

ABSTRACT

Multimodality is a term widely discussed by linguistics and semiotics. It means the combination of different semiotic modes, for example, language and music in a communicative artifact or event (Leeuwen, 2005). In this research, the researcher examines multimodal advertising for cigarette products. The cigarette product named is *Djarum 76* and *Sapoerna Kretek*. This research is intended to 1) How semiotic systems in *Djarum 76* and *Sampoerna Kretek* cigarette's audiovisual advertisement? 2) What is the generic structure placed in both advertisements? 3) What are the differences between the semiotic system in *Djarum 76* and *Sampoerna Kretek*? This research used the descriptive qualitative method. Analysis in this research using the semiotics approach focused on multimodal systems that include linguistic, visual, audio, and gestural aspects. Linguistic analysis using Systemic Functional Linguistic by Halliday (2004), visual, audio, and gestural analysis using Anstey and Bull (2010) theories, and Cheong (2004) formulation of generic structure potential for print advertisement.

Keywords: Multimodal, advertisement, cigarette products, semiotic system.