

ABSTRACT

Ummah, Kuntum Khaira. 2021. Multimodality Comparison of Bli-Bli 12.12 and Lazada 12.12 Advertisements

Many studies on multimodality have been carried out. Some of these previous studies show a comparison between two advertisements in the form of two-dimensional advertisements. However, very few studies have compared multimodality analysis on three-dimensional advertising. This study aims to compare the differences and similarities between two three-dimensional advertisements by looking at the verbal and visual meanings of each advertisement, the generic structure, and looking at the congruence between the verbal and visual meanings of the two advertisements. The analysis in this study is based on three theories, namely the theory of Halliday (2004) is used to analyze the verbal meaning, the theory of Kress and Leeuwen (2006) is used to analyze the visual meaning, and the last theory is Cheong (2004) which is used to analyze the generic structure of the two advertisements. This type of research is a comparative study with descriptive and qualitative approaches. The results showed that there are similarities and differences in the two advertisements. The conclusion obtained is that there are more similarities than differences, therefore congruence was found between verbal and visual meanings. The difference is caused by the different factors of the company which can be seen from the different ways of delivering information and how to invite the audience.

Keywords: Multimodality, lazada 12.12, bli-bli 12.12, congruence.