Multimodal in Advertisement

Advertising is the area of marketing concerned with the communication of information by the company to the market or the market participants. Advertising tries to communicate this information in such a way that the company positively

distinguishes itself from its competitors so that customers are motivated to make purchase. In the face of the growing diversity and ever increasing interchangeability of products, advertising has evolved into a critical competitive factor in the marketing mix.

Advertising media is in two senses, namely narrower sense and wider sense. In a narrower sense, advertising media included TV advertising (commercials), radio features, print advertisements, and billboards and advertising letters (direct mail). In wider sense, today's advertising also includes sponsorship, trade fairs, internet advertising and sales promoting advertising at the point of sale.

Visual is a crucial element of advertisement of advertisements which stimulates curiosity and attracts the attention of the reader (Wang, 2008). Along with linguistic elements in the advertisement, visuals are recently taken into account as a crucial part of any advertisement since they attract the attention while stimulating the curiosity of the consumers. The existence of visual illustration plays a significant role in affecting readers' attitude toward the advertisement.

3. Visual

3.1. Visual Elements

Kress and Van Leeuwen (2006) convey that various visual elements in the text are moralized to indicate attitude and evaluate stances, visual elements can be moralized just as much as linguistic element. Halliday (1985) says that visual images as a form of non-verbal communication that can be studied and understood

in similar ways to language and can be analyzed using grammatical texts. There are three visual elements in multimodal, they are : lead, display, and emblem.



Figure 1. Advertisement of Presidential Campaign

a. Lead

Lead is the main part of an advertisement. This element plays an important role in print advertisements, displayed in the size, position and colour which should have the potential to create an impression and meaning for the user. Cheong (2004) classifies the component of lead into the Locus of Attention (LoA) and Component to The Locus of Attention (Comp. LoA). Locus of Attention (LoA) serves as the core of advertising messages, displayed in the size and colour with distinctive quality compared with other visual components. Complement to The Locus of Attention (Com. LoA) functions as a liaison and focus public attention on specific parts in Locus of Attention. The ideational function that is LoA serves in explaining the reality created by the advertiser to attract attention and interest of

society to this reality is a trick of manipulation. The interpersonal function is to attract the attention of the audiences and its textual function serves as a springboard for the development of core message (O'Halloran,2004). See the example:



Figure 1.1. Lead : Locus Attention

The lead — Presidential Campaign Advertisement Realized Mr. Prabowo Subianto is the most salient image because it is or should be the main focus of attention that that attracts the viewers or the one that viewers give to the advertisement. It is constructed by smaller elements categories as the Locus of attention (LoA), which is the most salient item or items in the lead: the complementary Locus of Attention (Comp. LoA), that is, the background or other visuals which are less salient than the LoA but complementing LoA. It could be seen from the visual picture's modal The Big Nail which is the center, showing locus in order to take the attention of the people in focusing to persuade for choosing Prabowo Subianto as the next president. It is the effect of use The Big Nail.

b. Display

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



Figure 1.2. Display : Congruent and Explicit

In this ad, the Display shows the characteristics of the lead. The display is the picture of Prabowo Subianto and Sandiaga Uno. Here, the Lead is congruent because the advertisement doesn't use symbolism. Moreover, the Lead in this service is Explicit because the picture shows about the tangible object or service itself.

c. Emblem

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



Figure 1.3. Emblem : Visual

Visual emblem image component of the —Presidential Campaign Advertisement realized by Prabowo show numbers “02” as the campaign’s logo. It is to accompany the brand name as the linguistic emblem. It could be seen at the central top side.

3.2. Visual Metalanguage for Comprehending and Composing Visual Meaning

The visual design metalanguage is informed by the work of Kress and Leeuwen, Callow, and Painter, Martin and Unsworth. The visual metalanguage is organised around three simultaneously operating meaning functions. To effectively comprehend, respond to, and compose visual text, students need to

understand how visual semiotic or meaning making resources enact meaning through three substrands:

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

4. Advertisement

4.1. Definition of Advertisement

Moriarty (2012) defines that advertising is a paid form of persuasive communication that uses mass and interactive media to reach broad audiences in order to connect an identified sponsor with buyers (a target audience), provide information about products (goods, services, and ideas), and interpret the product features in terms of the customer's needs and wants. Advertising generally reaches a broad audience of potential customers, either as a mass audience or in smaller targeted groups. However direct response advertising, particularly those practices that involve digital communication, has the ability to address individual members of the audience. So some advertising can deliver one-to-one communication but with a large number of people.

Advertising has lagged somewhat behind the broader field of consumption as a focus for social research. Advertising is though an integral part of twentieth-century consumption and an important form of representation in the contemporary world. As a form of representation, advertising takes signs and meanings extant on no-advertising culture and transforms them, creating new representations in juxtaposition with marketed brands. Advertisements can be seen as dynamic and sensuous representations of cultural values. The ways in which we consumers interpret advertisements can reflect our own culturally-derived values and our culturally-learned fantasies and aspirations.

4.2. Purpose and Benefits of Advertisement

Broadly speaking, the purpose of advertising is for persuading or encouraging others to become interested in using a product, service, and idea. So, there are two main purposes, namely

1. Providing information to the public about a product or service, brand, company or idea. Advertising uses persuasive language by highlighting the advantages of the products/services offered.
2. Influencing other people who are the target market to use and buy products or services offered to them

Advertisements will never exist if they do not provide benefits to the advertiser. In general, there are several advertising benefits that can be obtained by advertisers, namely:

1. Products or services advertised will be known or more well-known in the wider community.
2. New consumers are increasing, increasing the sales numbers of products/service advertised.
3. Increase brand awareness of a brand in the wider community so that people easily identify their products.

4.3. Structure of Advertisement

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

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

- a. The announcement provides three explanations about only the one message displayed, the most important aspects of other messages in the text and catch phrase.
- b. Amplifiers to make or translate meanings conveyed from interactions between Introduction and Announcements. Message amplifiers in advertisements are usually delivered through paragraphs.

- c. Call and Visit Information is contact information that can be contacted by the community of users who want to get approved products and usually call and visit the information selected in small text and its position at the bottom or top, or right-left of the advertisement product.
- d. The leader explain the size, position, or color that must have the potential to save the impression and meaning for the user.
- e. Display for drawing products. The visual display component is made to realize the product without symbolization and displays incongruent to realize the product through symbolization.
- f. The emblem is divided into visual symbols realized through the advertised product logo, and the linguistic symbol embodied through the brand names between trademarks. The emblem function gives an identity or status for the product that has a position on the side of the advertisement text.
- g. Tags are recommendations for advertising products.
- h. Conversation in the text explains active and passive participants in the verbal text.
- i. Setting functions for the background that explain the advantages of product offered.
- j. Additives are relationships that explain various information through verbal texts that are complementary in nature provided by the product.
- k. Demand is a direct interaction between participants and audiences manifested through eye contact or eye contact that stares at the witness.

- l. Social and Equality is a way of taking visual elements to the text by providing information to the public about the product that can be easily accessed and its realization can be found in call and visit information.
- m. Salience shows that the superiority obtained by using advertised products is not directly conveyed to the public, for example, a beautiful body is the dream of every woman.
- n. Reactors are people around who pay attention to objects that are the center of attention.

4.4. Types of Advertisement

There is not just one kind of advertising. In fact, advertising is a large and varied industry. Different types of advertising have different roles. Considering all the different advertising situations, Moriarty (2012) identifies seven major types of advertising:

- a. **Brand advertising**, is the most common type of advertising which promotes the brand to its target and aims to have a long term identity and image in the minds of the consumers.
- b. **Retail or local advertising**, focuses on the retailers, distributors, or dealers who sell their merchandise in a certain geographical area, retail advertising has information about products that are available in local stores.
- c. **Direct-response advertising**, is a direct way of advertising to the target consumers through the use of mail, telephone, e-mail or text message.

- d. **Business to Business advertising**, is a type of advertising that focuses on a specific niche in the business industry.
- e. **Institutional advertising**, is focused on establishing an image or identity of a company into the minds of the audience.
- f. **Nonprofit advertising**, is used by not-for-profit organizations to reach customers. It is also used to solicit donations and other forms of program participation.
- g. **Public service advertising**, is advertisements for bringing awareness to the public for a good cause or to prevent bad situations from happening.

5. Campaign Advertisement

Campaign is a series of planned communication actions to get support from a large number of audiences conducted by a person or group of people in an organized decision-making process and carried out continuously in a certain period of time. At present, the presidential candidates and each party use electronic media especially television to carry out campaigns. The campaign is in the form of advertisement. Campaign advertisement material can be loaded in the form of writing, images, and sound. In addition, General Election Commission (KPU) limits the amount and duration of the campaign advertisements.

The General Election Commission (KPU) together with 2019 Election participants and the presidential candidate-vice presidential success team held a joint meeting for discussing media advertising and open public meeting campaigns. The KPU made provisions regarding the campaign schedule for public meetings and outreach facilitation of campaign advertisements in print and

electronic media in the 2019 Election. This rule refers to Lawnumber 7 of 2017 concerning General Election (Pemilu). Open campaign are held within 21 days from March 24 to April 13, 2019, so that the advertisements can only be aired on television or other media within 21 days from March 24 to April 13,2019.

B. Previous Relavant Studies

There are two relavant studies that have relationship with this research. The first research done by Utami Dewi (2017) entitled : Multimodal Analisis on Advertisement of Bodrex Extra In Electronic Media. The results of the research that it can be concluded the Bodrex Extra advertisement has some strenght as follows : First, it is a kind of comedy advertisement which show the boss and his wife hid his head, it just an imagination that make red at the back of head. Second, it influences the audience to buy Bodrex Extra if viewers have gripped headache at the back of head because it explain the special function than other medicine. On the other hand, advertisement of Bodrex Extra has the weakness as follows: First, the duration of time is too short to show all the information in the advertisement, so the audience lose some information. Second, some might misperceive Bodrex Extra just remedy the headache caused by the hit of someone. The research discusses about linguistic, visual, audio, gestural, and spatial and is analyzed by theories of Kress and Leewen with Anstey and Bull. Additionally, this study will focuses on visual of multimodal analysis on presidential campaign advertisements. So, The relavance is about the theories used in examining the objects of the research, namely The Bull and Anstey's theory and The Kress and Leewen's

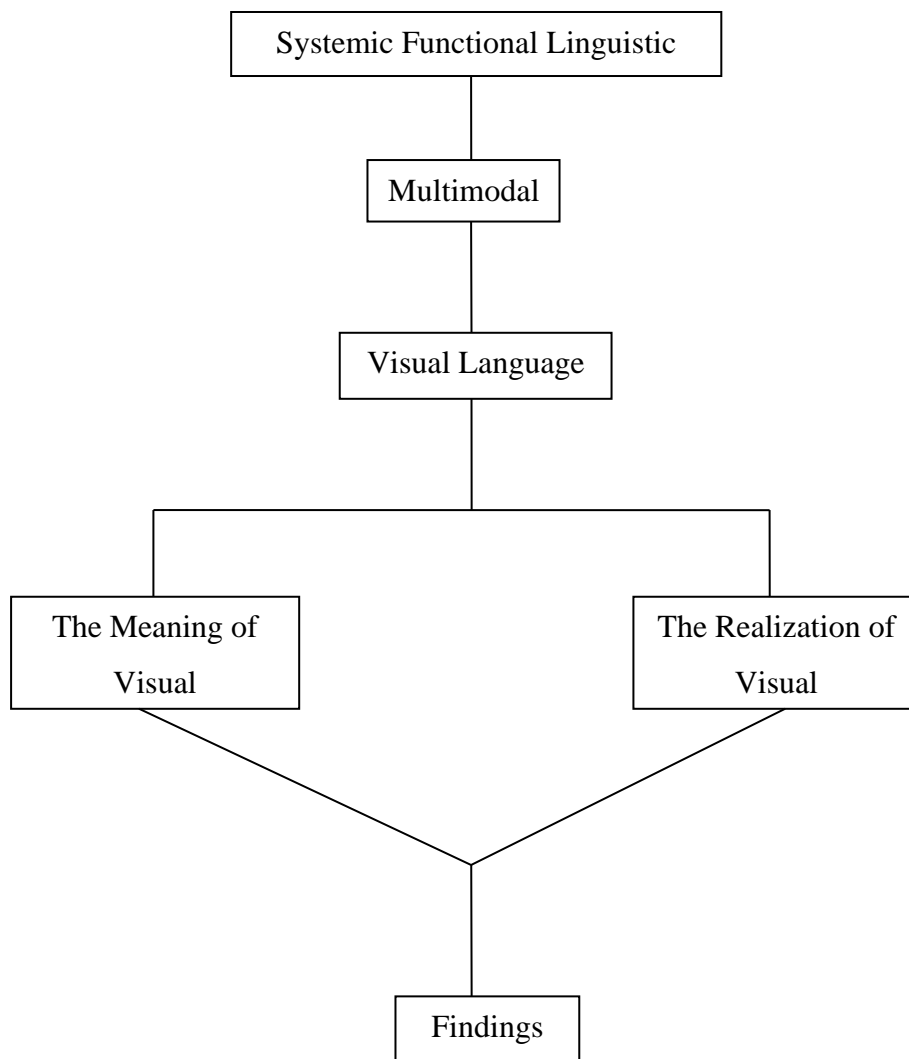
theory. This study also uses the theories so that the research is able to be a research guide for this study.

The second research done by Syarah Aisha. This research is an undergraduate thesis and this study was published in 2017. It entitled “A Multimodal Analysis Of Cosmetic Advertisements”. The result of the research has two findings. First, the research takes 38,46% from total visual elements and 35,48% from total linguistic elements. Second, the research find the ideational process consists of setting, conversation, accompaniment, phenomenon, call and visit information in the visual text of L’Oreal Paris advertisement. The research is about visual analysis and which are very complete and full of theories which are convincing. So, the research is related to this study because this study focuses on visual language or visual images on an advertisement and uses Kress and Leewen’s theory, so the research has relevancy with this study that uses Kress and Leewen’s theory as one of the theory for analyzing the data. And then, the research uses theory of Miles and Huberman for research methodology. Moreover, this study will use Miles and Huberman’s theory as the reference of research methodology. So, this study can be used as a previous relevant study in this study.

C. Conceptual Framework

This study examines multimodal analysis research. The multimodal analysis is discussed in this study uses the Systemic Functional Linguistics (SFL) theory. The multimodal analysis model is developed from a combination of multimodal Anstey and Bull’s theory, and multimodal analysis by Kress and Leeuwen. This

study focuses on visual elements or visual language in multimodal analysis, which explain the meaning and realization of visual language on presidential campaign advertisements realized by H. Prabowo Subianto and Ir. H. Joko Widodo on television.



CHAPTER III

METHOD OF RESEARCH

A. Research Design

This study was applied by descriptive research and qualitative method. The aim of this study was for examining the meaning and the realization of visual on preidential campaign advertisements realized by H. Prabowo Subianto and Ir. H. Joko Widodo on television. It would describes the meaning of visual language and realization visual language on the presedential campaign advertisements realized by H. Prabowo Subianto and Ir. H. Joko Widodo This study took the data from official source. This study was designed by theory of Miles, Huberman and Saldana. After that, this study will analyze the data based on experts theory. Then, this study would produce the findings which will answer the formulation of the problems. So, the study would get the conclusion of the study.

B. Source of Data

The source of data was obtained from presidential campaign advertisements realized by H. Prabowo Subianto and Ir. H. Joko Widodo. These advertisements were taken from KPU RI Youtube Channel. These advertisements were uploaded on March 19, 2019. There were six advertisements and the duration of each advertisements were 30 seconds. The data of this study was qualitative data. They were images, text, colour of presidential campaign advertisements. The data were

focused on realization of visual language that realized by H. Prabowo Subianto and Ir. H. Joko Widodo on preidential campaign advertisements on television.

C. Technique of Data Collection

Documentary technique was applied for collecting the data. In this study, there were several steps to collect the data:

1. Downloading the advertisements to be analyzed.
2. Watching the advertisements for finding the visual.
3. Reading and examining carefully the text and the images contained on advertisements.
4. Identifying and analyzing the data to find visual meaning, visual anlysis and visual elements on the advertisements.

D. Technique of Data Analysis

In analyzing the data was used a descriptive analysis technique for getting the result and the conclusion. Miles, Huberman and Saldana argue that the technique of analyzing is focuses on three characteristics, namely data condensation, data display, and conclusion drawing.

1. Data Condensation refers to the process of selecting, focusing, simplifying, abstracting and transforming the data that appear in the full corpus of written-up field notes, interview transcript, documents, and other empirical materials (Miles and et al, 2014). In this study, the data was done by the process selecting through downloading the advertisements of presidential campaign.

- a. Selecting the data from presidential campaign advertisements. It had been analyzed into analysis of visual meaning and visual realization by Austin and Bull with Kress and Leeuwen.
 - b. Focusing the data, the data will focus on six advertisements from KPU RI youtube channel.
 - c. Simplifying the data, the data would select some of pictures and texts in the advertisements of presidential campaign in television, then it would note kind of visual elements that include from the data analysis into theory.
 - d. Abstracting the data, the data would analyze using the theories of Halliday, Kress and Leeuwen, Bull and Anstey. The analysis theories will be analyzed visual meaning and visual realization of presidential campaign advertisements realized by H. Prabowo Subianto and Ir. H. Joko Widodo.
2. Data Display was an organized, compressed assembly of information that allows conclusion drawing and action (Miles and et al, 2014). This study showed six advertisements of preidential campaign on television.
 3. Conclusion drawing and verification was data collecting, the qualitative analyst interprets what things mean by noting pattern, explanations, casual flows,and propositions (Miles and et al, 2014). This study would use the combination of theory of Anstey and Bull and Kress and Leewen to identify the meaning of visual language and to identify the realization

of visual language on presidential campaign advertisements realized by Mr. Prabowo Subianto and Mr. Ir. H. Joko Widodo on television.

CHAPTER IV

DATA ANALYSIS AND FINDINGS

A. Data Collection

The data of this research were collected from official Youtube channel, namely KPU RI. KPU RI is channel youtube that show presidential campaign advertisements, aside from television. The data of this research were multimodal analysis which use in presidential campaign advertisements realized by H. Prabowo Subianto and Ir. H. Joko Widodo. The data were analyzed with Halliday's theory, Anstey and Bull's theory, Kress and Leeuwen's theory. After abstracting the data, the data got information of the advertisements so it is called the findings. And then the data created the conclusion of the data.

B. Data Analysis

1. Presidential Campaign Advertisements Realized by H. Prabowo Subianto on Television

There are three presidential campaign advertisements realized by H. Prabowo Subianto on television, which each advertisement has a duration of 30 seconds. Each advertisement has different visual and description. Even so, the value of the campaign on advertisements does not decrease on each advertisement. Each advertisement has interesting visual analysis so that the message in the advertisement adheres to the people who see them. Analysis of the advertisements will be raised as follows.

1.1. The Meaning of Visual that Use in Advertisements

a. Advertisement 1

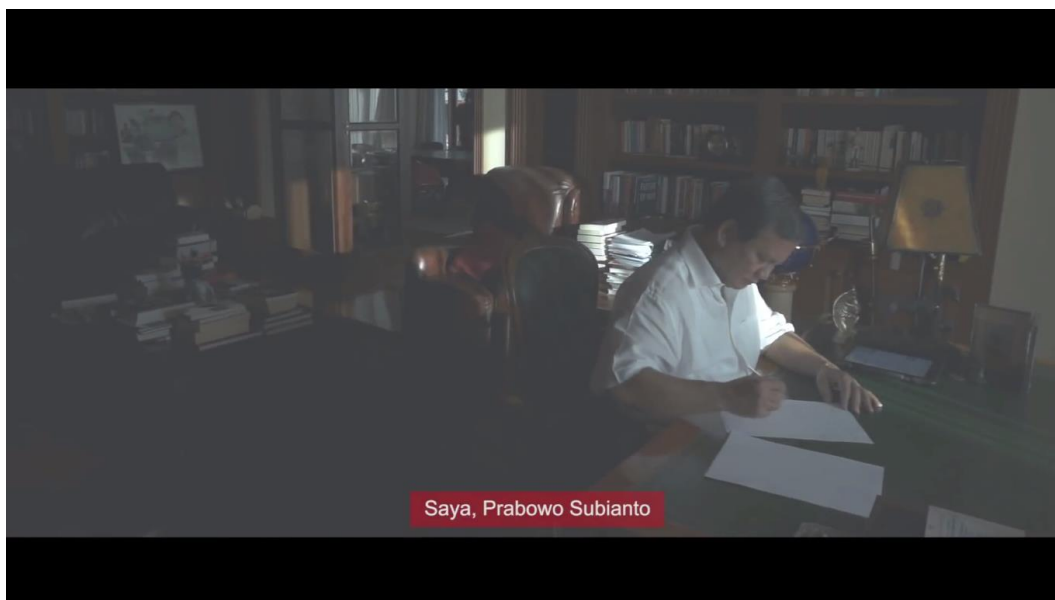


Figure 2

In this picture, H. Prabowo Subianto is seen in his office. Here, it shows that he is writing on paper. In this picture shows that he will seriously carry out his duties if he is elected president, it can be seen with a very serious expression on writing something on the paper. Also on the picture is the words "Saya, Prabowo Subianto" and this word means he is called Prabwo Subianto. Not only that, the writing is white and red background and it means the color of the Indonesian flag which is red and white. This advertisement aims to symbolize the love of Indonesia so that the writing is colored like that. Here, he is wearing a plain white shirt, it is not arbitrarily he is wearing the shirt, he wear it for showing that he is a simple and clean person. Because white means purity and simplicity, transparent and innocent.



Figure 3

In this next picture, it points many people who are gathering together in a field. Judging from this picture, it signifies a campaign event to support H. Prabowo Subianto. People are very compact using white clothes. It symbolizes that this event has no element of discrediting others and gives the impression of peace and does not create chaos. It is described as dominant in white. Crowded people meant that many people supported H. Prabowo Subianto to become the next president. In addition, in this picture lies the words "Kami berjuang untuk seluruh rakyat Indonesia", if translated into English means we fight for all the people of Indonesia. Well, the people in this picture refer to the word "seluruh rakyat Indonesia" as representatives of all the people in Indonesia from Sabang to Merauke.



Figure 4

Here, it displays the figure H. Prabowo Subianto is meeting with children. He is not alone, he is accompanied by aides and security teams such as a police officer and a soldier. The faces of the children seem to smile and be cheerful, it indicated that they are very happy to be greeted by him. Based on the picture, H. Prabwo Subianto is very pleased with the children and it is seen when he shakes his hand and hold one of the children. he want to show that he cares about the future and the aspirations of Indonesian children because children are part of the country's assets which they are called the future successor nation of Indonesia. Then, there is the inscription "Kami berjuang untuk seluruh rakyat Indonesia" which means children are also part of the entire Indonesian people that he must fight for if he serves as president of Indonesia.



Figure 5

This advertisement section shows the atmosphere of a traditional market in Indonesia. It can be seen from the large number of fish in the large bowls and the people selling the fish. In this section lies the words "Harga-harga akan terjangkau", if it is translated into English that prices will be affordable. This advertisement states that currently the prices of goods and materials on the market are very expensive and many people complain about it. And, this advertisement wants to convey one of the work programs of H. Prabowo Subianto to the people of Indonesia that he will make the prices of goods and materials affordable so that people are very easy to get the materials and goods they need.



Figure 6

In the next section, H. Prabowo Subianto is visiting the place of batik artisans. Batik is one of handicrafts from Indonesia and one of the most superior and global domestic products. Then, H. Prabowo Subianto is wearing a batik shirt. This means that he really loves and supports domestic products. Because at this time, the occurrence of rampant imported products is from other countries. And it means he wants to try to develop domestic products so that from these developments, job opportunities are created. It can be seen that the words "Lapangan pekerjaan akan tersedia untuk semua". It means jobs will be available for all. He stated employment as one of his promises as a presidential candidate so that the people would sympathize to elect him as the next president.

b. Advertisement 2

Figure 7

Here, H. Prabowo Subianto is surrounded by many people. People really want to meet him and want to shake hands with him. It can be seen from the picture that many residents scramble to shake hands with him. This incident is in an open place was seen all of them in a purple and white tent. This screenshot means that H. Prabowo Subianto is a very famous, friendly person and wants to show the audience that he is very concerned about the ordinary people. And, it is supported by everyone smiling and cheerful when meeting with the purchase even though they are urged to greet and shake hands with him.



Figure 8

Furthermore, this picture appears H. Prabowo Subianto is being surrounded by many men and people are very enthusiastic about his presence, they are trying to take picturee of him from a distance and close with their cellphones and try to shake hands with him. Judging from this picture, the incident is in a mosque, it could be marked by all the men using prayer caps as well as H. Prabowo Subianto, then they were carrying prayer mats on their shoulders, and it was certain they would pray Friday with H. Prabowo Subianto . From this excerpt, this advertisement conveys that the figure of H. Prabowo Subianto is a religious person, has no prestige to gather with ordinary people, and wants to convey that he is a person who continues to carry out worship even though he is busy with his activities.



Figure 9

Seen from this picture, H. Prabowo Subianto is conducting a campaign with the Indonesian people. This video takes a side angle from H. Prabowo Subianto. In this picture, he is giving a speech in front of the Indonesian people. He clenched his fists while lifting up. It means he invites all people to be eager to support him in the election of this presidential candidate, as well as showing that he is very brave and passionate to lead Indonesia and carry out his work program when he becomes president later. Because the meaning of the fist is a positive invitation.



Figure 10

Next, this image exhibits that H. Prabowo Subianto was in the rice fields and was accompanied by farmers. This image shows he is holding rice that he has harvested himself. This image means he is very proud and concerned about the Indonesian harvest, then it means he plans to provide welfare to Indonesian farmers if he becomes president later. Because one of his work programs is to provide welfare to farmers, so that Indonesian agriculture is able to develop in Indonesia.



Figure 11

In the next footage, H. Prabowo Subianto conducted a campaign in a large hall. It shows that he is conducting a speech in front of many supporters and he is not alone, he is with Sandiaga Salahuddin Uno for partying. If it is seen well, there are red and white curtains and it means it symbolizes the Indonesian flag. It explains that they are nationalists, especially for H. Prabowo Subianto. Because even though they are partying they don't forget Indonesia. And, on those curtains, there are banners containing writing, that is, "Adil Untuk Semua" means fair to all, and others. These words are the jargon of H. Prabowo Subianto to lead Indonesia when he becomes the next president. And, this image means showing the audience directly.

c. Advertisement 3

Figure 12

This segment evinces the vast and beautiful rice fields. This shot means that Indonesian agriculture can be relied on to meet Indonesia's needs. It means showing the audience that H. Prabowo Subianto is wants to advance Indonesian agriculture, while at the same time prospering farmers because Indonesian rice is able to meet Indonesia's basic needs and does not need to import rice from other countries. From this picture, this message is conveyed through the visualization of rice fields.



Figure 13

In the following footage, it presents several Indonesian masterpieces, such as two men doing martial arts, two men fighting using kris, two women dancing piring dance, two women dancing pendet dance and someone weaving cloth with traditional tools. The footage gives the meaning that H. Prabowo Subianto and his colleagues strongly support the original Indonesian art. And by displaying a number of works of art in this advertisement indicates that he wants to keep these artworks preserved in Indonesia and at the same time invites the viewers, especially Indonesia people for continueing to love Indonesian artwork even though there are already many foreign works of art that are trending in Indonesia.



Figure 14

The next session feature a visualization of several people praying and worshipping according to their respective religions, namely Islam, Christianity, Hinduism, and Buddhism. This session shows that H. Prabowo Subianto did not differentiate people based on their religion and stated that he showed himself to be a person who was tolerant of other religions. This image means that there is no difference in religion, everyone is free to choose any religion in Indonesia. All religions are good and at the same time invite watchers to mutual tolerance between religions because at present it is very chaotic about tolerance and religious differences.



Figure 15

Here, it shows two fishermen who sailed in a small boat. It can be seen they are looking for fish to find a living. From this image, it is intended that H. Prabowo Subianto not only cares about Indonesian agriculture, but he also cares about Indonesian waters. Indonesia is also a maritime country, so Indonesia's maritime beauty must be utilized and preserved. So, this can be concluded to invite the audience to maintain Indonesian maritime, as beautiful as Indonesian maritime. This is due to the rise of dirty Indonesian maritime as a result of people littering.



Figure 16

This picture displays H. Prabowo Subianto and H. Sandiaga Salahuddin Uno performing a flag salute in a masculine style. This snippet intends that they want to convey to the viewers that they are ready to lead Indonesia and that they have prepared what must be done to regulate and protect Indonesia. It is seen from them wearing formal and neat clothes and supported by their serious faces.

1.2. The Realization of Visual Language in the Advertisements

1.2.1. Visual Analysis

a. Advertisement 1

Visually, this advertisement shows 30 seconds about the campaign to the community carried out by H. Prabowo Subianto and his deputy, Sadiaga Salahuddin Uno. In general the background of this ad is natural color according to the reality in the environment and this ad does not add additional filters to the video ad. Only the first image uses a specific filter to start the video but the next

image does not use any filters. H. Prabowo Subianto gave voice, which told about their vision and mission and goals if they became the next president.

Each scene displays a moving image. The moving picture demonstrates the interaction between H. Prabowo Subianto and H. Sandiaga Salahuddin Uno with the community around the campaign site. Each scene shows that they greet and approach the people kindly. And the people welcomed them with great pleasure and surrounded them every time they were around the community or where the campaign was over. Almost all scenes in this advertisement show their interactions with the community both talking directly with the people and also talking in a large room. And, this ad ends with a picture of the two of them and the background of the Indonesian flag and displays their respective names and sequential numbers and nail images as a visual illustration of the picture. And in the last scene, H. Prabowo Subianto invited the people to elect them as the next president and vice president of Indonesia.

b. Advertisement 2

Visually, this advertisement has a duration of 30 seconds to display campaign activities carried out by H. Prabowo Subianto and H. Sandiaga Salahuddin Uno. The contents of the advertisement 2 are not much different from the contents of the advertisement 1. This ad still shows their interactions with the community as a goal to campaign with the wider community. Advertisement 2 has a color setting that is almost the same as Advertisement 2, which is almost entirely natural in color with the environment, and does not use strange filters. But

despite having the same content as advertisement 1. Advertisement 2 also has many differences in terms of visual and audio with advertisement 1.

At the beginning of the advertisement, this advertisement shows H. Prabowo Subianto greeting the people who had many greetings with the community. The public seemed to welcome the size of his hand. This advertisement does not contain H. Prabowo Subianto's voice, but this advertisement has an audio specifically for the presidential election campaign. The contents of the song contain positive words and support for H. Prabowo Subianto and H. Sandiaga Salahuddin Uno. In this advertisement, they come to many places as a place for campaigning. Every scene also shows them campaigning from one place to another. And, the people are very enthusiastic and warmly take them away. They campaign not only in open fields. But they also visited markets, factories, batik fabric manufacture, and also visited a rice field. Each scene to another scene shows them shaking hands and talking with people in various places in Indonesia. At the end of the advertisement, this advertisement also shows the exact same image as the advertisement 1.

c. Advertisement 3

This advertisement is 30 seconds long. This advertisement does not have the same content as advertisement 1 and advertisement 2. This advertisement has a different concept but it still carries a campaign theme in it. The background color of each video also displays natural colors but has additional aesthetic filters. And,

this advertisement is not filled with songs, but with the sound of music and the voice of H. Prabowo Subianto himself.

The video begins with the sound of traditional musical instruments and displays visuals of H. Prabowo Subianto and H. Sandiaga Salahuddin Uno, where they face behind and they stare at each other. It happened for only one second. The contents of this entire advertisement contain about Indonesian wealth, such as culture, ethnicity, religion, nature and others. But this video also slipped a few videos of interactions between them and the Indonesian people, only 6 seconds. the movement of scenes to other scenes is very fast.

After this video shows the visuals of H. Prabowo Subianto and H. Sandiaga Salahuddin Uno, this video provides a moving image, which is a picture of a wide and still watery field. Furthermore, this advertisement features Indonesian martial arts, such as Silat and people fighting using swords or kris. And at the turn of the next scene shows traditional Indonesian dances, namely Piring Dance from West Sumatra and Pendet Dance from Bali. After that, it leads to a short video of a cloth being laid out and a Balinese woman carrying offerings in her head. Then this advertisement shows the existence of religious activities in which the religious religion exists in Indonesia. There is seen a person who is worshipping in Hinduism, Christianity, Buddhism and Islam. And then, it displays an interaction video between H. Pabowo Subianto and H. Sandiaga Salahuddin Uno with the community. For example, H. Prabowo Subianto eat together with the people on the floor and use banana leaves, then there was a batik craftsman who teach H. Prabowo Subianto how to make a cloth. Furthermore H. Sandiaga Salahuddin

Uno visit the train station, he greet the people and entertain the people by playing guitar for them. And in the final seconds, this advertisement shows the view of Indonesia, a vast sea to be useful for finding fish and can also be used as a traditional market. And, the next video shows a vast desert and is used as Indonesians for horse riding. Finally featuring a view of broad and green rice fields. Next the visuals of H. Prabowo Subianto and H. Sandiaga Salahuddin Uno were displayed and they performed a respectful movement. And ended with a moving image of the Indonesian flag and the symbols and logos of the H. Prabowo Subianto and H. Sandiaga Salahuddin Uno campaigns.

1.2.2. Visual Elements

a. Advertisement 1

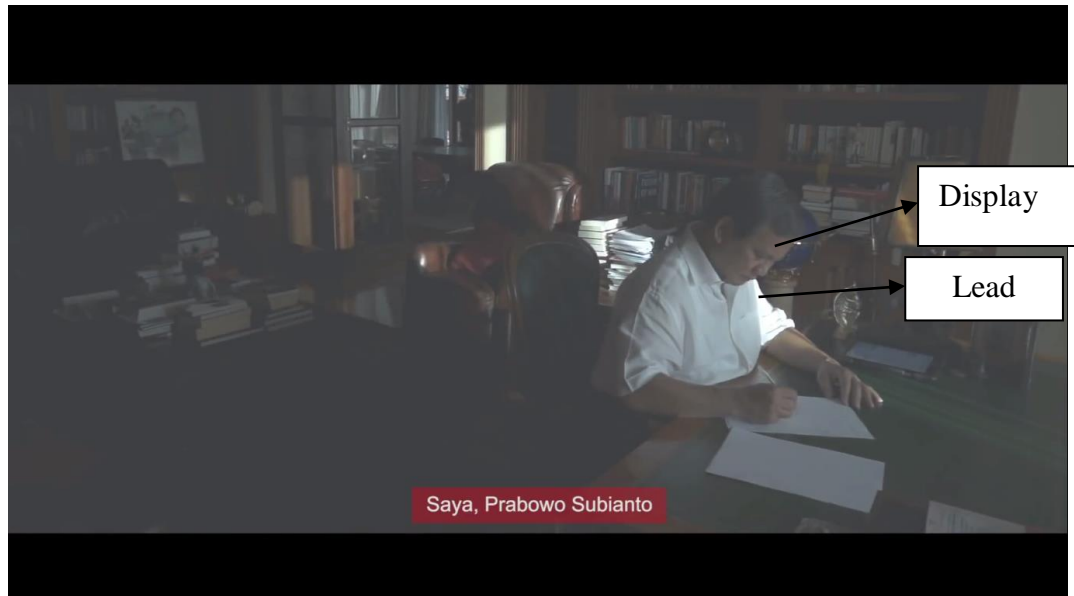


Figure 17

1) Lead – Locus of Attention

The Lead of this section is the figure of H. Prabowo Subianto. The figure of Prabowo Subianto is the most salient image as the main focus of attention that attracts the viewers or the one that viewers give to the advertisement. So, the section give the figure of Prabowo Subianto as main part, so viewers directly see the figure when watching this advertisement and then persuading people for supporting him as the next president.

2) Display

Display of this section is also the figure of H. Prabowo Subianto. So, It is called the lead of this advertisement is congruent because it doesn't use

symbolism. And the lead of this service is explicit. Because it shows the real of visualiation of lead, namely H. Prabowo Subianto.



Figure 18

1) Lead – Locus of Attention

The Lead is the visual of H. Sandiaga Salahuddin Uno as the locus of attention. The visual of H. Sandiaga Salahuddin Uno is the most salient image as the locus of attention which attracts people when watching the advertisement. Even though the visuals of the Salahaga Salahuddin Uno is in the crowd, but it is in the middle of the video and it means that the visuals get attention and is suitable to be lead of the visual elements.

2) Display

The display of this advertisement is congruent. Because the advertisement doesn't use symbolism for visualize the lead. The display of this servise is explicit becuae the picture shows the friendliness of H. Sandiaga Salahuddin Uno.

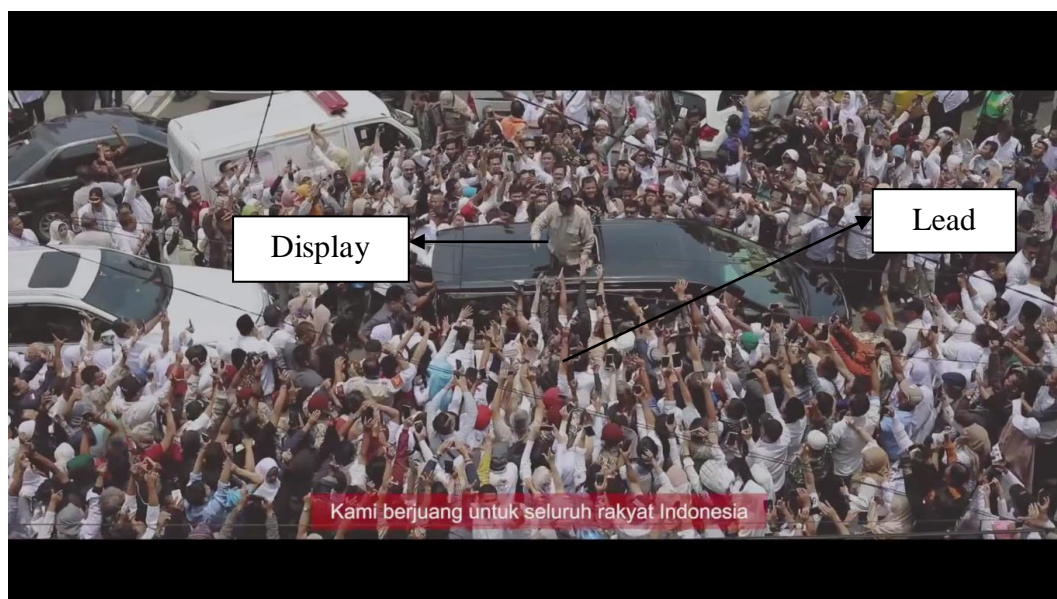


Figure 19

1) Lead – Locus of Attention

The lead of this part is a group of people who surround H. Prabowo Subianto who is in the car. Because the people is the most salient image because it is the main focus to entice the viewers. And then, it shows the people's enthusiasm for H. Prabowo Subianto.

2) Display

Display is the characteristics of lead. The display of this part is congruent, because it can be seen the display is H. Prabowo Subianto and it does not use the symbolism. It is the real him without symbol or sign. And the display of this service is congruent because it shows that H. Prabowo Subianto welcomes the people's helping hand.

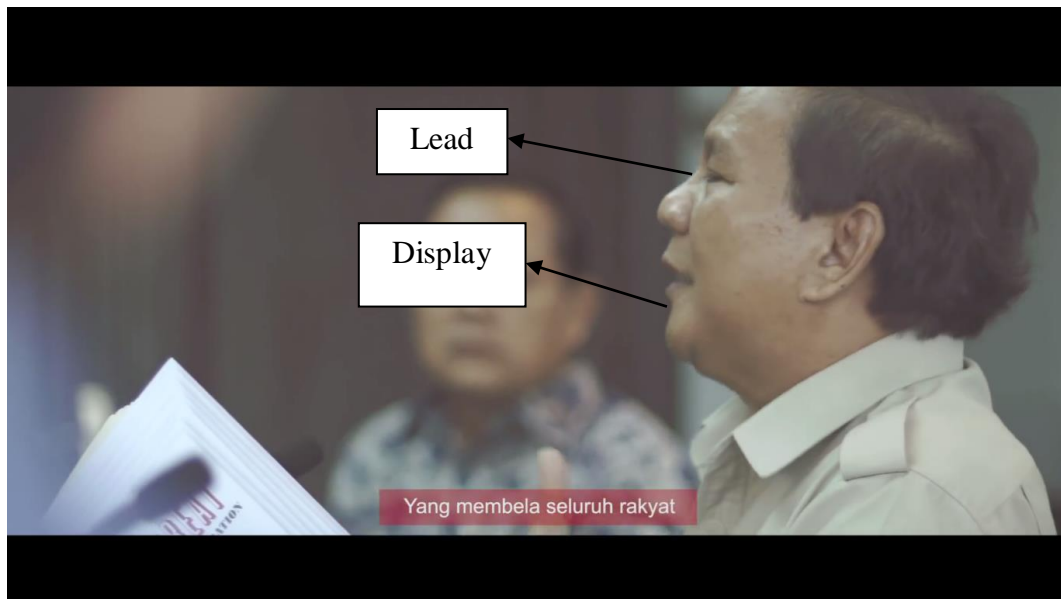


Figure 20

1) Lead – Locus of Attention

The lead is the silent images from this part, so the lead is the visual of presidential candidate, namely H. Prabowo Subianto. Because it is the main focus of the images and it attracts viewers in focusing his face and persuades viewers for supporting and choosing him as the next president

2) Display

In this part, display show the character of the lead. So, the lead is congruent so it does not use symbolism and the lead of the service is explicit because the video shows the real of H. Prabowo Subianto.



Figure 21

1) Lead

The lead is the most salient image because it is or should be the main focus of attention that attracts the viewers or the one that viewers give to the advertisement. It is constructed by smaller elements categories as the Locus of attention (LoA), which is the most salient item or items in the lead: the complementary Locus of Attention (Comp. LoA), that is, the background or other visuals which are less salient than the LoA but complementing LoA. It could be seen from the visual picture's model The Big Nail which is the center, showing locus in order to take the attention of the people in focusing to persuade for choosing Prabowo Subianto as the next president. It is the effect of use The Big Nail.

2) Display

In this part, the Display shows the characteristics of the lead. The display is the picture of Prabowo Subianto and Sandiaga Uno. Here, the Lead is

congruent because the advertisement doesn't use symbolism. Moreover, the Lead in this service is Explicit because the picture shows about the tangible object or service itself.

3) Emblem

Visual emblem image component of this section shows numbers "02" as the campaign's logo. It is to accompany the brand name as the linguistic emblem. It could be seen at the central top side.

b. Advertisement 2



Figure 22

1) Lead – Locus of Attention

The lead of this picture is the most salient image, and the most salient of this picture is H. Prabowo Subianto because he is the main focus of attention and who attracts the viewers and Indonesia people. So, H. Prabowo Subianto as the locus of attention. It is constructed by smaller elements which the background or other visual that less than locus of

attention, namely complementary locus of attention. The complementary locus of attention is the people is among H. Prabowo Subianto. The locus of attention takes the attention of the viewers in focusing to persuade for giving a vote for H. Prabowo Subianto as the next president. It is the effect of use H. Prabowo Subianto.

2) Display

The display of this advertisement shows the characteristics of lead and the lead of this advertisement is congruent because it does not use symbolism and the lead in this service is explicit because the picture shows the real of H. Prabowo Subianto.

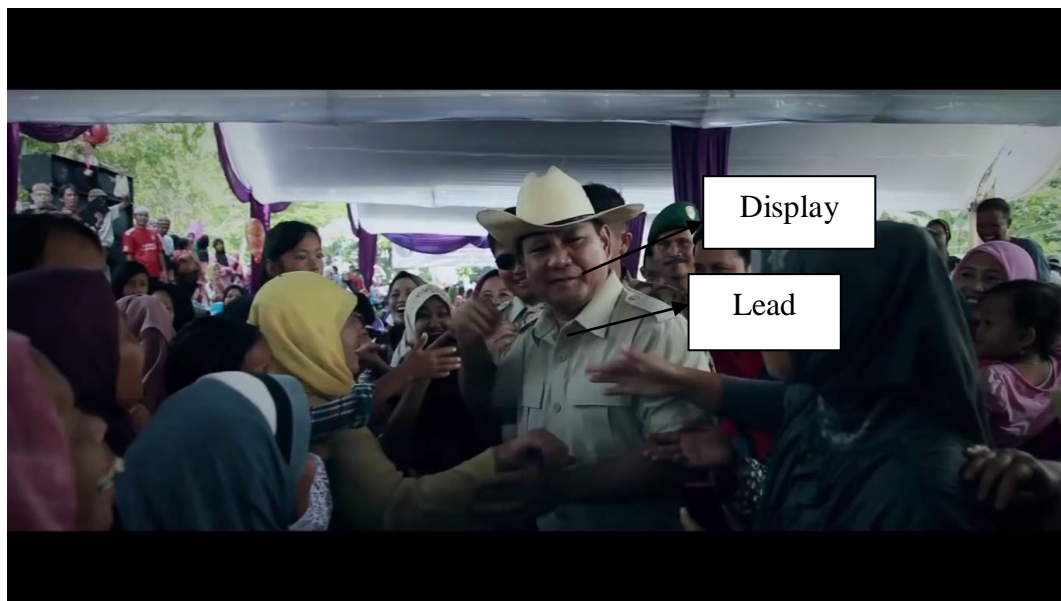


Figure 23

1) Lead – Locus of Attention

The Lead is the main focus of attention so it is able to attract viewers's attention. The lead have to be the most sailent image and is conctructed by complementary locus of attention. The Lead of this section is visual

picture of H. Prabowo Subianto . The locus of attention attracts the viewers in focusing to convince for choosing Prabowo Subianto as the next president. It is the effect of use H. Prabowo Subianto.

2) Display

The display of this advertisement shows the characteristics of lead and the lead of this advertisement is congruent because it does not use symbolism and the lead in this service is explicit because the picture displays the real of H. Prabowo Subianto.

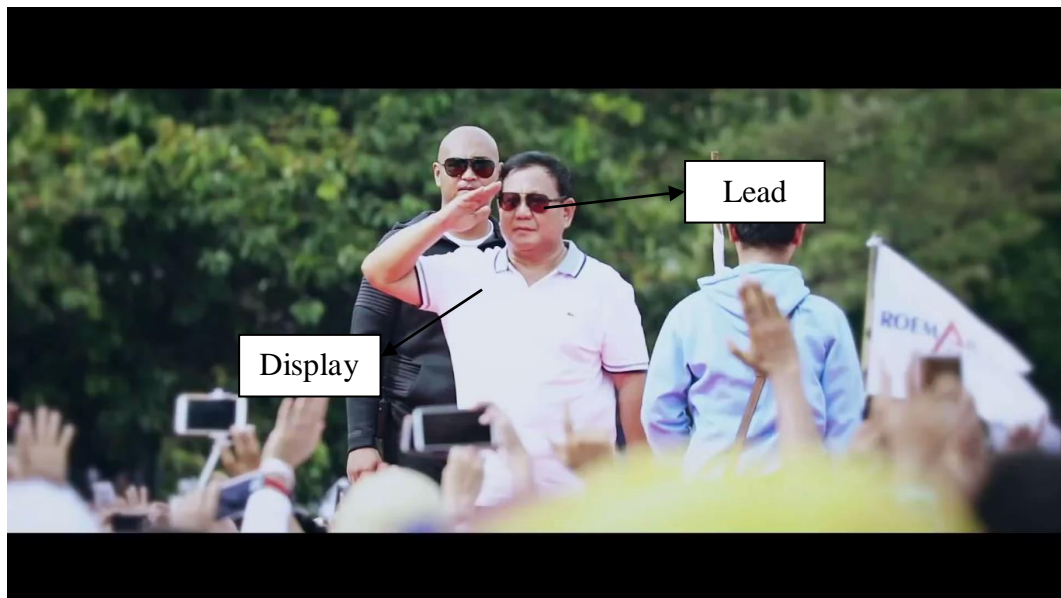


Figure 24

1) Lead – Locus of Attention

The Lead of this section is the figure of H. Prabowo Subianto that wear a simple outfit. The figure of Prabowo Subianto is the most salient image as the main focus of attention that attracts the viewers. So, this part indicates the figure of Prabowo Subianto as main part, so viewers directly see the

figure when watching this advertisement. The lead focus for seducing people for supporting him as the next president.

2) Display

The display of this part shows the characteristics of lead and the lead of this part is congruent because it does not use symbolism and the lead in this service is explicit because the picture displays the real of H. Prabowo Subianto with casual style.



Figure 25

1) Lead – Locus of Attention

The lead of this section is a group of people who meet H. Prabowo Subianto who is in the rice field. Because the people is the most salient image because it is the main focus to entice the viewers. So, The people is the locus of attention. The view of this section, namely, rice fields, trees and sky is as complementary locus of attention. It focuses the people's

happiness for meeting him and entice viewers for voting him for the next president.

2) Display

Display is the characteristics of lead. The display of this part is congruent, because it can be seen the display is H. Prabowo Subianto and it does not use the symbolism. It is the real him without symbolism. And, the display of this service is congruent because it shows kindness of H. Prabowo Subianto.

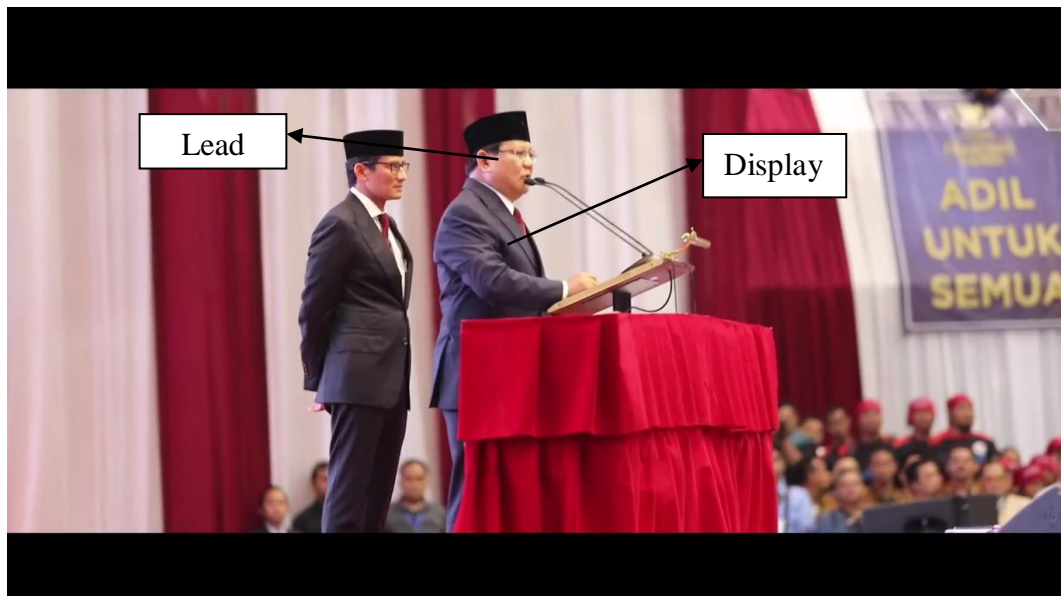


Figure 26

1) Lead – Locus of Attention

The Lead is the main focus of attention, so it is able to attract viewers's attention. The lead have to be the most sailent image and is conctructed by complementary locus of attention. The Lead of this section is visual picture of H. Prabowo Subianto. The complemnatry locus of attention is the view, likes people, H. Sandiagan Salahuddin Uno, table, curtains,

banner. The locus of attention attracts the viewers in focusing to convince for choosing Prabowo Subianto as the next president. It is the effect of use H. Prabowo Subianto.

2) Display

The display of this advertisement shows the characteristics of lead and the lead of this advertisement is congruent because it does not use symbolism and the lead in this service is explicit because the picture displays the real visual of H. Prabowo Subianto.

c. Advertisement 3

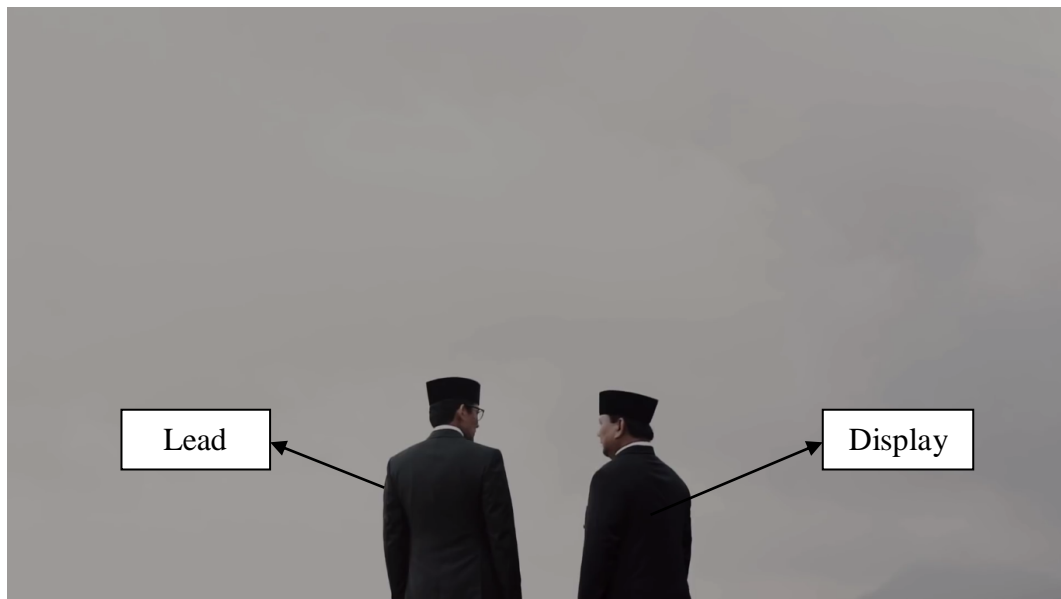


Figure 27

1) Lead – Locus of Attention

The lead of this section is visuals of H. Prabowo Subianto and H. Sandiaga Salahuddin Uno who is standing back to the camera. Because they are the most salient image and it is the main focus to entice the viewers. They are the locus of attention. The grey background is as complementary locus of

attention. They are the center for showing locus in order to take the attention of the people in to seduce for voting Prabowo Subianto as the next president. It is the effect of use the visual of them.

2) Display

Display is the characteristics of lead. The display of this part is congruent, because it can be seen the display is also visuals of H. Prabowo Subianto and H. Sandiaga Salahuddin Uno and it does not use the symbolism. It is the real him without symbolism. And, the display of this service is congruent because it shows they are ready for leading Indonesia.



Figure 28

1) Lead – Locus of Attention

The Lead is the main focus of attention. Lead is able to attract viewers's attention. The lead must be the most sailent image and is conctructed by complementary locus of attention. The Lead of this part is two dancing girls that is dancing Piring dance. The complemnatry locus of attention is

the background of this part, that is a blurry trees. The locus of attention attracts the viewers for loving Indonesia arts, one of them is Indonesia dances.

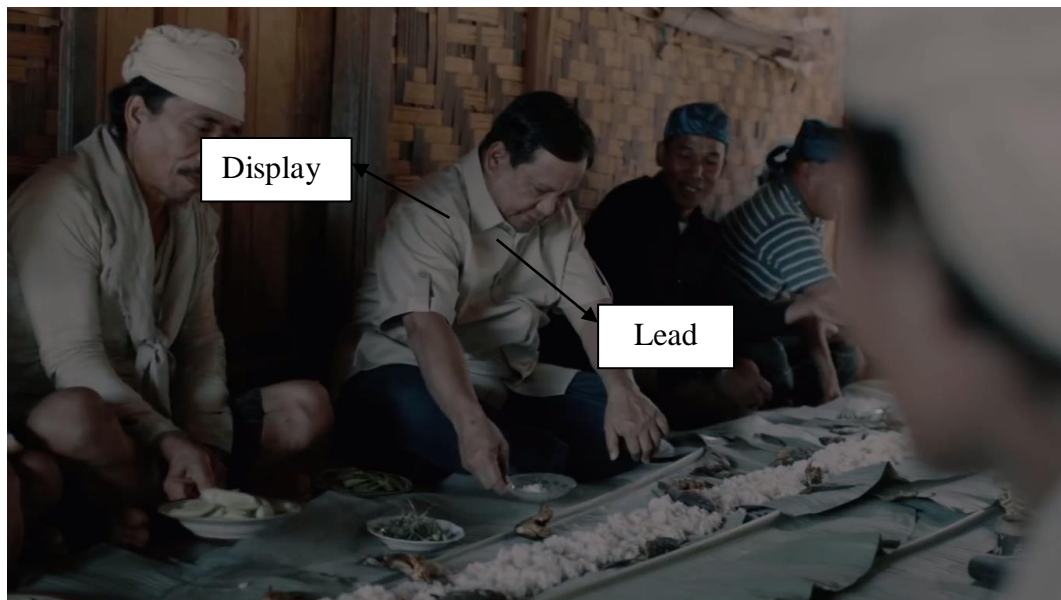


Figure 29

1) Lead – Locus of Attention

The Lead of this section is the figure of H. Prabowo Subianto. The figure is the most salient image as the main focus of attention which attracts the viewers or the one that people give to the advertisement. So, this section gives the figure of H. Prabowo Subianto as main part, so viewers directly watch the figure when watching this advertisement and then making sure viewers for supporting him as the next president.

2) Display

Display of this section is also the figure of H. Prabowo Subianto. It is called the lead of this advertisement is congruent because it doesn't use

symbolism. And the lead of this service is explicit. Because it shows that H Prabowo Subianto is so closed with people.

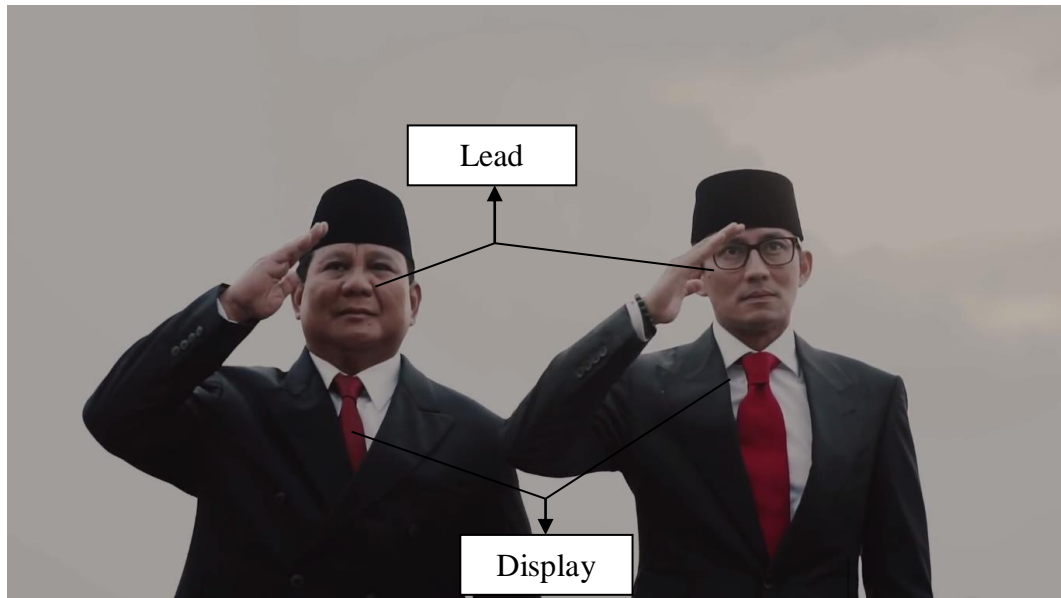


Figure 30

1) Lead – Locus of Attention

The Lead is the images of H. Prabowo Subianto and H. Sandiaga Salahuddin Uno as the locus of attention. The images is the most salient image as the locus of attention which give attention to viewers when watching this advertisement. They are in the middle of the video and it means that they get attention and is suitable to be lead of the visual elements.

2) Display

The display of this advertisement is congruent. Because display shows the characteristics of lead. The display doesn't use symbolism for visualize the lead. The display of this service is explicit because the images shows that they respect to Indonesia and Indonesia people.



Figure 31

1) Lead – Locus of Attention

The lead is the most salient image because it should be the main focus of attention that attracts the viewers or the one that viewers give to the advertisement. It is constructed by smaller elements categories as the locus of attention, that is the background or other visuals which are less salient than the LoA but complementing LoA. It could be seen from the visual picture of Garuda, showing locus in order to take the attention of the people in focusing the Indonesian symbol.

2) Display

In this part, the Display shows the characteristics of the lead. The display is the lettering “PRABOWO SANDI”. Here, the Lead is incongruent because the advertisement uses symbolism. The Lettering represents the characters of H. Prabowo Subianto and H. Dandiaga Salahuddin Uno.

3) Emblem

Visual emblem image component of this section shows numbers “02” as the campaign’s logo. It symbolize the brand name as the linguistic emblem. It could be seen at the central down side.

2. Presidential Campaign Advertisements Realized by Ir. H. Joko Widodo on Television

Not much different from the advertisement that is realized by H. Prabowo Subianto, the presidential campaign advertisement which was realized by Ir. H. Joko Widodo has three advertisements, each of which has a 30 second advertisement duration. And each advertising theme is a campaign theme where the presidential candidate promotes himself, his vision and mission to the public through advertising. These advertisements have different visual and description but have the same message. The analysis of these advertisements will be explained as follows.

2.1.The Meaning of Visual that use in advertisements

a. Advertisement 1



Figure 32

This picture shows the atmosphere of the city at noon, which is full of many people's houses and tall buildings. It points the existence of a train that is running. And in this section there is an inscription "negara tercinta ini lebih maju lagi" which if translated into this beloved country is more advanced. So, in this case, this advertisements means conveying that Ir. H. Joko Widodo wants to make this country of Indonesia more advanced in various ways. It is supported by the visualization of the train which is running and the train always goes forward. So, the visualization of a train and the white writing is very fitting to illustrate the wishes of Ir. H. Joko Widodo.



Figure 33

This picture shows some people doing activities for a job. And, this picture lies the words "jurus manjur, anti nganggur". It translates into effective, anti-unemployment. This part means Ir. H. Joko Widodo promises that he will open up a lot of jobs so that people would no longer be unemployed. Then, unemployment will decrease in Indonesia. This meaning is supported by visualizations of people who are at work and the posts under this advertisement.



Figure 34

This section displays a card which is called a "kartu sembako murah" and is motivated by a woman shopping at a traditional market. This part means Ir. H. Joko Widodo wants to say that if he becomes president again he will launch the card so that the prices of basic necessities on the market are cheap and all Indonesian people will not be difficult to obtain basic necessities because the card will make it easier to get basic needs. And this meaning is supported by the white reading below this video, which is "bahan pokok terjangkau", which means affordable staples.



Kita akan meluncurkan KIP (Kartu Indonesia Pintar) Kuliah

Figure 35

The next picture, this shows a visualization of a woman wearing a toga and holding a card. And this card is called Kartu Indonesia Pintar Kuliah. This footage means that Ir. Joko Widodo will launch the card when he becomes president later. and he will guarantee that people will be able to go to college easily using the card. and this advertisement conveys that it will create Indonesia with a country of millions of scholars. because this card makes it easy for everyone to study up to become a scholar.



Figure 36

The next footage exhibits Ir. H. Joko Widodo is in the crowd of people who wanted to greet him and take pictures with him. It shows that he is very willing to take pictures and people are very enthusiastic to take pictures with him. From this picture means he is very friendly and famous. From this picture, this advertisement wants to show the viewers that he really cares about the people of Indonesia as well as he cares and is friendly to people who want to say hello as shown in this picture. And also at the bottom of this video there is the inscription "Optimis, Indonesia maju" which means optimistic, Indonesia forward. It means that he wants the Indonesian people to be optimistic that Indonesia will advance by choosing him as the next president.

b. Advertisement 2

Figure 37

This advertisement features an illustration of a father who is very affectionate and caring for his child. It seems there is a father playing with his son in their yard. From the display of this image means that this advertisement wants to show the viewers if Ir. H. Joko Widodo has a character like a father, that is very caring and affection for the people of Indonesia. And, he deserves to be the leader of Indonesia because he has the figure of a father as the protector of his children.



Figure 38

In the next scene, it displays Ir. H. Joko Widodo and his wife visit a market in eastern Indonesia. It can be seen by people in the market being more dominant to the characteristics of eastern Indonesian people. From this scene, it explains that Ir. H. Joko Widodo cares and is very concerned about Indonesians to the eastern part of Indonesia. And at the same time this advertisement explains that he is not a racist because he welcomes a helping hand from them. It is due to the many racist issues in Indonesia. So, this advertisement invites us not to become racists because Ir. H. Joko Widodo is a person who does not distinguish between religious and racial tribes.



Figure 39

Here, Ir. H. Joko Widodo is conducting a prayer together with several Indonesian people. He also took the position of prayer leader. Now, from this picture, this advertisement means that he is a religious person and is very understanding about the religion, especially the religion of Islam. Because at the moment, there are only a lot of issues saying that he is a communist. Through this picture, he hopes the audience does not believe the issue. Because he is able to lead the prayer. and he was very obedient in carrying out religious orders.



Figure 40

Next, there is a picture of H. Joko Widodo hugging an old woman. The old woman is seen, it is can be expected to be touched because she is able to meet directly with Ir. H. Joko Widodo or he is sad because of something and wants to say his sadness to Ir. H. Joko Widodo so that he can help her problem. This advertisement expresses that Ir. H. Joko Widodo is a humble man and able to embrace his people in order to solve the problems that exist in people's lives. This picture means that Ir. H. Joko Widodo is ready to help the people whenever and wherever until the creation of an advanced Indonesia.



Figure 41

The next scene displays a visualization of Ir. H. Joko Widodo giving a speech in an open space. He is very handsome and presumptuous in making a public speech. Here, he is wearing a white shirt. It means he is a human who has a character like white. White means pure, clean and simple. Ir. H. Joko Widodo wants to show that a person who is clean and not full of lies, and also he is simple and not arrogant.

c. Advertisement 3

Figure 42

In this picture you can see a family consisting of a father, mother, a daughter and a son. They are watching H. Joko Widodo giving a speech on television. It shows them smiling while watching television. It indicates they are happy when watching television that contains Ir. H. Joko Widodo made a speech. This picture means telling the audience or the people of Indonesia that Ir. H. Joko Widodo will bring a happy smile to all Indonesian people if he will lead Indonesia in five years. Then he will provide prosperity for all the people which is illustrated in this picture.



Figure 43

It displays two men walking out of the mosque. And they are together holding all the smartphone. They watch something in it. Because the smartphone is in the landscape position. The point of meaning of this image is both men who holding the smartphone. It means Ir. H. Joko Widodo wants to convey to the community to hold together for the creation of Indonesia forward. To create Indonesia forward, it can not be done by one party. Folk and leaders must be together for realizing it. And, from this advertisement, Ir. H. Joko Widodo wants to convince the people that he is able to bring people to embrace the people to embrace the people of advanced Indonesia.



Figure 44

This picture represents some people are gathered at the table to look to the laptop. They are watching a speech from Ir. H. Joko Widodo. From this picture, the points taken that is those who are gathered which manifests a unity between people. From this section of the advertising, Ir. H. Joko Widodo conveys that the Indonesian people must be together to realize Indonesia forward. There is no one difference between people. Because of the unity of the community, it will be easy to move towards Indonesia to be even more advanced.



Figure 45

Furthermore, it shows a scene where some residents watch television outside the room. They look compact and get along well together while watching the television. From this illustration, Ir. H. Joko Widodo wants to convey to the public that as Indonesian citizens, people must be harmonious and peaceful. Do not insult each other between humans. Because of harmony and peace it will be easy to create an advanced Indonesian state.



Figure 46

This section displays a visualization from Ir. H. Joko Widodo and K.H. Makruf Amin do the speech. And they both wear the same white clothes. This section represent their simplicity and their firm attitude to draw attention to the viewers. This advertisement means showing that they are ready and will take full responsibility if they are both elected as the next President and Vice President.

2.2. The Realization of Visual Language in the Advertisements

2.2.1. Visual Analysis

a. Advertisement 1

Visually, the advertisement shows the 29 seconds campaign process carried out by Ir. H. Joko Widodo. The advertisement opens with the voice of a dubber, it happens on the opening of the video only, then the advertisement is filled with the original sound of Ir. H. Joko Widodo, but the ending of advertisement it use dubber's voice again. The background of the advertisement is natural color

without using other color filters, thus highlighting the authenticity of life in Indonesia. But at the last second this video displays a black and white filter and only lasts 2 seconds. And the advertisement describes the promise of his promise if he becomes the next president.

The video begins with the atmosphere of the night in Indonesia which is full of lights. After that it displays the atmosphere of daytime in Indonesia by displaying visually a train that is running. In the next scene, it brings up someone holding a card and then there is a group of people who are working in a room. At the turn of the next scene, there is the display of a card that has a background image of a woman who is transacting in a traditional market. Then, the next video scene shows someone using a toga while showing a card after that the advertisement brings two people to the back and raise their hands and use a toga. At the last second, the advertisement shows an image of Ir. H. Joko Widodo takes photos with Indonesian people. Lastly, the advertisement ends with a photo of Ir. H. Joko Widodo and K.H. Makruf Amin, there are also drawings and symbols from their campaign.

b. Advertisement 2

Visually, the advertisement is 30 seconds long in which the message of the campaign from Ir. H. Joko Widodo. In general, the background of the advertisement is the same color as the original, which is natural color in accordance with nature. It does not add filters at all throughout the scene. The background of this color presents the authenticity of the Indonesian living

environment. In the first 12 seconds, it shows a video of some fathers with different situation and family. In this video explains how the role of fathers is very important and a lot of giving and service to his family. In the next second until the end of the video, it shows the interaction of the presidential and vice presidential candidates to various places. And, ending with the same image as advertisement 1.

The advertisement contains a video illustrating the story of fathers, which tells fathers who are very meritorious and love towards their families, especially their children. It leads to a father holding his son over his shoulder to walk around the forest, and then it featured a father building a tent with his son in the yard to camp. Not only there, the next scene, he prays together with his son, then he teaches his son to ride a bicycle. Next, it shows a daughter putting money in a chicken-shaped piggy bank and her father smiling at her when he put the money into a piggy bank. The next scene, it shows a man who is umbrella over himself and his daughter and wife while running in the rain. After that, it apperas a man who takes care of his child who has a fever. After this illustration video is finished, the next scene is the interaction between Ir. H. Joko Widodo and K.H. Makruf Amin with Indonesian people. Ir. H. Joko Widodo feeds a boy then he and his wife give some books to children while riding a motorcycle. Then they visit the traditional market and greet the people and also he leads the prayer in congregation somewhere. Furthermore K.H. Makruf Amin was visiting someone who was ill. And the next scene tells the story of Ir. H. Joko Widodo is campaigning in public in an open field and this shows the existence of a child who

wants to hug him and an old woman who hugs him while crying, then he greets the people who control him and is accompanied by a security team who is always around him. At the end, it shows Ir. H. Joko Widodo is giving a speech in an open field. At the end, this ad shows the same image as ad 1.

c. Advertisement 3

Visually, the advertisement is 30 seconds long. It shows that Indonesian people from all walks of life are watching or listening to speeches from Ir. H. Joko Widodo. In this video, there is not the interaction between Ir. H. Joko Widodo and K.H. Amr Makruf with the community directly. It only shows Ir. H. Joko Widodo accompanied by K.H. Makruf Amin is making a speech in a video, and then all the people watch the video through television, laptop, cell phone and even there are people who listen to his speech via a radio. The background of this advertisement is natural color that can highlight the colors of life. And, it is completely filled by the voice of Ir. H. Joko Widodo without using a dubber. Transfers from one scene to another are very fast, and very organized. Only a few visuals from the presidential and vice presidential candidates are displayed on it. And, it ends with the same image as advertisement 1, that is an image containing their visuals, their names, their jargon, and symbols and logos.

The advertisement shows one of the characteristics of Indonesian society, which is diverse. It tells people from various professions and circles and from various places are watching speeches delivered by presidential candidates, namely Ir. H. Joko Widodo through electronic media. This video begins with someone

turning on a radio to hear the speech. After that, it comes the next scene where someone was hanging his net and then gather with the family to watch the speech through television. Then, there is a worker on a construction project running while watching the speech through his cellphone. Furthermore, there are two men who were outside the mosque, they are watching the speech together using a cellphone and they are very enthusiastic when watching it. In the next scene, there are many residents in a stall and they all watch television that airs the speech. Not only that, but it displays a train with a background of tall buildings. After that, it creates an atmosphere in the barber's room. In the room, there is a radio playing the speech so that the people inside listen to his speech while doing their respective activities. And it shows up someone is listening to the radio and is on the edge of the river, he is not alone there is someone who is tending some goats and someone is cycling. After that, there are 3 girls and a boy who are standing while watching a speech through a cellphone. The next scene, it is in an office and people are gathering in front of a computer to watch the speech. Then, it cause some residents to gather in an open place and under the background of the night and they gather to watch the speech on television. And at the end, visual Ir. H. Joko Widodo and K.H. Makruf Amin appears and ends with the same image as advertisement 1 and advertisement 2.

2.2.2. Visual Elements

a. Advertisement 1



Figure 47

1) Lead – Locus of Attention

The lead is the most salient image because it is the main focus of attention that entices the viewers of the advertisement. It is constructed by smaller elements categories as the locus of attention, that is the background or other visuals which are less salient than the LoA but complementing LoA. It could be seen from the atmosphere of the night in Jakarta, showing locus in order to take the attention of the people in focusing the beauty of the city when at night.



Figure 48

1) Lead – Locus of Attention

The Lead of this section is the figure of a man is holding a card. The figure is the most salient image as the main focus of attention that attracts the people when watching it. So, this part indicates the figure as main part or locus of attention. The lead focuses for displaying the card to the viewers, and people will understand about the existence of the card.

2) Display

In this part, the Display shows the characteristics of the lead. The display is the card that is called Kartu Pra-Kerja. Here, the Lead is congruent because the advertisement does not use symbolism. It gives the real of card picture. Moreover, the Lead in this product is Explicit because the picture shows about the tangible object or real product of Kartu Prakerja.

3) Emblem

Visual emblem image component of this part shows “Kartu Pra-Kerja” as the campaign’s logo. It symbolizes the brand name as the linguistic emblem. It could be seen at top of the card.

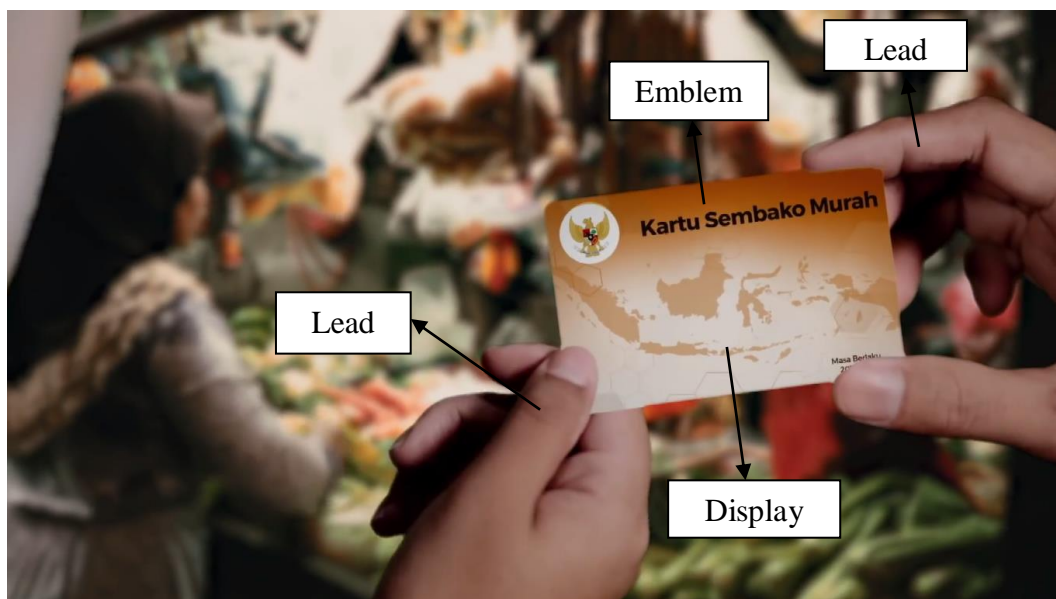


Figure 49

1) Lead – Locus of Attention

The Lead of this section is the image of two hands that having a card. The image is the most salient image and it attracts the viewers when watching it. So, this section indicates the hands as locus of attention. The lead focuses for pointing the card to the viewers, so viewers will understand about the existence of the card.

2) Display

In this section, the Display shows the characteristics of the lead. The display is the card that is called Kartu Sembako Murah. Here, the Lead is congruent because the advertisement does not use symbolism. It gives the

real of card picture. Moreover, the Lead in this product is Explicit because the picture shows about the tangible object or real product of Kartu Sembako Murah.

3) Emblem

Visual emblem image component of this section shows “Kartu Sembako Murah” as the campaign’s logo. It is for accompanying the brand name as the linguistic emblem. It could be seen at top of the card.

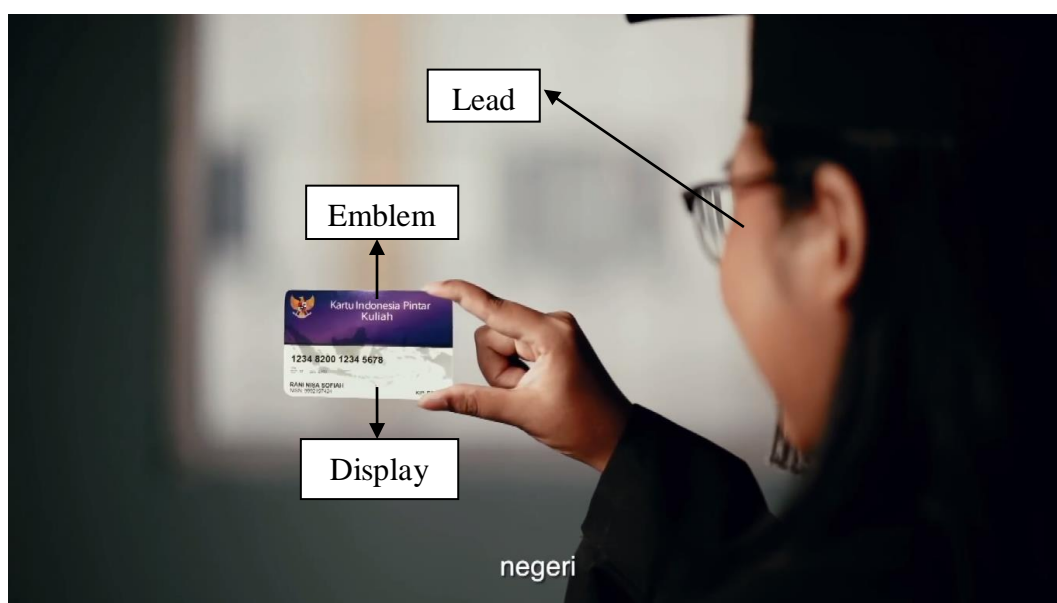


Figure 50

1) Lead – Locus of Attention

The Lead of this section is the picture of a woman is keeping a card. The picture is the most salient image as the main focus of attention that entice the people or viewers. So, this part represents the woman as main part or locus of attention. The lead focuses for exhibiting the card to the viewers, and viewers will understand about the existence of the card.

2) Display

In this part, the Display tells the characteristics of the lead. The display is the card that is called Kartu Indonesia Pintar Kuliah. Here, the Lead is congruent because the advertisement does not use symbolism. It gives the real of card picture. Moreover, the Lead in this product is Explicit because the picture shows about the tangible object or real product of Kartu Indoensia Pintar Kuliah.

3) Emblem

Visual emblem image component of this part shows “Kartu Indonesia Pintar Kuliah” as the campaign’s logo. It symbolizes the brand name as the linguistic emblem. It could be seen at top of the card.



Figure 51

1) Lead – Locus of Attention

The Lead is the main focus of attention, so it is able to attract viewers’s attention. The lead have to be the most sailent image and is conctructed by

complementary locus of attention. The Lead of this section is a group of people who surround Ir. H. Joko Widodo. Because the people is the most salient image, so it is the main focus for attracting the viewers. And then, it shows the people's enthusiasm for Ir. H. Joko Widodo.

2) Display

Display is the characteristics of lead. The display of this section is congruent, because it can be seen the display is Ir. H. Joko Widodo and it does not use the symbolism. It is the real him without symbol or sign. And the display of this service is congruent because it show that Ir. H. Joko Widodo welcomes the people.

b. Advertisement 2



Figure 52

1) Lead – Locus of Attention

The Lead is the main focus of attention. Lead is able to attract viewers's attention. The lead must be the most salient image and is constructed by

complementary locus of attention. The Lead of this section is a father which is carrying his son on his shoulder . The complemnatry locus of attention is the background of this section, those are some trees. The locus of attention attracts the viewers for showing the great father.



Figure 53

1) Lead – Locus of Attention

The Lead of this section is the visual of Ir. H. Joko Widodo. The visual is the most salient image as the main focus of attention which entice the viewers or the one that people give to the advertisement. So, this section gives the visual of Ir. H. Joko Widodo as main part, so viewers directly look at him when watching this advertisement and then satisfying viewers for choosing him as the next president.

2) Display

Display of this section is also the visual of Ir. H. Joko Widodo. It is called the lead of this advertisement is congruent because it does not use

symbolism. And the lead of this service is explicit. Because it shows that Ir. H. Joko Widodo loves Indonesia people.



Figure 54

1) Lead – Locus of Attention

The Lead is the main focus of attention, so it is able to attract viewers's attention. The lead have to be the most sailent image and is conctructed by complementary locus of attention. The Lead of this section is image of Ir. H. Joko Widodo which is riding a red motorcycle. The complemnatry locus of attention is the background view, likes people, motorcycle, some tress and others. The locus of attention attracts the viewers in focusing to convince for choosing Ir. H. Joko Widodo as the next president. It is the effect of use Ir. H. Joko Widodo.

2) Display

The display of this advetisement shows the characteristics of lead and the lead of this advertisement is congruent because it does not use symbolism

and the lead in this service is explicit because the picture displays the real visual of Ir. H. Joko Widodo.



Figure 55

1) Lead – Locus of Attention

The Lead of this section is the figure of Ir. H. Joko Widodo who is wearing white shirt. The figure of Ir. H. Joko Widodo is the most salient image as the main focus of attention which attracts the viewers. This part shows the figure of Ir. H. Joko Widodo as main part, so viewers see him when watching this advertisement. The lead focus for persuading people for supporting him as the next president.

2) Display

The display of this part shows the characteristics of lead and the lead of this part is congruent because it does not use symbolism and the lead in this service is explicit because the picture displays the real of Ir. H. Joko Widodo is giving a speech.



Figure 56

1) Lead

The lead is the most salient image because it is or should be the main focus of attention that that attracts the viewers or the one that viewers give to the advertisement. It is constructed by smaller elements categories as the Locus of attention (LoA), which is the most salient item or items in the lead: the complementary Locus of Attention (Comp. LoA), that is, the background or other visuals which are less salient than the LoA but complementing LoA. It could be seen from the big visual of Ir. H. Joko Widodo and K.H. Makruf Amin, showing locus in order to take the attention of the people in focusing to persuade for voting them as the next president and vice presiden. It is the effect of use The big visual of them.

2) Display

In this part, the Display shows the characteristics of the lead. The display is the picture of Prabowo Subianto and Sandiaga Uno. Here, the Lead is

congruent because the advertisement does not use symbolism. Moreover, the Lead in this service is Explicit because the picture shows about the tangible object or service themselves.

3) Emblem

Visual emblem image component of this section shows numbers “01” as the campaign’s logo. It is to accompany the brand name as the linguistic emblem. It could be seen at the left side.

c. Advertisement 3



Figure 57

1) Lead – Locus of Attention

The Lead is the main focus of attention. Lead is able to get viewers’s attention. The lead must be the most sailent image and is conctructed by complementary locus of attention. The Lead of this part is a man who is turning on a radio. The complemnatry locus of attention is the background of this part, those are fans, radio, desk, and window. The locus of

attention entice the viewers for listening the radio which broadcasts good contents, one of them is about Ir. H. Joko Widodo's speech.



Figure 58

1) Lead – Locus of Attention

The Lead of this section is the group of people that is watching television in a small shop. The people consists of four women and four men. The people is the most salient image as the main focus of attention which attracts the viewers. It is called locus of attention. This part shows the people as locus of attention, so viewers directly see them when watching this advertisement. The lead focus shows they are happy and mutual support Ir. H. Joko Widodo as the next president. Because they are watching his speech on the television.



Figure 59

1) Lead – Locus of Attention

The Lead is the main focus of attention, so it attracts viewers's attention. The lead is the most sailent image and is conctructed by complementary locus of attention. The Lead of this section is the students who looks at a cellphone. The students consists a boy and three girls and then they they look very familiar and compact. The complemnatry locus of attention is the background view, likes Indoensia flag, some trees. The locus of attention attracts the viewers in focusing to convince viewers that every human being can be familiar and compact even though different tribes, races and religions.

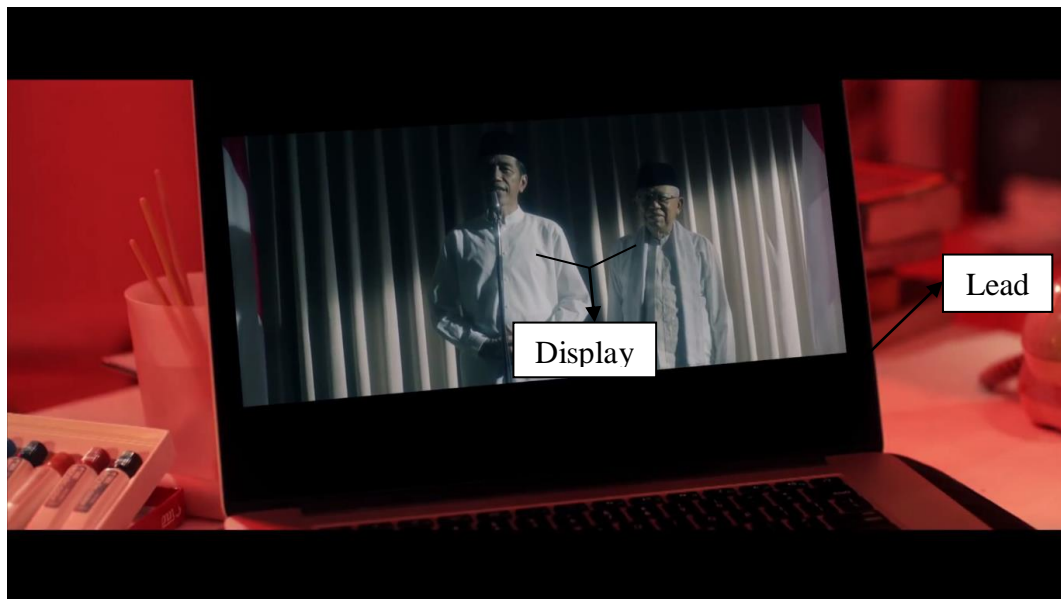


Figure 60

1) Lead – Locus of Attention

The Lead is the laptop. The laptop is the most salient image as the locus of attention which take people's attention when watching this section. The laptop as the lead is supported by background view as the complementary locus of attention. It is able to see the others that is behind the laptop as less salient. The lead focuses for showing how Ir. H. Joko Widodo do a speech very well in public and is accompanied by K.H. Makruf Amin.

2) Display

The display of this section is congruent. Because this section does not use symbolism. The display of this service is explicit because this section shows the figure of Ir. H. Joko Widodo and K.H. Makruf Amin without symbol or sign.



Figure 61

1) Lead – Locus of Attention

The Lead of this section is the picture of Ir. H. Joko Widodo and K.H. Makruf Amin. Ir. H. Joko Widodo is doing a speech and K.H. Mkruf Amin is beside him. The picture of them is the most salient image as the main focus of attention that notice the viewers. So, this section points the picture as main part, so viewers directly see the picture when watching this section. The lead focus for persuading people for supporting him as the next president.

2) Display

The display of this section shows the characteristics of lead and the lead of this section is congruent because it does not use symbolism and the lead in this service is explicit because the section shows the real of H. Joko Widodo and K.H. Makruf Amin with white shirts.

C. DATA FINDING

From the results of the analysis of all presidential campaign advertisements realized by H. Prabowo Subianto and Ir. H. Joko Widodo, it results in a finding. The findings are in the form of analysis consisting of sentences and images. And, it is analyzed based on theories related to visual language. This research found that there are many visual languages in every advertisement. Visual language analyzed in advertisements is visual meaning and visual language realization, which is realized in the form of visual analysis and visual elements.

The meaning of visual language produces visual meaning. Visual on each advertisement results the meaning related to the visual form of the advertisement. In finding the meaning of visual language in each advertisement take pictures or visuals from the video advertisement. Visual is analyzed so as to get visual meaning namely: a figure from H. Prabowo Subianto, a figure from Ir. H. Joko Widodo, H. Sandiaga Salahuddin Uno, and K.H. Makruf Amin, the people involved in the advertisement, the facial expressions of the people, the atmosphere, the scenery, the plants, the position of the body and objects, even the writing. All of them results the meaning of visual language in all presidential campaign advertisements realized by H. Joko Widodo and Ir. H. Joko Widodo.

Realization of visual language in advertisements is realized into visual analysis and visual elements. In the visual analysis of presidential campaign advertisements realized by H. Prabowo Subianto and Ir. H. Joko Widodo, it produced the objectives and message of the campaign advertisement. To produce

advertising goals and messages, this study analyzes the colors contained in the advertisements, both the main color and background color, the filter's residency, the duration of these advertisements, the transfer of scenes from one scene to another, and the storyline of each advertisements. From all of this, it produces a visual analysis that contains the message and the purpose and even the meaning of each of the presidential campaign advertisements. Then, the visual elements of these advertisements consist of leads, displays and emblems. Each element has its own role. In the presidential campaign advertisements that was realized by H. Prabowo Subianto and Ir. H. Joko Widodo has the three elements. And the most element is Lead, and the least element is emblem. And in general, each advertisement had a different component in the object. But, in these campaign advertisements, elements in the advertisement are in the same object, i.e. the Lead and Display elements are in the same object

CHAPTER V

CONCLUSIONS AND SUGGESTIONS

This chapter had conclusions and a suggestions. The conclusion contained main findings as the answers of the research problems which were proposed on background chapter. The suggestion correlated with the research findings in the next research about the visual language of multimodal.

A. CONCLUSIONS

1. The visual meaning of each presidential campaign advertisement realized by H. Prabowo Subianto and Ir. H. Joko Widodo on television concluded that the visuals in each advertisement were closely related to the work programs of the presidential candidates and showed the character of the presidential candidates that they deserved to be elected president in the 2019 election. The visual meaning of the presidential campaign advertisement realized by H. Prabowo Subanto explained that he was kind and loved Indonesia so much, he wanted for making Indonesia to be fair and prosperous through he being president in the 2019 elections. The visual meaning of the presidential campaign advertisement which was realized by Ir. H. Joko Widodo explained that he was a honest person, he wanted to make Indonesia to progress through his work program as the president in the 2019 lections.
2. The realization of visual language in each advertisement was realized in visual analysis and visual elements. Visual analysis on presidential

campaign advertisements realized by H. Prabowo Subianto resulted that the purpose of the advertisements was to attract the sympathy of the Indonesian people, so they would support and elect him as the elected president in the 2019 election. Visual analysis on presidential campaign advertisements realized by Ir. H. Joko Widodo concluded that the message of the advertisement was that he hoped that the entire Indonesia community would vote for him as president in the next period so Indonesia would become a developed country through his leadership as the elected president in the 2019 election. Furthermore, the visual elements in the all advertisements realized by H. Prabowo Subianto and Ir. H. Joko Widodo had leads, displays and emblems but not all scenes had all the elements. The most elements in each scene were lead and the fewest elements in each scene were emblem.

B. SUGGESTIONS

1. This research talked about the meaning of visual that used in presidential campaign advertisement realized by H. Joko Widodo and Ir. H. Joko Widodo and the research used the simple theory of multimodal analysis. It is suggested for the further researcher for using the other theory about multimodal in order to make the next research could give larger and kind of interpretation of the advertisement.

2. This reserach realized the visual language into visual analysis and visual elements. It is suggested for next research for realizing te visual language into the other ways.

REFERENCES

- Almurashi, Wael Abdulrahman. 2016. *An Inroduction to Halliday's Systemic Functional Linguistics*. Journal for the Study of English Linguistics. ISSN 2329-7034. Vol. 4, No.1.
- Anstey, Michele and Geoff Bull. 2010. *Helping teachers to explore multimodal text*.http://www.curriculum.edu.au/leader/helping_teachers_to_explore_multimodal_texts,31522.html?issueID=12141 , accessed on March 19, 2019
- Cheong, Yin Yuen. 2004. *Open Linguistics Series: The Construal of Idetional Meaning in Print Advertisements*. London and New York: Continuum
- Dewi, Utami. 2017. *Multimodal Analysis on Advertisements of Bodrex Extra in Electronic Media*. Journal of Vision. Vol. XI, No.11. ISSN: 2086-4213.
- Halliday, M.A.K. 2014. *Introduction to Functional Grammar Forth Edition*. London: Routledge.
- Kress, Gunther and Theo Van Leeuwen. 2006. *Reading Images*. London: Routledge.
- Mariarty and et al. 2012. *Advertising and IMC: Priciple and Practice*. New Jersey: Pearson Education.
- Miles and et al. 2014. *Qualitative Data Analysis: A Methods of Source Book Third Edition*. London: Sage Publication Inc.
- O'Halloran, Kay L. 2004. *Multimodal Discourse Analysis*. New York: Continuum.
- Pardi, and et al. 2018. *Multimodal in Audiovisual Advertisement*. The 1st Annual International Conference on Language and Literatur. Volume 2018.
- Pratiwy, Devi and Sri Wulan. 2018. *Multimodal Discourse Analysis in Dettol Tv Advertisement*. The 1st Annual International Conference on Language and Literature. Volume 2018.
- Rosa, Rusdi Noor. 2014. *Analisis Multimodal Pada Iklan Sunsilk Nutrien Sampo Ginseng*. Kajian Linguistik. ISSN 1693-4660.
- Sinar, Tengku Silvana. 2018. *Analisis Wacana Multimodal*. Medan: USU Press.
- Suprakisno. 2017. *Analisis Multimodal Iklan Indomie*. <https://jurnal.unimed.ac.id/2012/index.php/bahas/article/view/5532>, accessed on March 19, 2019.
- Syarah Aisha. 2017. "A Multimodal Analysis of Cosmetic Advertisements". Faculty of Cultural Science. University of Sumatera Utara. Medan.

APPENDIX

APPENDIX

1. Presidential Campaign Advertisements Realized by H. Prabowo Subianto
 - a. Advertisement 1









b. Advertisement 2









c. Advertisement 3









ADIL MAKMUR
BERSAMA

PRABOWO
SANDI

02

2. Presidential Campaign Advertisements Realized by Ir. H. Joko Widodo

a. Advertisement 1







lulusan sekolah, langsung kerja



Optimis, Indonesia maju!

b. Advertisement 2









c. Advertisement 3









4.Amiratur_Raudhah.docx



Alkhair

ORIGINALITY REPORT

20%

SIMILARITY INDEX

18%

INTERNET SOURCES

8%

PUBLICATIONS

14%

STUDENT PAPERS

PRIMARY SOURCES

1	repository.usu.ac.id Internet Source	4%
2	jurnaltarbiyah.uinsu.ac.id Internet Source	3%
3	www.macrothink.org Internet Source	3%
4	ojs.academypublisher.com Internet Source	3%
5	education.oxfordre.com Internet Source	2%
6	www.education.vic.gov.au Internet Source	1%
7	Submitted to Padjadjaran University Student Paper	1%
8	dspace.bilkent.edu.tr Internet Source	1%
9	Submitted to Le Cordon Bleu Australia Student Paper	<1%



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

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

SURAT KETERANGAN

Nomor: *Yoz*/KET/II.9-AU/UMSU-P/M/2019

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

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

Nama : Amiratur Raudhah
NPM : 1502050107
Univ./Fakultas : UMSU/ Keguruan dan Ilmu Pendidikan
Jurusan/P.Studi : Pendidikan Bahasa Inggris/ S1

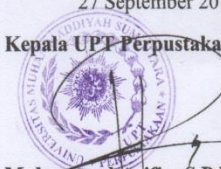
adalah benar telah melakukan kunjungan/penelitian pustaka guna menyelesaikan tugas akhir / skripsi dengan judul :

"Multimodal Analysis on Presidential Campaign Advertisements Realized by H. Prabowo Subianto and Ir. H. Joko Widodo on Television"

Demikian surat keterangan ini dibuat untuk dapat dipergunakan sebagaimana mestinya.

Medan, 27 Muharram 1441 H
27 September 2019 M

Kepala UPT Perpustakaan,



Muhammad Arifin, S.Pd, M.Pd



Unggul, Cerdas & Terpercaya

Bila menjawab surat ini agar disebutkan nomor dan tanggalnya

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

Jalan Kapten Mukhtar Basri No. 3 Medan 20238 Telp. (061) 6622400
Website : <http://fkip.umsu.ac.id> Email : fkip@umsu.ac.id

Nomor : 042 /IL.3/UMSU-02/F/2019
Lamp : ---
Hal : Mohon Izin Riset

Medan, 28 Dzulqaidah 1440 H
31 Juli 2019 M

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

Assalamu'alaikum Warahmatullahi Wabarakaatuh

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

Nama : Amiatur Raudhah
N P M : 1502050107
Program Studi : Pendidikan Bahasa Inggris
Judul Peneliti : Multimodal Analysis on Presidential Campaign Advertisements
Realized by H. Prabowo Subianto and Ir. H. Joko Widodo on Television.

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

Wa'alaikumsalam Warahmatullahi Wabarakatuh.

Dekan

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


** Pertinggal **



UMSU
Unggul | Cerdas | Terpercaya

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

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



LEMBAR PENGESAHAN HASIL SEMINAR PROPOSAL

Proposal yang sudah diseminarkan oleh mahasiswa di bawah ini :

Nama Lengkap : Amiratur Raudhah

N.P.M : 1502050107

Prog. Studi : Pendidikan Bahasa Inggris

Judul Proposal : Multimodal Analysis on Presidential Campaign Advertisements
Realized by H.Prabowo Subianto and Ir. H. Joko Widodo on
Television

Pada Sabtu, tanggal 18 bulan Mei tahun 2019 sudah layak menjadi proposal skripsi.

Medan, 30 Juli 2019

Disetujui oleh:

Dosen Pembahas

Drs. Ali Amran, M.Hum

Dosen Pembimbing

Mandra Saragih, S.Pd., M.Hum

Diketahui oleh
Ketua Program studi

Mandra Saragih S.Pd., M.Hum



UMSU
Unggul | Cerdas | Terpercaya

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

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

SURAT PERNYATAAN

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

Saya yang bertanda tangan dibawah ini :

Nama Lengkap : Amiratur Raudhah
N.P.M : 1502050107
Prog. Studi : Pendidikan Bahasa Inggris
Judul Proposal : Multimodal Analysis on Presidential Campaign Advertisements
Realized by H.Prabowo Subianto and Ir. H. Joko Widodo on
Television

Dengan ini saya menyatakan bahwa :

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

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

Medan, 30 Juli 2019

Hormat saya

Yang membuat pernyataan,



Amiratur Raudhah

Diketahui oleh
Ketua Program Studi
Pendidikan Bahasa Inggris

Mandra Saragih, S.Pd, M.Hum



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

Kepada : Yth. Bapak Ketua
Program Studi Pendidikan Bahasa Inggris
FKIP Universitas Muhammadiyah Sumatera Utara

Perihal : **Permohonan Perubahan Judul Skripsi**

*Bismillahirrahmanirrahim
Assalamu 'alaikum Wr. Wb*

Dengan hormat, yang bertanda tangan dibawah ini :

Nama Mahasiswa : Amiratur Raudhah
N P M : 1502050107
Program Studi : Pendidikan Bahasa Inggris

Mengajukan permohonan persetujuan perubahan judul Skripsi sebagaimana tercantum di bawah ini :

Multimodal Analysis on Presidential Campaign Advertisement Realized by Prabowo and
Jokowi in Television

Menjadi

Multimodal Analysis on Presidential Campaign Advertisements Realized by H.Prabowo
Subianto and Ir. H. Joko Widodo on Television

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

Ketua Program Studi
Pendidikan Bahasa Inggris

Mandra Saragih, S.Pd, M.Hum

Medan, 30 Juli 2019
Hormat saya

Amiratur Raudhah

Diketahui Oleh :

Dosen Pembahas

Drs. Ali Amran, M.Hum

Dosen Pembimbing

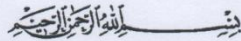
Mandra Saragih S.Pd., M.hum



UMSU
Unggul | Cerdas | Terpercaya

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

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



SURAT KETERANGAN

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

Nama Lengkap : Amiratur Raudhah

N.P.M : 1502050107

Prog. Studi : Pendidikan Bahasa Inggris

Judul Proposal : Multimodal Analysis on Presidential Campaign Advertisement
Realized by Prabowo and Jokowi in Television

Benar telah melakukan seminar proposal skripsi pada hari Sabtu, tanggal 18 bulan Mei, tahun 2019.

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

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

Medan, 30 Juli 2019

Ketua Program Studi

Mandra Saragih, S.Pd, M.Hum



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

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

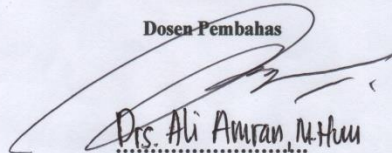
BERITA ACARA SEMINAR PROPOSAL

Pada hari Sabtu tanggal 18 Bulan Mei 2019 telah diselenggarakan seminar prodi pendidikan Bahasa Inggris menerangkan bahwa :

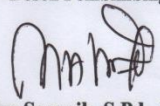
Nama Lengkap : Amiratur Raudhah
NPM : 1502050107
Program Studi : Pendidikan Bahasa Inggris
Judul Skripsi : Multimodal Analysis on Presidential Campaign Advertisement Realized by Prabowo and Jokowi in Television

No.	Argument/Komentar/Saran
Judul	Reuse The title
Bab I	reuse !!
Bab II	r
Bab III	
Lainnya	Writing System
Kesimpulan	[] Disetujui [] Ditolak [<input checked="" type="checkbox"/>] Disetujui Dengan Adanya Perbaikan

Dosen Pembahas

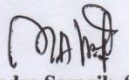

Drs. Ali Amran, M.Hum

Dosen Pembimbing



Mandra Saragih, S.Pd., M.Hum

Panitia Pelaksana

Ketua

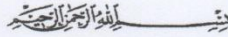

Mandra Saragih, S.Pd., M.Hum

Sekretaris


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. 061-6622400 Ext. 22, 23, 30
Website: <http://www.fkip.umsu.ac.id> E-mail: fkip@umsu.ac.id



LEMBAR PENGESAHAN PROPOSAL

Proposal yang diajukan oleh mahasiswa di bawah ini:

Nama Lengkap : Amiratur Raudhah
N.P.M : 1502050107
Program Studi : Pendidikan Bahasa Inggris
Judul Proposal : Multimodal Analysis on Presidential Campaign Advertisement
Realized by Prabowo and Jokowi in Television

Sudah layak diseminarkan.

Medan, 16 Mei 2019

Disetujui oleh
Pembimbing

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



FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN
UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA
Jln. Mukhtar Basri BA No. 3 Telp. 6622400 Medan 20217 Form : K3

Nomor : 2168 /II.3/UMSU-02/F/2019
Lamp : ---
Hal : Pengesahan Proyek Proposal
Dan Dosen Pembimbing

Assalamu'alaikum Warahmatullahi 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 : Amiratur Raudhah
N P M : 1502050107
Program Studi : Pendidikan Bahasa Inggris
Judul Penelitian : Multimodal Analysis on Presidential Campaign Advertisement Realized by Prabowo and Jokowi in Television

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

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

1. Penulis berpedoman kepada ketentuan yang telah ditetapkan oleh Dekan
2. Proyek proposal/risalah/makalah/skripsi dinyatakan BATAL apabila tidak selesai pada waktu yang telah ditentukan
3. Masa kadaluarsa tanggal : 15 Mei 2020

Wa'alaikumssalam Warahmatullahi Wabarakatuh.

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

Dekan

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

Dibuat rangkap 4 (empat) :

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



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

Form K-2

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

Assalamu'alaikum Wr. Wb

Dengan hormat, yang bertanda tangan dibawah ini :

Nama Mahasiswa : Amiratur Raudhah
NPM : 1502050107
Pro. Studi : Pendidikan Bahasa Inggris

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

Multimodal Analysis on Presidential Campaign Advertisement Realized by Prabowo and Jokowi in Television

Sekaligus saya mengusulkan/menunjuk Bapak/Ibu :

Mandra Saragih, S.Pd, M.Hum *Acc RF*

Sebagai Dosen Pembimbing Proposal/Skripsi saya.

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

Medan, 26 April 2019
Hormat Pemohon,

Amiratur Raudhah

Keterangan

- Dibuat rangkap 3 :- Asli untuk Dekan/Fakultas
- Duplikat untuk Ketua / Sekretaris Jurusan
- Triplikat Mahasiswa yang bersangkutan



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

Form K-1

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

Perihal : **PERMOHONAN PERSETUJUAN JUDUL SKRIPSI**

Dengan hormat, yang bertanda tangan dibawah ini :

Nama Mahasiswa : Amiratur Raudhah
NPM : 1502050107
Pro. Studi : Pendidikan Bahasa Inggris
Kredit Kumulatif : 138 SKS
IPK = 3,75

Persetujuan Ket/Sekret, Prog. Studi	Judul Yang Diajukan	Disahkan oleh Dekan Fakultas
26/04/2019 CA-2019 	Multimodal Analysis on Presidential Campaign Advertisement Realized by Prabowo and Jokowi in Television	11/26/4/19
	An Analysis of Activities in Teaching English Using 2013 Curriculum at SMP Muhammadiyah 47 Sunggal	
	Speech Function in BTS Speech at UNICEF 2018 "Youth 2030: The UN Youth Strategy	

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

Medan, 26 April 2019
Hormat Pemohon,

Amiratur Raudhah

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



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

PERMOHONAN PERSETUJUAN JUDUL SKRIPSI

Dengan ini saya

Nama Mahasiswa : Amiratur Raudhah
NPM : 1502050107
Pro. Studi : Pendidikan Bahasa Inggris

Judul	Diterima
Multimodal Analysis on Presidential Campaign Advertisement Realized by Prabowo and Jokowi in Television	<u>ACC</u>

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

Disetujui oleh
Dosen Pembimbing

Mandra Saragih, S.Pd., M.Hum

Medan, 26 April 2019
Hormat Pemohon

Amiratur Raudhah