

## ABSTRACT

**Sari, Vitcha. 2021. A Multimodal Analysis of Bank Advertisements. *Thesis*.  
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Universitas Negeri Padang.**

This study aims to examine the difference of meaning in verbal and visual analysis in BJB Bank and HSBC Bank advertisements. This research aims to (1) to find the differences in meaning of verbal in *BJB Bank* and *HSBC Bank* by using Systemic Functional Linguistics theory of Halliday and Matthiessen (2004), (2) to find the differences in meaning of visual in *BJB Bank* and *HSBC Bank* by using The grammar of visual design theory of Kress and Leeuwen (1996), (3) to find the congruence between verbal and visual elements in *BJB Bank* and *HSBC Bank* by using Clause relation theory of Halliday and Matthiessen (2014), and (4) to find the generic structure placed in *BJB Bank* and *HSBC Bank* by using The generic structure of advertisement theory of Cheong (2004). The method used in this research is descriptive qualitative method. The data is the visual and verbal contained in the BJB bank and the HSBC bank advertisement videos. The method of this research uses descriptive qualitative research. The results showed in this research between BJB bank and HSBC bank advertisements in the four theories used above have differences and similarities.

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