

ABSTRACT

Nur Hafifah. 18.05.111.00018. A Multimodal Discourse Analysis of Wonderful Indonesia's E-Booklet Advertisement. Thesis. English Study Program of Faculty of Social and Science. University of Trunojoyo Madura. Advisor: Dr. Rosyida Ekawati, S.S., M.A.

This study aims to determine the verbal and visual elements and the realization of these elements in the Wonderful Indonesia ebooklet advertisement. The author uses three theories in conducting this research. The first theory is Generic Structure of Potential by Cheong (2004) to analyze what elements are contained in the ebooklet advertisement under study, the second is the Transitivity Process by Halliday & Mathiessen (2004) to analyze the realization of verbal elements, and the last is Interactive Function by Kress & Leeuwen (2006) to analyze the realization of visual elements. This research was conducted using the descriptive qualitative method. The data source in this study is the *Wonderful Indonesia* ebooklet advertisement entitled *Best Honeymoon Travel Guide In Indonesia*. At the same time, the data used are words, phrases, clauses and images.

The results of this study reveal that the composition of verbal elements in ebooklet advertisements are announcement 25 (41.67 %), enhancer 19 (31.67 %), tag 15 (25 %), and call & visit information 1 (1.67 %). On the other hand, the visual elements are composed of Lead 17 (44.7 %), display 20 (52.6 %), and visual emblem 1 (2.6 %). Next, the verbal element is realized through the Transitivity process. These processes include material, mental, relational, and existential. Meanwhile, visual elements are realized through gaze, social distance, angle, and modality.

Keywords: Multimodal Discourse Analysis, verbal element, visual element, transitivity process, interactive function

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Penelitian ini bertujuan untuk mengetahui unsur verbal dan visual serta perwujudan unsur-unsur tersebut dalam iklan ebooklet Wonderful Indonesia. Penulis menggunakan tiga teori dalam melakukan penelitian ini. Teori pertama adalah *Generic Structure of Potential* karya Cheong (2004) untuk menganalisis unsur-unsur apa saja yang terkandung dalam iklan ebooklet yang diteliti, yang kedua adalah *Transitivity Process* karya Halliday & Mathiessen (2004) untuk menganalisis realisasi unsur-unsur verbal, dan yang terakhir adalah *Interactive Function* karya Kress & Leeuwen (2006) untuk menganalisis realisasi elemen visual. Penelitian ini dilakukan dengan menggunakan metode deskriptif kualitatif. Sumber data dalam penelitian ini adalah ebooklet iklan *Wonderful Indonesia* berjudul *Best Honeymoon Travel Guide In Indonesia*. Sedangkan data yang digunakan adalah kata, frasa, klausa dan gambar.

Hasil penelitian ini mengungkapkan bahwa komposisi elemen verbal dalam iklan ebooklet adalah *announcement* 25 (41.67 %), *enhancer* 19 (31.67 %), *tag* 15 (25 %), dan *call & visit information* 1 (1.67 %). Sedangkan elemen visual terdiri dari *Lead* 17 (44.7 %), *display* 20 (52.6 %), dan *emblem* 1 (2.6 %). Selanjutnya unsur verbal diwujudkan melalui proses Transitivity. Proses-proses tersebut meliputi *material*, *mental*, *relational*, dan *existential*. Sedangkan elemen visual diwujudkan melalui *gaze*, *social distance*, *angle*, dan *modality*.

Kata kunci: Multimodal Discourse Analysis, elemen verbal, elemen visual, proses transitivity, interactive function