

## Abstract

**Gifa Rokhimah Anggreyani. 1165030074. Multimodal in Cell phone Advertisement at Tokopedia.com. An Undergraduate Thesis, English Department, Faculty of Adab and Humanities, State Islamic University of Sunan Gunung Djati Bandung. Advisors: 1. Dr. Dadan Rusmana, M.Ag.; 2. Ika Yatmikasari, S.S., M.Pd.**

**Keywords:** advertisement, linguistic element, visual element, intersemiosis.

In recent time, our life is inevitably surrounded by many of advertisement daily delivered through various kinds of mass media electronic including advertisement. An advertisement is a form of multimodal discourse for example text consisting of two resources of the meaning namely linguistic element and a visual element which make up essential semiotic resources that to complement each other. The analysis is conducted using the systematic functional approach in multimodality, i.e., Cheong's (2004) formulation of Generic Structure Potential for print advertisements complemented with Royce's Intersemiotic Complementary.

Based on Cheong's Theory, those 15 (fifteen) advertisements have the generic structure potential in the form of the visual and linguistic element. The visual elements of the advertisement include lead, display, and emblem that occurred in all of 15 (fifteen) advertisement. Whereas, only 3 (three) advertisements in terms of linguistic elements have announcement, enhancer, tag, and call visit information while the others do not complete. Furthermore, the researcher found that Display and Announcement always occur in the 15 (fifteen) cell phone advertisement at Tokopedia.com. Then, according to Royce's (1999) theory of the intersemiotic complementary, it can be seen that there is a sense of relations between the visual element and linguistic elements are repetition, synonymy, and meronymy which are found in the advertisement.

## Abstrak

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Kata kunci: iklan, elemen linguistik, elemen visual, intersemiosis.

Belakangan ini, kehidupan kita pasti dikelilingi oleh banyak iklan setiap harinya yang disampaikan melalui berbagai jenis media massa elektronik termasuk iklan. Iklan adalah bentuk wacana multimodal karena meliputi teks yang terdiri dari dua sumber daya makna yaitu elemen linguistik dan elemen visual yang membentuk sumber daya semiotik esensial yang dua komponen muncul untuk melengkapi satu sama lain. Analisis dilakukan dengan menggunakan pendekatan fungsional sistematis dalam multimodality, yaitu, kerangka pemikiran Cheong (2004) tentang Potensi Struktur Generik untuk iklan cetak yang dilengkapi dengan Pelengkap Intersemiotik Royce.

Berdasarkan Teori Cheong, 15 (lima belas) iklan tersebut memiliki potensi struktur generik dalam bentuk elemen visual dan linguistik. Elemen visual dari iklan termasuk *lead*, *display*, dan emblem yang terjadi di semua 15 (lima belas) iklan. Sedangkan, hanya 3 (tiga) iklan dalam hal elemen linguistik yang memiliki *announcement*, *enhancer*, *tag*, dan *call visit information*, sementara yang lain tidak lengkap. Selanjutnya, peneliti menemukan bahwa *Display* dan *Announcement* selalu terdapat di 15 (lima belas) iklan ponsel di Tokopedia.com. Kemudian, menurut teori komplementer intersemiotik Royce (1999), dapat dilihat bahwa ada *sense* hubungan antara elemen visual dan elemen linguistik yaitu *repetition*, *synonymy* dan *meronymy* yang ditemukan dalam iklan.