

**COMPARATIVE ANALYSIS OF MULTIMODAL DISCOURSE
USED IN *DANCOW* AND *MILO* VIDEO ADVERTISEMENTS
RAMADHAN EDITION IN 2024**

THESIS

*Submitted as Partial Fulfillment of the Requirement for Strata One (S1) Degree in
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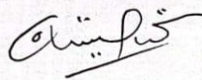
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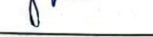
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ABSTRACT

Fauzi, Muhammad Rizki Fauzi. 2025. Comparative Analysis of Multimodal Discourse Used in *Dancow* and *Milo* Video Advertisements Ramadhan Edition in 2024. Undergraduate Thesis Jurusan Bahasa dan Sastra Inggris. Fakultas Bahasa dan Seni. Universitas Negeri Padang.

This study investigates the construction of meaning through verbal and visual elements used in Dancow and Milo video advertisements Ramadhan edition in 2024, two brands under Nestlé Indonesia. Grounded in the theoretical framework of Systemic Functional Linguistics (Halliday & Matthiessen, 2014) and the Grammar of Visual Design (Kress & van Leeuwen, 2006), the research analyzes how multimodal discourse analysis convey messages through verbal and visual elements. The study applies a qualitative descriptive method to examine the three metafunctions in verbal elements are ideational, interpersonal, and textual, and in visual elements are representational, interactional, and compositional. The verbal analysis reveals that Dancow employs a relational processes and declarative clauses, in contrast, Milo demonstrates higher use of material and relational processes and imperative clause. The interpersonal dimension shows that Dancow predominantly conveys affective and judgmental meanings, whereas Milo projects appreciation and social esteem. Both advertisements use graduation resources, though Milo's use is more consistent. Involvement and modality features, such as naming and high-probability modalization. The textual metafunction is characterized by a dominance of unmarked topical themes, with Milo additionally using marked themes to foreground emphasis. In terms of visual element, Dancow tends to favor non-transactional narrative processes and symbolic suggestive images, while Milo incorporates more transactional actional visuals, closer personal distance, and viewer power angles. Both advertisements exhibit high salience through foregrounding, ensuring visual focus aligns with verbal messages. The study concludes that multimodal discourse in these advertisements is strategically organized to construct meaning through the synergy of linguistic and visual elements.

Keywords: *Multimodal Discourse Analysis, Verbal Language, Visual Grammar, Advertisement*

ABSTRAK

Fauzi, Muhammad Rizki Fauzi. 2025. *Comparative Analysis of Multimodal Discourse Used in Dancow and Milo Video Advertisements Ramadhan Edition in 2024*. Undergraduate Thesis Jurusan Bahasa dan Sastra Inggris. Fakultas Bahasa dan Seni. Universitas Negeri Padang.

Penelitian ini menyelidiki konstruksi makna melalui elemen verbal dan visual yang digunakan dalam iklan video Dancow dan Milo edisi Ramadhan tahun 2024, dua merek di bawah Nestlé Indonesia. Berdasarkan kerangka teori Linguistik Fungsional Sistemik (Halliday & Matthiessen, 2014) dan Tata Bahasa Desain Visual (Kress & van Leeuwen, 2006), penelitian ini menganalisis bagaimana analisis wacana multimoda menyampaikan pesan melalui elemen verbal dan visual. Penelitian ini menerapkan metode deskriptif kualitatif untuk memeriksa tiga metafungsi dalam elemen verbal yaitu ideasional, interpersonal, dan tekstual, dan dalam elemen visual yaitu representasional, interaksional, dan komposisional. Analisis verbal mengungkapkan bahwa Dancow menggunakan proses relasional dan klausa deklaratif, sebaliknya, Milo menunjukkan penggunaan proses material dan relasional yang lebih tinggi dan klausa imperatif. Dimensi interpersonal menunjukkan bahwa Dancow secara dominan menyampaikan makna afektif dan menghakimi, sedangkan Milo memproyeksikan penghargaan dan harga diri sosial. Kedua iklan tersebut menggunakan sumber daya kelulusan, meskipun penggunaan Milo lebih konsisten. Fitur keterlibatan dan modalitas, seperti penamaan dan modalitas probabilitas tinggi. Metafungsi tekstual dicirikan oleh dominasi tema topikal yang tidak bertanda, dengan Milo juga menggunakan tema yang ditandai untuk penekanan latar depan. Dalam hal elemen visual, Dancow cenderung menyukai proses naratif non-transaksional dan gambar sugestif simbolis, sementara Milo menggabungkan lebih banyak visual aksional transaksional, jarak pribadi yang lebih dekat, dan sudut pandang pemirsa. Kedua iklan tersebut menunjukkan keunggulan tinggi melalui latar depan, memastikan fokus visual selaras dengan pesan verbal. Studi tersebut menyimpulkan bahwa wacana multimodal dalam iklan-iklan ini diatur secara strategis untuk membangun makna melalui sinergi elemen linguistik dan visual.

Keywords: *Multimodal Discourse Analysis, Verbal Language, Visual Grammar, Advertisement*

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I am fully aware that this thesis is far from perfect. Therefore, I sincerely welcome any constructive suggestions and criticisms for its improvement. I hope this thesis can serve as a useful reference for future studies in the field of multimodal discourse analysis and advertising.

Padang, 14 July 2025

Muhammad Rizki Fauzi

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CHAPTER I

INTRODUCTION

A. Background of Research Problem

In the contemporary digital era, video advertisements have become a rich site for the interplay of multiple semiotic resources, making them an intriguing subject for linguistic analysis (Kress & van Leeuwen, 2001; Machin, 2016). This phenomenon is especially prominent during culturally significant periods such as Ramadan in Indonesia, where brands like *Dancow* and *Milo* produced specialize advertisements that not only promote products but also construct and reinforce cultural meanings through language, image, sound, and gestural.

Advertisements are more than mere commercial messages. They are complex multimodal texts that employ various semiotic modes to create layered meanings (Kress, 2010). The term ‘advertisement’ itself, derived from the Latin word ‘advertere’ meaning “to turn towards,” reflects the communicative intent to attract and influence audiences (Goddard, 1998). However, from a linguistic perspective, the focus extends beyond persuasion to how meaning is constructed, negotiated, and interpreted through the interaction of verbal and non-verbal elements (Bateman, 2014)

The theoretical foundation for analyzing such texts lies in Systemic Functional Linguistics (SFL), developed by Halliday & Matthiessen (2014) which views language as a social semiotic system organized around three metafunctions: ideational, interpersonal, and textual, while Kress & van Leeuwen (2006) extended these metafunctions to visual and multimodal communication, arguing

that meaning in multimodal texts arises from the orchestration of representational, interactional, and compositional modes. In the context of video advertisements, these modes work synergistically to convey not only product information but also cultural values, emotional appeals, and social relationships.

Ramadan-themed advertisements by *Dancow* and *Milo* exemplify multimodal texts that integrate religious symbols, cultural narratives, and affective language to resonate with Indonesian audiences during the holy month. These advertisements employ specific linguistic choices, visual imagery, soundtracks, and narrative structures to construct meanings of togetherness, spirituality, and familial bonds (O'Halloran, 2004). For instance, the use of inclusive pronouns, imperative clauses, and culturally salient visual motifs can be analyzed to reveal how brands position themselves within the Ramadan discourse.

Several previous studies had demonstrated the analytical value of multimodal discourse analysis in advertising. Zuliastutik (2018) examined the linguistic, visual, audio, spatial, and gesture that are depicted in Sprite advertisement 'Nyatanya Pas' edition. Rahmawati & Sinar (2021) applied semiotic approach related to a multimodal system which includes linguistics, visual, audio, gestural, and spatial aspects. Afriansyah (2023) conducted the selected commercial's linguistic and visual aspects to interpret their meanings with the multimodal study. Rianti & Nurlaila (2024) applied the multimodal resources in the L'Oreal x Cinta Laura Khiel advertisement on YouTube based on five semiotic multimodal systems. Additionally, Salain (2023) analyze the interpersonal meaning of "The Pucuk Harum" advertisement video using multimodal discourse analysis such as speech and music, image, and duration.

Despite these advances, a notable gap remains in the literature concerning comparative linguistic analysis of multimodal discourse in Ramadan-themed video advertisements, particularly within the Indonesian context. Most existing studies tend to focus on either spoken or language analysis in isolation or prioritize marketing outcomes over linguistic processes (Machin & Mayr, 2012). This study aimed to fill this gap by conducting a comparative analysis of multimodal discourse used in *Dancow* and *Milo*, focusing on verbal language and visual images conveying their messages.

By applying the SFL-based framework of ideational, interpersonal, and textual metafunctions to both verbal and non-verbal elements, this research intended to provide a nuanced understanding of how meaning is created and communicated in multimodal advertising texts (Halliday & Matthiessen, 2014; Kress & van Leeuwen, 2006). The findings were expected to contribute to the theoretical development of multimodal advertisements. Furthermore, based on the explanation above, the researcher was interested in further investigating the **“Comparative Analysis of Multimodal Discourse Used in *Dancow* and *Milo* Video Advertisements Ramadhan Edition in 2024”**.

B. Identification of the Problem

From the results of the research above, it could be understood that the possible research to examine the differences in verbal element used in *Dancow* and *Milo* video advertisements Ramadhan Edition in 2024, and to examines the visual element used in *Dancow* and *Milo* video advertisements Ramadhan Edition in 2024.

C. Limitation of the Problem

This study was limited to comparing multimodal discourse analysis used in *Dancow* and *Milo* Video Advertisements Ramadhan Edition in 2024 (Nestlé), examining how verbal elements and visual elements create meaning during the holy month. The advertisements were taken one for each brand of advertisement. The advertisements from each brand were released within the last year from the same product, which is Milk. The maximum duration for the video is 30 seconds. This study was limitation only to the semiotics approach that focuses on: verbal elements with scope limitation is on ideational part of transitivity, interpersonal part of negotiation, appraisal, involvement, and modulation and modalisation, and textual metafunction part of theme-rheme, and also visual elements with scope limitation is representational, which includes narrative and conceptual, interactional, which includes contact, social distance, attitude, and compositional, which includes salience.

D. Formulation of the Research Problem

Based on the Limitation of the Problem above, the formulation of the Research Problem was “what are the verbal and visual elements in *Dancow* and *Milo* Video Advertisements Ramadhan Edition in 2024?”

E. Research Questions

Based on the formulation of the research problem, the following research questions proposed:

1. What are the Verbal elements in *Dancow* and *Milo* Video Advertisements Ramadhan Edition in 2024?

2. What are the Visual elements in *Dancow* and *Milo* Video Advertisements Ramadhan Edition in 2024?

F. Purposes of the Research

Based on the research questions above, the purpose of this research were:

1. To find the Verbal elements in *Dancow* and *Milo* Video Advertisements Ramadhan Edition in 2024.
2. To find the Visual elements in *Dancow* and *Milo* Video Advertisements Ramadhan Edition in 2024.

G. Significances of Research

Theoretically, using a semiotic method, this study should contribute as a source to the multimodal study analysis in advertisements. Practically, it is expected this study can enlarge the knowledge of the reader about multimodal analysis, especially in how the verbal and visual elements express meaning in advertisements. Hopefully, other academics who are interested in conducting multimodal analysis on a different topic could find this study useful.

H. Definition of Key Terms

To provide clarity and context for the research, the following key terms are defined:

1. Multimodal Discourse Analysis (MDA)

Theoretical framework that examines how meaning is constructed through the integration of multiple semiotic modes including linguistic, visual, spatial, gestural, and auditory elements within communicative texts.

2. Verbal Elements

The linguistic or textual components of a multimodal message. They are spoken or written words used to convey meaning, support imagery, or guide interpretation in a multimodal text. This element interact with visual, auditory, and spatial modes to create a cohesive communicative message

3. Visual Elements

The non-verbal semiotic resources including images, colors, typography, spatial arrangements, lighting, and compositional structures that communicate meaning through visual channels.

4. Video Advertisement

A multimodal promotional text that combines moving images, sound, music, and linguistic elements to persuade audiences and promote products or services through audiovisual media.

CHAPTER V

CONCLUSION AND SUGGESTION

A. Conclusion

Based on the analysis of verbal and visual elements in *Dancow* and *Milo* video advertisements Ramadhan edition in 2024, this research was conducted using the theory Halliday and Matthiessen, and Kress and van Leeuwen. The purpose is to find the differences of verbal in both advertisements, to find the difference of visual in both advertisements. Based on the findings, the researchers drew the following conclusions according to the purpose of the study:

Dancow ad and *Milo* ad have difference in the use of processes in transitivity. The most used of transitivity is material process. In mood analysis, all ads tend to use declarative sentences. The appraisal is very minimal found in the advertisements. The involvement and modality found in the *Dancow* and *Milo* ads are not much. Engagement is used in both advertisements.

In visual, representation analysis is dominated by *Dancow* such as narrative actional non-transactional and narrative reactional non-transactional. *Dancow* and *Milo* ads does not have offer, only demand acts in interactional. As for social distance, *Dancow* and *Milo* ads uses in the same personal angle. Attitude in interactional is found in both *Dancow* and *Milo* ads mostly use subjective vertical equality. In compositional, there are not differences percentages in *Dancow* and *Milo* advertisements.

B. Suggestion

There are still a lot of limitations with this study, which examined verbal and visual in milk advertisements as well as comparisons in visual, and verbal. This study only focuses on finding the differences between two advertising for milk advertisements. Therefore, further investigation into numerous other advertisements and various genres is required to get a more thorough study result. In order to have a deeper understanding of the congruence in the future, it is also recommended that future researchers examine the congruence between verbal and verbal in this genre from a different perspective or examine other genres to compare with this research.

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