

**A MULTIMODAL ANALYSIS OF MASCULINITY PORTRAYED IN
DIGITAL PICTURE BOOKS**

THESIS

Submitted as a Partial Fulfillment for the Requirement to Obtain Strata One (S1) Degree in

English Department



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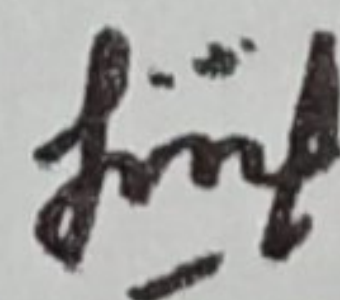
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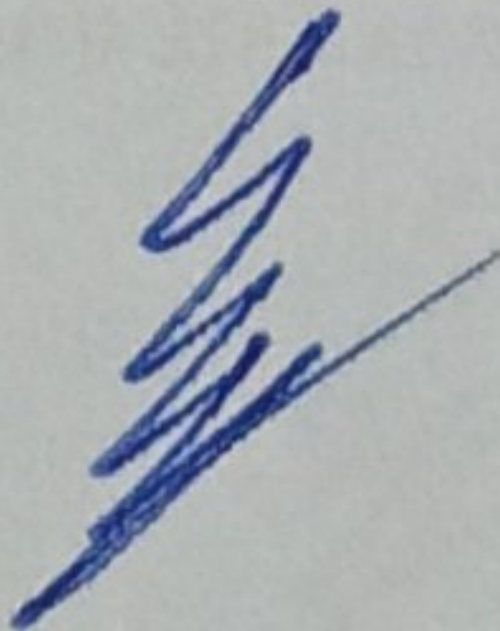
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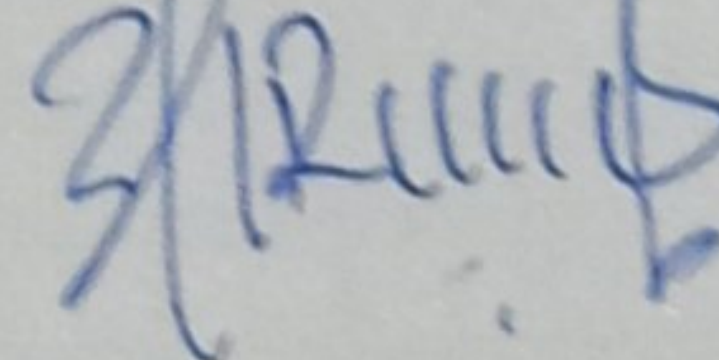
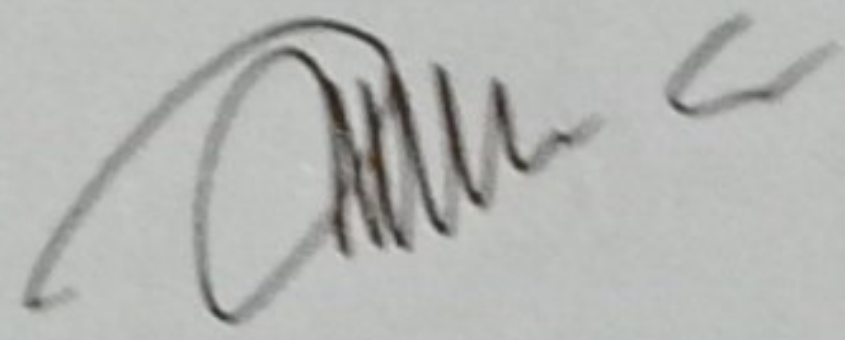
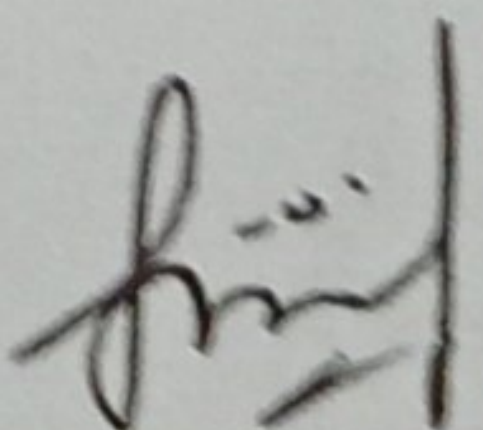
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The researcher realizes that her paper actually has not been perfect yet, there are many mistakes contained in it. In the end, the researcher hopes that this paper will be a guidance for some literary study, especially about linguistics analysis of multimodal discourse.

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The writer

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ABSTRACT

Nauval, Muhammad, 2023. *A Multimodal Analysis of Masculinity Portrayed In Digital Picture Books*. Thesis. English Language and Literature. Faculty of languages and arts. Padang State University.

Picture books as a discourse combine both verbal and visual in order to deliver the event of the story. This research is done by applying multimodal analysis in order to discover how attributes of masculinity are presented in picture books. The verbal text and visual illustration is analyzed in six picture books which are available in two websites: Storybooks Canada (www.storybookscanada.ca) and Monkey pen (www.monkeypen.com). The titles of the books are *Tom the Banana Seller*, *Magozwe*, *Simbegwire*, *Bully Bill*, *The Homeless Monkey*, and *The Lunker*. The visual analysis applied the narrative process of representational meaning by Kress and Van Leeuwen, while the verbal analysis applied the experiential functions of systemic functional linguistics experiential function by Halliday. The data used in this research were the illustration and narration text which contain attributes of masculinity. The methodology applied in this research is descriptive qualitative. Multimodal analysis is defined as an analysis technique that focuses on analyzing in more than one mode. The result of this research showed there are 31 illustrations and 39 narrations text that contain the attribute of masculinity. The dominant narrative process used to present the attribute of masculinity is the actional transactional process. While the dominant experiential functions used to present the attribute of masculinity is the material process. The verbal and visual elements available in picture books of Storybooks Canada and Monkey Pen websites are indeed in making meaning to deliver the attributes of masculinity in the events of the story. Therefore, the next researcher is expected to apply multimodal discourse analysis with other types of discourse and different approaches.

Keywords: *multimodal discourse analysis, picture books, masculinity, storybooks Canada, monkey pen*

ABSTRAK

Nauval, Muhammad, 2023. *A Multimodal Analysis of Masculinity Portrayed In Digital Picture Books*. Thesis. English Language and Literature. Faculty of languages and arts. Padang State University.

Buku bergambar sebagai sebuah wacana menggabungkan verbal dan visual untuk menyampaikan peristiwa sebuah cerita. Penelitian ini dilakukan dengan menggunakan analisis multimodal untuk mengetahui bagaimana atribut maskulinitas disajikan dalam buku bergambar. Teks verbal dan ilustrasi visual dianalisis pada enam buku bergambar yang terdapat pada dua websites: Storybooks Canada (www.storybookscanada.ca) dan Monkey pen (www.monkeypen.com). Judulnya yaitu *Tom the Banana Seller*, *Magozwe*, *Simbegwire*, *Bully Bill*, *The Homeless Monkey*, dan *The Lunker*. Analisis visual menggunakan proses naratif makna representasional oleh Kress dan Van Leeuwen, sedangkan analisis verbal menggunakan fungsi kспериensial dari linguistik sistemik fungsional fungsi eksperensial oleh Halliday. Data yang digunakan dalam penelitian ini adalah ilustrasi dan teks narasi yang mengandung atribut maskulinitas. Metodologi yang digunakan dalam penelitian ini adalah deskriptif kualitatif. Analisis multimodal didefinisikan sebagai teknik analisis yang berfokus pada analisis lebih dari satu modus. Hasil penelitian ini menunjukkan terdapat 31 ilustrasi dan 39 teks narasi yang mengandung atribut maskulinitas. Proses narasi yang dominan digunakan untuk mempresentasikan atribut maskulinitas adalah proses transaksional aksional. Sedangkan fungsi eksperensial yang dominan digunakan untuk mempresentasikan atribut maskulinitas adalah proses material. Elemen verbal dan visual dalam buku bergambar dari situs web *Storybooks Canada* dan *Monkey Pen* memang dalam membuat makna untuk menyampaikan atribut maskulinitas dalam peristiwa pada cerita. Oleh karena itu, peneliti selanjutnya diharapkan dapat menerapkan analisis wacana lain dan pendekatan yang berbeda.

Keywords: *analisis wacana multimodal, buku bergambar, maskulinitas, storybooks canada, monkey pen*

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CHAPTER I

INTRODUCTION

A. Background of the Research

Children's picture books are one of the various forms of entertainment for young readers. Usually, picture books are read by adults to children. Picture books can be defined as storybook that are not only in word format, but also followed by a set of illustrations. Picture book is a combination of visual and verbal elements which are primarily aimed at young children to help improve their reading and observation skills. It builds the ability of comprehension by linking between a set of illustrations and narration written text. This kind of literature uses the most basic language with a vocabulary that could be understood by children easily. Picture books' content also matches children's understanding, appreciation, and abilities.

Picture books have special elements which become their characteristics and attractiveness to lure the reader, especially children. It uses written language for narration and visual language for illustration. The visual provides children the clue to build comprehension about the narrative. According to Wolfenbarger & Sipe (2007:273), picture books represent a unique form of visual and literary art and engage young readers and older readers in many levels of learning and pleasure. These characteristics trigger children to understand the reading and analyze the story based

on the illustration. This makes picture books play a role in the progression of children's education in a certain way.

Picture books usually offer enjoyment and knowledge about certain social topics, such as culture, identity, race, religion, and gender. Gender is one of the issues that is often applied picture books. This topic usually leads to the concept of masculinity and femininity. Masculinity refers to the nature or attributes of males. By the word masculine, people think about attributes that are shown as male. This is a set of behavior that is characterized by men and boys.

In general, masculinity is defined as the nature that avoids femininity. This nature can be spelled out as strong, aggressive, ambitious, and independent. Masculinity refers to male bodies (sometimes symbolically and indirectly) but is not determined by male biology. If 'maleness' is biological, then masculinity is cultural (Beynon, 2002:2). Masculinity in men is a cultural construction, different from 'maleness' which biologically or naturally exists since the men were born. Although it is only a construction, yet it is important for men to have masculine characteristics to be considered as men for their identity. Also because it is only construction and influenced by the environment, it still has possibilities to be found in places where it does not belong to, as well as masculinity in women.

By this issue, picture books as entertainment for young readers can have the potential to give or change the reader, especially children's perception toward the social concept of males on how they should behave, act, or be characterized in society. According to Lynch-Brown & Tomlinson (1999), By reading children's books, young

readers naturally consider what they themselves would do in such a situation in the story. Regular experience with these stories may help the children to formulate their own mindset. Therefore certain stories that contains such issues have potential in children development.

So, in order to uncover that kind of issue in multimodal discourse which in this research are the picture books, it needs a certain analysis approach. A multimodal analysis is an analysis that focuses more than on discourse mode. It is defined as the use of several semiotic modes which are used in a certain product or event. According to Wibowo (2016:5), multimodality can be realized as a technique or analysis tool which combines the procedure of linguistics analysis like systemic functional linguistics (SFL) with an analysis procedure for images, in case the analyzed text applies verbal and visual mode. Multimodal Picture books use more than one mode which are written language, images, signs, symbols, and sometimes spoken language.

The analysis of multimodality has been conducted by numerous researchers in some objects such as advertising media, entertainment media, and reading media. There are several studies that apply the multimodal analysis approach in printed and digital advertising media.

Firstly, the modality in printed advertisements especially on products advertisements have been conducted by Baykal (2016), Bona, Jufri, and Subhan Hayun (2021), Purba & Herman (2020), Yu (2019), Kuswandini (2018), and Saputri (2021). Secondly, the studies on modality in other printed advertisements have been conducted on poster by Syahdiandra (2019); on banner by Rahmadina et al. (2021), on brochures

by Syafitri (2018) and Rambe (2019); and on shop signs by Zulita (2020). Their research shows that the elements of modality are applied to those various printed advertisements in order to deliver a meaning which functions to allure consumers toward the products being advertised.

In addition, studies of multimodality on digital advertisement also have been conducted by Bajari (2017), Darmayanti et al. (2018), Amalia (2019), Savitri & Rosa (2019), Suriyani (2019), Ananda et al. (2019), Hidayat et al. (2019), Hadiani et al. (2020), Hidayah (2020), Nafis (2020) , Octavia Simarmata & Lestari Dwi (2020), Raharjo et al. (2020), Azkiyah et al. (2021), and Ulati (2021). Their research shows similar results with printed advertisements that the elements of multimodality are used in order to persuade buyers' decisions to prefer the products being advertised.

Furthermore, the studies of multimodality have been also implemented in entertainment media. For example, there are several studies of multimodal analysis on movies (Narindrani, 2018; Bo, 2018; Prabawaningrum, 2019; Syahdiandra, 2019; and Aziz et al., 2020) . Their research shows that the elements of modality are used as the media for the meaning-making process to deliver the story and entertain the audience.

Last but not the least, the studies of multimodality in reading media have been done on novel (Yanda & Ramadhanti, 2018), on English book (Sidabutar et al., 2021) and printed picture books (Yolanda, 2019; Martínez Lirola, 2022; and Rajah & Cheong, 2022). The multimodal analysis on picture books is still too limited and it is still limited on printed picture books only. In fact, there have been numerous digital and online picture books consumed by various readers, especially children nowadays on various

websites. Therefore, the researcher is interested in conducting research about multimodal discourse analysis on digital picture books available on websites.

Beside the research of multimodal analysis toward the media, the multimodal studies have applied to several issues such as politics, gender inequality, gender stereotype, racism, and masculinity. The issues on politics on multimodality have been studied by Hutagaol (2019) (Hutagaol, 2019), Elsanhoury (2020). The issues on gender inequality on multimodality have been studied by Belgrimet & Rabab'ah (2021). The issues on gender stereotypes on multimodality have been studied by Rubio (2018). The issue on racism on multimodality have been studied by Fernanda & Acosta (2018), Mulyadi & Sudana (2021), and by Albert (2021). By those studies that apply the multimodal approach above, it can be realized that the elements of multimodality are implemented in order to deliver implicit meaning in a discourse.

There are some multimodal studies based on masculinity issues. There are studies of masculinity elements in movies (Prabawaningrum, 2019; Marom, 2020; Aziz et al., 2020; Rosida et al., 2022) The multimodal study on masculinity in movies shows that the elements of multimodal are implemented for the meaning-making process in order to deliver the story. There are studies of masculinity issues in advertisements (Darmayanti et al., 2018, Elyamany, 2018; Hidayah, 2020; Srikandiati & Luluk V, 2015: and Ramdhan et al., 2021). Their studies show that the implementation of multimodal elements in advertisements are used to persuade a group of consumers which are men, by showing them the masculinity identity with their products. There is also multimodal study on masculinity issues in digital comics by Utomo & Maharani

(2021). Their research shows that the elements of modality are used in order to deliver the implicit meaning about masculinity in digital comics. Next, there is multimodal study on masculinity in magazines by Ramdhan et al. (2021). Even though the research above focuses on different media, their research shows the main point that the element of modality is also applied in several media in order to deliver the value or identity of masculine.

In this research, the researcher analyzes the masculine element portrayed in children's literature which is picture books. In fact, the other researcher already conducted research about multimodality in various areas. The study of multimodal analysis is still dominated by advertisements, but the research of multimodal analysis toward picture books is still very limited. From the relevant studies above, there are only three studies that study multimodality in picture books. The first one is the research by Yolanda (2019) which analyzes the multimodality on children's picture books *The Wonderful World of English*, Martínez Lirola (2022) analyze on compositional and interpersonal metafunctions picture books *Stella brings the family*, and Rajah & Cheong (2022) on the multimodal analysis of award-winning Malaysian picture books for young learners entitled 'The Magic Buffalo' by Jainal Amambing.

This research has differences from the previous research. In previous research, the researcher analyzed the visual element (illustration images) of the picture books by applying the approach of the grammar of visual design analysis on the compositional meanings. For the verbal data, the researcher applied the interpersonal function of systemic functional linguistics. However, in this research, the researcher applies the

grammar of visual design approach on representational meanings to analyze the visual images in picture books and ideational metafunction in SFL to analyze verbal data. The compositional meanings correspond to the element of the images such as information value, framing, and focus. Meanwhile, the representational meanings analyze the represented participants and the circumstance that is involved in the image. This analysis focuses on how represented participants react and interact with each other in order to deliver meaning.

The researcher analyzes the usage of semiotic elements which in this case is the use of illustration images on selected picture books from both websites. The researcher wanted to analyze how the semiotic elements are used in the element of the picture books which portray the attributes of masculinity. The researcher conducts this research to analyze the element of masculinity on six selected from two website children's picture books by applying the multimodal discourse analysis approach. The 2 websites are Storybooks Canada (www.storybookscanada.ca) and Monkey pen (www.monkeypen.com). These 2 websites provide children's picture books for free that can be used or accessed by anyone on the internet.

B. Identification of the Research Problem

Based on the background of this research, the identification of the problem in this research can be formulated into several points. First, how the semiotic elements such as images, colors, symbols, signs, gestures, facial expressions, and others are used

in children's picture books from *Storybooks Canada* (www.storybookscanada.ca) and *Monkey Pen* (www.monkeypen.com) websites. Second, there are several social issues in picture books, such as culture, identity, race, religion, and gender which have potential to affect reader's mindset. Third, picture books as entertainment for which mostly for young reader give impact to the reader's mindset which are the children. Fourth, what are the types of systemic functional linguistics on experiential functions found in the children's picture books from *Storybooks Canada* and *Monkey Pen* websites? The multimodal study on masculinity in advertisements shows that the brand of the product uses a multimodal element in order to persuade male audience by delivering attributes and values of masculinity with the multimodal elements in their advertisement.

C. Limitation of Research Problem

In attempt to conduct this research, the researcher needs to limit the main problem. There are limitations in this research which is important to help the researcher focus on the analysis and the data that has been chosen. This research focuses on multimodal analysis to examine the verbal and visual elements used in picture books that contain attributes of masculinity. These picture books are obtained from 2 websites which are *Storybooks Canada* (www.storybookscanada.ca) and *Monkey pen* (www.monkeypen.com) which can be accessed for free. They are *Tom the Banana Seller*, *Magozwe*, *Simbegwire*, *Bully Bill*, *The Homeless Monkey*, and *The Lunker*. The

researcher uses the systemic functional linguistic approach and grammar of visual design approach.

D. Formulation of Research problem

Based on the limitation, the formulation of the problem in this research is focused on “how are the verbal and visual elements as the component of multimodality used to portrayed masculinity in 2 websites of children picture books”

E. Research Question

The focus of this research is summarized by answering to the following problems of the research:

1. How is the written language of the narration as an element of modality used to represent masculinity in selected *picture books*?
2. How is the visualization of the illustration as an element of modality used to represent masculinity in selected *picture books*?

F. Purpose of the Research

This research aims to investigate the usage of multimodal elements in the discourse which is picture books. The specific purposes are:

1. To find out how written language of the narration as an element of modality used to represent masculinity in selected *picture books*.
2. To find out how visualization of the illustration as an element of modality used to represent masculinity in selected *picture books*.

G. The Significance of the Research

In theory, this research is expected to contribute to linguistics studies. Especially as a reference for the studies of multimodal analysis on picture books and for other discourse studies. In practice, this study would give some contribution such as information for students of the English department about multimodal discourse analysis. For society, this study is expected to give awareness to people about the attributes of masculinity in children's picture books which will be resulted on the audience to be more critical on understanding the message and be expected to not prejudice how men should act and should be in society.

H. Definition of Key Terms

1. Multimodal discourse analysis: Analysis technique that focus on more than one mode like visual, verbal, sign, symbol and others to analyze discourse that use several

2. Picture books: is a narrative books that combine visual and verbal element in delivering the story
3. Masculinity: Set of behavior characteristic, pattern, and tendency which relate on man behavior or value on how to being a man