

ABSTRACT

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This study uses multimodal analysis which aims to examine the differences in meaning in verbal and visual analysis of Mie Sedaap and Indomie instant noodles advertisements. This study aims to determine the difference in meaning in verbal and visual analysis at the level of Systemic Functional Linguistics, namely ideational, interpersonal, and textual metafunctions. In this study, the authors analyze the multimodal advertising of instant noodles produced in Indonesia. First, this study aims to find differences in verbal meaning in two instant noodle advertisements, namely Mie Sedaap K-Spicy Series and Indomie Hypeabis using the Systemic Functional Linguistics theory of Halliday and Matthiessen (2004). Second, to find out the difference in visual meaning in two instant noodle advertisements, namely Mie Sedaap K-Spicy Series and Indomie Hypeabis using the visual design grammar theory of Kress and Leeuwen (1996). Third, to determine the compatibility between verbal and visual elements in two instant noodle advertisements, namely Mie Sedaap K-Spicy Series and Indomie Hypeabis by using the theory of relational clauses of Halliday and Matthiessen (2014). Fourth, to find the generic structure placed in two instant noodle advertisements, namely Mie Sedaap K-Spicy Series and Indomie Hypeabis using the theory of generic structure of Cheong's advertisement (2004). This research method uses descriptive qualitative research. The results showed that there were several differences between the two advertisements in using Systemic Functional Linguistics, namely the analysis of mood, attitude, modality, graduation, and theme. The five differences are dominated by Mie Sedaap advertisements. And in the four theories used above, both advertisements have differences and similarities.

Keywords: *Multimodal Analysis, Systemic Functional Linguistics, Visual Grammar, Verbal Language, Congruence, Advertisement.*