

**AN ANALYSIS OF MULTIMODAL IN APPLE VIDEO
ADVERTISEMENTS**

THESIS



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UNIVERSITAS TRUNOJOYO MADURA
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ADVERTISEMENTS**

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**Submitted as Partial Fulfilment of the Requirements
for The Sarjana Degree (S1)**



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PRONOUNCEMENT OF THESIS ORIGINALITY

Hereby I, M. Afifu Sholeh, pronounce that this thesis entitled An Analysis of Code Multimodal in Apple Video Advertisements is the original work of the writer and has never been proposed as partial fulfilment to get academic Sarjana Degree (S1) neither at Universitas Trunojoyo Madura nor other universities.

All information in this scientific work coming from other writers previously published or not, have been quoted correctly and this thesis is completely my responsibility as the writer.

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MOTTO

“The Best Way To Get Started is To Quit Talking And Begin Doing”

Walt Disney

DEDICATION:

I Dedicate This Thesis to:

THE MOST IMPORTANT PEOPLE IN MY LIFE

My Mother

Ninik Mariyani

&

My Grandmother & My Family

RR. Moertiningsih & Suwono's Family

Who always support me to achieve my goals

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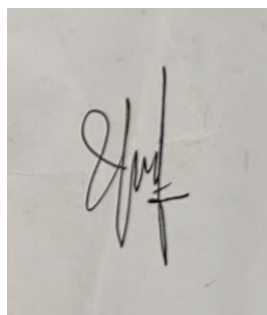
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ABSTRAK

M. Afifu Sholeh. 190511100078. Program Studi Sastra Inggris. An Analysis of Multimodal in Apple Video Advertisements. Universitas Trunojoyo Madura.

Skripsi ini membahas tentang analisis multimodalitas pada tiga video iklan Apple “*Introducing the New MacBook Air, The Biggest News From Apple Event, Introducing iPad Air*”. Peneliti meneliti dengan teori Cheong (2004) untuk menyelidiki potensi struktur generik dan kerangka kerja Halliday (2014) untuk mendeskripsikan makna ideasional pada verbal element. Peneliti menggunakan teori penguat Kress and Leeuwen (2020) untuk membaca gambar. Penelitian ini mendeskripsikan potensi struktur generik iklan dan visual, verbal element pada video iklan Apple. Dua masalah yang dapat dipecahkan dalam penelitian ini, yaitu: (1) apa struktur generik dalam video iklan Apple; (2) apa verbal dan visual element yang ditemukan dalam video - video iklan Apple.

Peneliti menggunakan metode deskriptif-kualitatif. Studi ini secara signifikan memberikan pemahaman tentang bagaimana multimodalitas dapat digunakan untuk mengungkap konsep pembuatan makna ideasional. Berkaitan dengan fungsi, peneliti menggunakan mekanisme multi-semiotik untuk mengkorelasikan potensi struktur generik oleh Cheong. Data penelitian ini diambil dari video iklan Apple di *Official YouTube Channel Apple*.

Hasilnya, peneliti menemukan enam elemen struktur, diantaranya *Lead, Display, Announcement, Emblem, Enhancer, dan Call and Visit Information*. Ada enam proses dalam pembuatan makna ideasional; *material, mental, behavioural, verbal, relational, dan existential*. Temuan menunjukkan bahwa struktur generik potensial memiliki hubungan penting dalam pembentukan makna ideasional. Video iklan ini memiliki item linguistik yang didapat dalam gambar visual, dan hubungan yang jelas terbentuk antara element visual dan verbal. Element linguistik dan visual dapat menjadi strategi persuasif dalam video iklan untuk meyakinkan pemirsa.

Kata Kunci: multimodalitas, potensi struktur generik, makna ideasional, video iklan.

ABSTRACT

M. Afifu Sholeh. 190511100078. English Study Program. An Analysis of Multimodality in Apple Video Advertisements. Universitas Trunojoyo Madura.

This thesis discusses the multimodality analysis of three Apple advertising videos "*Introducing the New MacBook Air*, *The Biggest News From Apple Event*, *Introducing the iPad Air*." The researcher uses Cheong's (2004) theory to investigate the potential of generic structures and Halliday's (2014) framework for describing ideational meanings in verbal elements. The researcher used Kress and Leeuwen's (2020) "reading image" to reinforce the theory. This study describes the generic structure potential for generic advertisement structures and visual and verbal elements in Apple videos. Two problems can be solved in this study: (1) what is the generic structure in Apple's advertising videos; (2) what verbal and visual elements are found in Apple's advertising videos?

Researchers used a descriptive-qualitative method. This study significantly provides an understanding of how multimodality can be used to reveal the concept of ideational meaning-making. Concerning function, the researcher uses a multi-semiotic mechanism to correlate the potential of the generic structure by Cheong. The research data is taken from Apple's advertising videos on Apple's Official YouTube Channel.

As a result, researchers found six structural elements, including Lead, Display, Announcement, Emblem, Enhancer, and Call and Visit Information. There are six processes in making ideational meaning; material, mental, behavioral, verbal, relational, and existential. The findings show that the potential generic structure has an important relationship with the formation of ideational meaning. This video advertisement has linguistic items in visual images; a clear connection is formed between the visual and verbal elements. Linguistic and visual elements can be persuasive strategies in advertising videos to convince viewers.

Keywords: advertising video, generic structure potential, ideational meaning, multimodality.

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CHAPTER I

INTRODUCTION

This chapter consists of sub-chapters, namely background of the study, statements of the problem, objectives of the study, significance of the study, scope and limitation of the study.

1.1 Background of the study

Language is a way of conveying meaning between two or more people who communicate with each other. People need to communicate in social life and its interaction by using language as a means of communication. According to Wardaugh (1972, p.3), says that language is an arbitrary system of vowel symbols used as a means of communication for humans. This suggests that symbols allow one to create an unlimited number of messages. Humans can convey messages using symbols in various means of communication, such as the telephone, internet, television, radio, billboards, and video advertisements. They use this symbol to express ideas, build adjustments, appreciate literary works, and utilize technology and science.

Language has forms and meanings that are categorized into two types: spoken and written. Spoken language is a language expressed through the way of speaking. It contrasts with written language, expressed with words, images, and symbols. Therefore, written language can be used to express meaning by performing its symbolic and interactive functions. Nowadays, people communicate using two types of language: verbal and visual. Verbal language can be easily accessed through text or written forms. Verbal language can be clearly understood or interpreted through reading. In contrast, visual language is a language that can be understood with a variety of visual presentations, such as images, photos, charts, and maps. The verbal and visual language is also known as verbal and visual texts that create meaning in written and spoken. Sometimes, there may be ambiguity in expressing meaning, as the example found in the video advertisement. Using a video advertisement as an object of research Multimodal Discourse Analysis is a very appropriate action. Because

in video advertisements, there is a discourse that fully utilizes the relationship between verbal and visual texts to find true meaning.

In linguistics, multimodal discourse analysis is one part of research in the field of multimodality. This suggests that Multimodal Discourse Analysis is incorporated and integrated into parts of multi-semiotic phenomena, such as media advertisement in video. According to O'Halloran (2014, p.44-45), multimodal analysis is a new type of research that developed in 1990. In multimodality, video advertisement usually has two structures. The generic structure works in combining both frameworks typically found in the form of video advertising. Moore and Tuckweel (2006 p. 427), show that generic design is a dynamic theory. The existence of a reverse generation of textual structure and relevant features of the available context suggests that the text has a systematic mapping structure of information ideas that corresponds to the genre of the text and forms a generic structural potential (GSP).

Based on the generic structure of the advertisement video advertisement use complex structures to generate meaning. It needs multimodal analysis to create meaning. According to O'Halloran (2014, p.44 - 45), multimodal discourse analysis is a paradigm that emerges in discourse research that extends the study of language to other combinations such as images, scientific symbolism, gestures, actions, sounds, and music.

The video advertisement contains not only linguistic aspects but also non-verbal aspects and other visual images. It uses words, images, photos or symbols, and colorful backgrounds to make the video more interesting. Each symbol has a meaning to add value to the movie. It needs multimodal analysis to understand the meaning of a video. A video advertisement is a media play (video) that is used in an advertisement. Video is an image movement that consist with display, audio, and gesture that produced with various content sizes. According to Jewit (2013, p.5), the company will display images and interesting words that contain a message from itself. This indicates that advertising is a message that can be used to inform, persuade, promote, or motivate people toward a brand. Because video advertisement is the first thing of a advertisement which indirectly tell the content of the video.

In 2022, many video advertisement released from various contents or concepts, such as live action, and full editing CGI. One of the world's most famous and iconic video advertisement is "*Apple video advertisements*." The thing that makes this video advertisement so famous is because the graphic visuals presented are so wild. Also, the audience has waited for a year for a new product will release since the previous product was shown. Moreover, the video of *Apple video advertisement*, will present more scenes that focus in the products. Through the official YouTube Apple. This company has a follower count of more than 17,8 million subscribers and has successfully received verification with verified checklist. On the YouTube channel Apple, the manager often posts various video advertisement about the Apple products.

This phenomenon is the basis for this study because many Apple video advertisements connoisseurs do not understand what representation is shown and the meaning conveyed through the visual aspect and verbal aspects contained in a video uploaded via YouTube. Researcher chose the Apple video advertisement as the object of study for three reasons. First, this company is the first company that support go green in the technology industry, and it is very popular among the public. Second, videos are an effective medium for visual communication. Third, there are at least multimodal studies that use video advertisement as research objects. Most previous studies used print advertisement as an object.

In this study, the researcher examined multimodality in the fictional Apple video advertisements. One of the things that can be done to analyze a video advertisement is using multimodal analysis. Because the researcher will analyze the data using visual aspect (image) at the same time, he will analyze the meaning of what will be conveyed through verbal aspect. Multimodal is used for how people communicate using a mode simultaneously but differently.

In addition, to get the clear meaning in video advertisement , the researcher need an analysis of image which contained in video advertisement as an object. From some explanations above, make the researcher interests and encourage to conduct the research in title **“An Analysis of Multimodal in Apple Video Advertisements”**.

1.2 Problem of The Study

Based on the background of the study, this present study is conducted for the following questions:

1. What are the elements of Generic Structure Potential found in the *Apple Video Advertisement*?
2. What are the verbal and visual elements found in Generic Structure Potential *Apple Video Advertisements* represented to make meaning?

1.3 Objectives of The Study

Based on the problem above, the objectives of the study are stated below:

1. To find out the reader about generic structure potential in *Apple Video Advertisements*.
2. To find out and describe the verbal and visual aspects in the *Apple Video Advertisements*.

1.4 Significance of The Study

The researcher hopes the result of the research will bring some benefits. This study gives both theoretical and practical contributions.

1. Theoretically, this study is expected to enrich the knowledge of Linguistics especially the subtypes of multimodal discourse analysis, and makes the reader understand the generic structure potential and ideational meaning in the video advertisement. This study is also expected to give to the other researcher who conducts the next research about multimodal discourse analysis in Apple video advertisements.
2. Practically, this study can help advertiser make video advertisement more attractive to see by the audiences. The expected significance of this study are follow:
 - **Student:** Provide understanding to students about the meaning of generic structures in video advertisements using Cheong's theory.
 - **Society:** Provide an understanding to the public about the meaning formed in a video advertisement using the theory of reading images Kress and Leeuwen and Cheong.

- **Video Editor:** Motivate movie video advertisement creators to create more amazing video editing by inserting meaning through symbols.

1.5 Scope and Limitation of The Study

The scope of this study focuses on video advertisement of the Apple products as the best products that attract a large audience at the end of 2022. Researcher limit this research to avoid expanding the discussion by focusing on visual image and verbal analysis. It uses a multi-semiotic mechanism to investigate the process of meaning creation with the approach of Kress and Leeuwen (2020) and Halliday (2014). The generic structure of the video advertisement incorporates the framework using Cheong's theory (2004). This multimodality approach is a method to direct the linguistic role of video advertisement.

CHAPTER II

REVIEW OF LITERATURE

This chapter consists of theories related to this research. The researcher uses multimodal theory and the repressive function of multimodal discourse analysis. This study discusses the theory of Generic Structure Potential by Cheong (2004) and Multimodal Discourse Analysis by Kress and Leeuwen (2020).

2.1 Video Advertisement

Video advertisements are not unfamiliar to the public, especially to people who often interact with the entertainment. Because in the entertainment, there are often examples of video ads that are deliberately shown with a certain purpose or intention. According to Suwarno (2014, p. 99), a video advertising is media containing certain information. A video advertisement in the marketing industry is the most important thing because people can see the general description or some information in the video advertisement that people called as trailer. Advertising videos are promotional tools that are often used mainly in introducing a product (Kotler and Keller, 2012, p. 76).

Burhan (2021, p.237), suggests a video advertisement is a suitable combination of colours, objects, and typography that contain messages that aim to be acceptable to the public. In addition, the function of video advertisement as advertising media play that are useful for popularizing a products. According to Cook (2007, p. 477), advertising is a promotional tool carried out through the media. It means that a video advertisement can be an advertising medium that carries out communication activities interestingly by combining verbal text and visual elements to attract the public to a product.

2.2 Generic Structure Potential

According to Cheong (2004, p. 165-166), he is combining frameworks from Halliday's (1994) linguistic framework and O'Toole's (1994) visual framework to analyze the video ads that will be used to determine the generic structure of an ad-

vertisement. This means that meaning is generated from language that can do certain jobs. Cheong was trying to analyze four video advertisements in Singapore using generic elements.

Table 2.1 Concept of Generic Structure Potential by Cheong (2004, p.168)

Lead^(Display) ^Emblem^(Announcement) ^(^Enhancer) ^(^Tag) ^ (^Call and Visit)

The created concept produces two different components. There are Visual and Linguistic elements. Visual elements include Lead, Display, and Emblem. Cheong concluded that the necessary elements in print advertising are Lead and Emblem, while everything else is optional. According to O'Halloran (2012, p.165), the symbol "^" means followed by, and the parenthetical "(" means that the element inside it is optional. It provides the best model for capturing inter-semiotic interactions between visual and verbal elements in video advertising.



Figure 2.1 Apple iPhone 14 Pro Advertisement

The GSP of the iPhone 14 Pro advertisement consists of two elements; verbal and visual. Verbal element consist of (Announcement, Enhancer, Emblem, Tag and Call and Visit information). While the visual element consist of (Display, Lead, and emblem). The text contained in the iPhone 14 Pro advertisement is divided into the main text (primary announcement), the second text (second announcement.

The two elements described above have a role in strengthening the meaning of the contents of a poster resulting from the primary announcement and lead. However, if enhancers do not follow a product the audience or readers will not

understand the intended meaning. Announcements are used to define leads as visual examples of announcements. Visuals in advertisements can be seen from images, gestures, and settings. For the example in Samsung video advertisement, the first thing that appears is a black background with the text “SAMSUNG S22 Ultra”. This text will attract the attention of viewers for the first impression. And also makes the viewer curious about the products.

2.1.1 Lead

Leads are the most important component that displays a key focus aimed at attracting and engaging customers. Leads are the first impressions people see. This element plays an important role in an visual presentation, showed in position of text or focus on written text. The element of lead has the potential to create an impression and meaning for the viewer. Lead consists of two parts: Locus of Attention (LoA) and Complementary Locus of Attention. LoA is an important item because it is displayed in a certain size of the font (text) and color used as a background of video, in contrast to other visual components. The LoA is background in an image so viewers will focus on specific parts of the LoA (Cheong, 2004, p.170).

2.1.2 Display

The screen is a component that shows characteristics markedly in a real way. Display in videos leads to photographic display, including the effect, filter, and visual. The emblem refers to how the visualization is shaped into the product's logo, in other words, as the product's brand name. Therefore, the emblem is used as a product logo that functions as a product identity and captures the audience's attention. According to (Cheong, 2004, p.173), divide the display into two parts. It is implicit – explicit and incongruent – congruent. Implicit serves to show an unreal product into reality through other media. Meanwhile, incongruent visual display occurs when commercial strategies use symbolization in product advertisements.

Table 2.2 Display in Advertisement

	Implicit	Explicit	Incongruent	Congruent
Display	Intangible product	Tangible product	Product with symbolize	Product without symbolize

2.1.3 Emblem

In the visual element, an emblem is the logo of a company or product brand. Emblems provide an identity for the product or service to affect the product's status. According to Cheong (2004, p. 175) the position of the emblem is anywhere in the product. Emblem is classified into two types; visual emblems and linguistic emblem. Visual emblem is realized through advertised product logo. Meanwhile, linguistic emblem is realized through brand names or trademark (written text). As the example in handphone blackberry logo. In the logo of blackberry there is not just consist of visual emblem but also linguistic emblem. The linguistic emblem can find in the name of product (blackberry). And the visual showed by the seven rectangles shapes in the figure bellow. The emblem function provides identity or status for products that are located on any side, adjusting the proportion of the ad text.



Figure 2.2 Example the emblem of blackberry

2.1.4 Announcement

According to Cheong (2004, p. 176) they are classified two parts of announcement, primary and secondary. The primary announcement is a text that becomes the center of an article and is printed in large form, usually in the form of a movie title. The purpose of the primary text is to attract the audience to want to

read the text so that the audience will read and see the other components contained in the poster. In addition, the function of the primary text is used to identify the meaning of a word semantics plays a role in the primary text. The secondary text in the poster is in the form of writing, which is usually printed in a large format but not bigger than the primary text because the function of the secondary text is to provide additional information on the primary text.

2.1.5 Enhancer

Enhancer is the part of writing paragraph intended to explain more details of Announcement. Enhancer or paragraph form is a form of linguistic items that influence people to buy the product. The enhancer is in the form of a product label and consists of linguistics only located under the product or poster. Enhancer modified to interact with the Lead and Announcement elements. It means enhancer explains the correlation between clauses (Cheong, 2004, p.178).

2.1.6 Tag

The tag is in the form of a small print and is not included in the enhancer. Some elements of product information (advertisement) that are not listed on the enhancer will be placed on the tag. According to Cheong. (2004, p.181) usually tag has a small font in one line.

2.1.7 Call and Visit

Call and visit is a small piece of writing in the product. This paper serves to display information about the time, place, and how consumers can access the product to be launched. (Cheong, 2004, p.181).

2.3 Multimodality

The concept of multimodality has been used for two decades to explain the different resources in communication to express meaning. Multimodality is used to describe the phenomenon of human communication. Multimodality can also be defined as a combination of semiotic sources in different modes such as text, picture, video, and speech. The multimodal discourse approach looks that different modes combined into one build meaning in a multimodal text (Kress and Leeuwen,

2020, p.59). In multimodal analysis linguistics and communication often use the concept of language. It is because multimodal uses the term refer to text and meaning. Multimodality refers to the combination of writing, speaking, visualization, voice, music, and many others for communication purposes (O'Halloran et al, 2011, p.110).

Multimodality refers to the use of verbal and visual symbol systems. Video advertisements are examples of social semiotics. Multimodal is an important thing to analyze because of the existence of modern texts that combine verbal text and visual elements into one part. It happens because of technological advances in the printing industry that are growing rapidly. A video advertisement is one of the advertisements formed with verbal text and visual elements, whether in the picture, text, music, colour, layout and so on, that can show a meaning and social relationship (Kress and Leeuwen, 2020, p.123).

2.4 Metafunction

According to Bezemer and Kress (2015, p.55-168) say that the combination of two modes, namely verbal and visual, becomes the object of study of multimodality; multi has the meaning of "a lot" and modality, is a "mode". The existence of social transformation that is so complex in society brings changes in making meaning. Meaning is built in through a combination of verbal and visual as a mode of communication. Therefore, Multimodality is a study that examines the combination of semiotic resources in the form of verbal and visual modes that can be used in several metafunctions. It is done to convey a certain message or meaning.

Generally, a metafunction is an internal form of language that forms grammar. According to Sinar (2008, p.28) the metafunction of language can be observed through the relationship between the representation of fashion as a language and its reference beyond language. The social environment and the language of interaction used in social interaction. The mode in view of metafunctions language is categorized into metafunctions visual language and verbal language.

2.4.1 Visual Language Metafunction

In this study, the visual grammar analysis framework is adapted from the theory of Systematic Functional Linguistics. In formulating this visual idea, Kress

and Leeuwen (2020) adapted the theory of Language metafunction from Halliday (1985). Kress and Leeuwen (2020) developed a theory of visual grammar that addresses the three metafunctions of Language for visual mode. As with linguistic texts, visual modes have ideational, interpersonal, and textual metafunctions. With the basic principles adapted from Halliday's metafunction, (Kress and van Leeuwen, 2020, p.45) label visual mode metafunction with representational, interactive, and compositional.

2.4.1.1 Representational Meaning

According to Kress and Leeuwen (2020, p. 45), representation meaning is how the context of culture is presented by a semiotic system that focuses on objects and the relationship between representations outside or within the context. This suggests that semiotic systems can present objects and their relationships outside the representation system. Objects in this system are called “Represented Participants” that have relationships with other objects. Represented Participants take the form of people, things, circumstances, and places. The structure of representation must be able to represent the object and the relation. The components of the process are categorized into two types, namely conceptual representational and narrative representational.

2.4.1.2 Conceptual Representational

Conceptual representational is characterized by absence of vectors and represents participants who are depicted as either class, structure, or meaning. In other words, the concept is stable (Kress and Leeuwen, 2020, p.59). In conceptual representation does not involve vectors. Therefore the conceptual representation describe participants in more stable. Conceptual representation divided into three types of process, they are; **classification process, analytical process, symbolic process** (Kress and Leeuwen 2020, p. 77). Follow the table bellow:

Table 2.3 Types of Conceptual Representational

Process Type	Description
1. Classification Process	The classificational process brings together different participants in one image, divided equally across images to show that they belong to the same class. In other words, it involves the interrelated participants regarding the type of relationship or taxonomy. Classification in language metafunction is the same as the relational attribute process, with participant I being the carrier and participant II being the symbolic attribute. Symbolic attributive processes relate to carriers and symbolic attributes. Represents the meaning and identity given to the carrier. Other hand, a participant comes to represent something other than the participant itself, such as virtue, motive, or greater meaning." (Kress and Van Leeuwen, 2020 p.93).
2. Analytical Process	According to Kress and Leeuwen (2020, p.55) analytical connects participants in terms of the overall structure of the part. In this case, participants who represent the whole are called carriers, while other participants who are part of the whole and characterize carriers are referred to as possessive attributes. In the

	analytical process, the carrier as the insertion I, and the possessive attribute as participant II.
3. Symbolic Process	Symbolic relates to what is meant or denoted by the participant represented. Participants whose significance is represented are indicated in symbolic relationships called carriers, while participants representing meaning or identity themselves are referred to as attributes. According (Kress and Leeuwen, 2020, p. 60) Type of this method is symbolic Suggestive.

2.4.1.3 Narrative Representational

Table 2.4 Types of Narrative Representational

Process Type	Description
1. Action Process	Action processes are differentiated into transactional actions and non-transactional actions. a) Transactional actions are actions of Actor participants against Goal participants. The action process has actors as Participant I and goals as participants II. b) Non-transactional actions involve one participant who acts as an actor. It can be said that a non-transactional is an action that does not include goals or

	only involves 1 participant (Kress and Leeuwen 2020, p. 63).
2. Reaction Process	This reactional process occurs when a vector is formed by the eye line, with the direction of view of one or more participants represented (Kress & van Leeuwen, 2020 p. 67). There are two components, namely, the reactor and the phenomenon. In this process, participant I is called the reactor, and participant II is called the phenomenon. Reactors are participants who tend to look something at the reaction rather than the action. It can be either a human or an animal, while other participants form a phenomenon. This process is differentiated into transactional and non-transactional types without phenomenon.
3. Verbal and Mental Process	Verbal is realized through spoken linguistic dialogue or text described in the image, whereas mental processes can be realized through processes occurring in the image that concern emotions and perceptions. The verbal process consists of the sayer as participant I and the speech (utterance) as participant II. Meanwhile, in the mental process, participant I as a sayer and participant II as a phenomenon

4. Circumstance Process	The setting is related to the place where the process of occurrence of an event is depicted. Tools form means with actions executed. It usually forms vectors. Accompaniment is a participant in a narrative structure that has no vectorial relationship with other participants and cannot be interpreted as Symbolic.
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2.4.2 Interactive

Interactive refers to the relationship established between represented participants in the picture, such as the people, places and things depicted in the text with the reader (Kress and Leeuwen, 2020, p.11). The meaning of interactive involves two types of participants: represented (people, places and things depicted in images) and interactive participants (people who communicate with each other between images and image readers). The meaning of interactive is realized by four factors: contact system, social distance and attitude, and modality.

Table 2.5 Four factors of Interactive

Types of Process	Description
Contact:	There are two contact options, namely, offer and demand. If the participant in the picture looks at the reader, then there is involvement because the demand is placed on the participant. However, if there is no eye contact, the relationship between the reader and the participant in the picture is in the form of an offer.
Social Distance:	The choice of distance can result in different relationships between the represented participant, and the reader, the construction of the image can make the reader feel near or far from the participant. Social

	distance consists of three levels: intimate (close-shot), social (medium-shot) or impersonal (long-shot).
Attitude:	Attitude discusses the relationship between the represented participant and the reader, and the perspective system of realizing the attitude, which is often determined socially, is usually realized by the selection of points of view.
Modality:	The term modality comes from linguistics which refers to the truth value or credibility of a statement (Kress & van Leeuwen, 2020, p.234), and modality markers, including colour saturation, differentiation and modulation, measure the degree of specific modality, contextualization, representation, depth, illumination, and brightness.

2.4.3 Compositional

According to Kress & Van Leeuwen (2020, p.265) attribute compositional in a multimodal text to the principle of layout or how representational elements and interactive elements are presented to relate to each other. There are three important criteria in compositional analysis: information value, framing, and salience.

Table 2.6 Criteria of Compositional

Criteria	Description
Information Value	Information value is related to the layout of the text on the page. Usually, what is placed on the left side tends to be more familiar to the reader "Given", while "new information" is placed on the right side. Regarding the information placed at the top and bottom, (Kress and van Leeuwen, 2020, p.267) argue that the information placed above the image shows the ideal while the lower part is related to more concrete information, referencing more Real.

Framing	Framing is the presence or absence of dividing or framing lines that connect or disconnect elements of the image and mark parts that contain a certain meaning.
Salience	Salience is an element placed to draw the reader's attention to various levels, for example, foreground or background, relative size, colour contrast, sharpness, and others.

2.4.4 Verbal Language Metafunction

Verbal language (language), as a product of interaction, has a social function determined by context (Halliday, 2014, p.302). The social function of this language is suspected as a way for the speaker to respond to something based on the context of the situation given when he conveys his attitude. For example, verbal language; "How is your father?"

Language has different social functions in the context of different situations and, of course, has different meanings. When the verbal language is expressed at the time the speaker learns that the mother of the speaker is sick, the verbal language has an empathic function, and the message to be conveyed is "I care about you and your mother." But when the verbal language is spoken at a time when the speaker is only reunited with the speaker after a long time, the verbal language has a social function to establish communication relationships; I asked your mother how you are doing to start the conversation with you. The study of similar verbal language is the scope of the discussion of Systemic Functional Linguistics, SFL, from Halliday (2014, p.310). One type of verbal metafunction is the ideational metafunction.

Ideational metafunctions are metafunctions that address clauses as a means of representation. Ideational functions have a role in representing the pattern of an experience or process formed in a sentence (Halliday, 2014, p. 101). Ideational metafunction describes clauses as processes of transitivity, participants and states (clause as representation). Ideational involves the patterns of experience of the

outside world and investigating systems linguistics in transitivity system terms. As a mirror of experience, clauses display an element of experience called process. This process is generally a combination of Finite and Predicator in interpersonal functions. The experience involved the experience of the participant, called the participant. Participants are involved in a process in a specific situation or circumstance. The functional relationship between process and participant is called transitivity, which is outlined in detail below:

Table 2.7 Process of Ideational Meaning

No	Process Types	Meaning	Participants
1.	Material: action event	‘doing’ ‘doing’ ‘happening’	Actor, Goal
2.	Behavioural	‘behaving’	Behaver
3.	Mental: Perception Affection Cognition Desideration	‘sensing’ ‘seeing’ ‘feeling’ ‘thinking’ ‘wanting’	Senser Phenomenon
4.	Verbal	‘saying’	Sayer, Receiver, Verbiage, Target
5.	Relational: Attribution Identification	‘being’ ‘attributing’ ‘identifying’	Carrier, Attribute, Token, Value
6.	Existential	‘existing’	Existent

a. Material Process

The material process is the process of doing or acting without mental or behavioural elements. This material process consists of two kinds, namely doing and happening.

Table 2.8 Process of Material Process

The Lecturers	Go	To RKB-A
Actor	Material Process	Goal

Actor: an actor is a constituent of a clause that performs an act. If the clause has only one participant and is active, then that participant is an actor.

Goal: The goal is which participant the process is aimed at. In a passive sentence, the goal is a subject. One participant is still in the scope of the material process, which is almost the same as the goal, namely range. The range is not a personal pronoun like a goal, and range is usually manifested in the form of a prepositional phrase. In addition to the range, beneficiaries also appear in this type of process.

b. Mental Process

Mental processes are processes of thinking, sensing and feeling. This process can be classified into three, namely mental processes: cognitive, perceptive, and affective. Participants in these Mental Processes are called Senser and Phenomenon. Senser is a living being that can feel, think and see. Phenomena are objects that can be "felt", thought and seen.

Table 2.9 Process of Mental Process

You	Believe	Me
Phenomenon	Material Process	Senser

c. Verbal Process

Verbal process is a verbal action performed by the sayer (speaker). The speaker need not have awareness as there is a mental process.

Table 2.10 Process of Verbal Process

John	Said	“I’m Sleepy”
Sayer	Cognitive Process	Projected Clause

d. Relational Process

Relational process is a type of process that varies in the sense that a relationship is determined by three main types, namely intensive, possessive and circumstantial.

Table 2.11 Process of Relational Process

Clara	Is	Wise
Carrier	Intensive: Process	Attribute

e. Behavioural Process

Verbal process is a combination of mental and material processes. Behavioural processes consist of two types, namely: verbal behavioural processes and mental behavioural processes.

Table 2.12 Process of Behavioural Process

I	imagine	A good day
Behaver	Behavioural Process	Matter

f. Existential Process

Existential process is a process that shows the existence of something.

Table 2.13 Process of Existential Process

There	Is	A girl	At door
	Process	Existential Entity	Circumstance

2.5 Previous Study

The researcher used two previous studies to support his research. Some studies have been done related to generic structure and multimodal analysis. The first is a thesis from Anisa Maulinda in 2020 entitled " *Generic Structure and Ideational Meaning Making of the Joker Movie Poster in 2019's Academy Awards: A*

Multimodality Analysis". In her research, Anisa used Cheong's generic structure potential theory to find out, in particular, the potential of generic structures and the Wee framework in describing the ideational meaning of a poster. Researcher using a descriptive-qualitative approach with document analysis as a research design. The data from this research is taken from the advertisement of 'Joker' movie poster on the official website of the film database. She found that the 'Joker' movie poster has seven generic structural elements: lead, display, announcement, Emblem, Enhancer, Tag, Call, and Visit. In addition, Anisa also discovered three components of the generic structure in forming ideational meanings. The meaning is related to the story of the film because the poster contains information about the film itself and is inseparable from social conventions and specific cases that occur in society.

The second study is a thesis by Syahdiandra in 2019 entitled "*A Multimodal Discourse Analysis of Two Movie Posters Under Thriller Genre*". The study used Leeuwen's proposed Kress and Van Model for Multimodal Discourse Analysis, known as image reading. The study adopted a qualitative approach to two poster films. The purpose of this study is to find out how the verbal and visual texts contained in the two posters are presented to create a meaning. In this study, Syahindra revealed that both posters need representational meaning, interactive, and compositional to form meaning. Researchers also found that *Get Out* poster posters had more visual text and interaction between participants compared to *A Quiet Place* posters. The results of this study revealed that verbal or visual texts in the theory of multimodal discourse analysis were very important in presenting the meaning of both posters.

The third is Rifqi Nasirun (2020) entitled "*Multimodal Discourse Analysis in Indonesian Ministry of Tourism Videos Advertisement*". The study used Kress and Leeuwen (2006) representational meaning and Halliday (2004) Systematic Functional Language theory to investigate the representation of Indonesia in term of tourism destination. The study approached a qualitative method. The data taken by video advertisement in Indonesia tourism video from "Wonderful Indonesia" account official. The study focused on the text and visual data. In the third study, researchers found two meanings, namely representation and conceptual. Participants are dominated by elements of phenomena, while elements of statehood

dominate the mental process. In the video, researchers found that conceptual representation is categorized as symbolic. Narrative representation is categorized into action process and reactionary

The difference between the three previous studies and this study is the significance of the study. Anisa's research focused on ideational meaning using a framework from Wee (2009), and the object of her study is one action-themed movie poster, 'Joker 2019'. The second study tried to find the poster's meaning and connotation of the two movie posters. And, also the second study used the same theory as Chen's research that have purpose to find out which meaning of connotations is more clearly used in the two posters by making a comparison. The third study tried to find out the representational meaning from the narrative and conceptual process. This is very different from this study which is to find out what generic structure in Apple video advertisements using theory approach by Cheong (2004). This study also makes a table of verbal and visual elements on the video advertisement to find out visual and linguistics meaning.

CHAPTER III

RESEARCH METHOD

In this chapter the researcher discusses the methods used to conduct this research consisting of Research Design, Data Source, Research Instrument, Method of Data, and Data Analysis.

3.1 Research Design

Researcher conduct research using a qualitative approach. Based on Ary et al (2010), the purpose of the qualitative approach is the picture and depth of understanding rather than the numerical analyze of the data. The study focuses on identifying the generic structure potential by Cheong (2004). And analysis visual and verbal of the Apple video advertisements using Kress and Van Leeuwen (2020) regarding reading images to find out of ideational meaning that cited by Halliday (2014). This research analyses documents or content using video advertisements and scene pieces as data sources. The content analyze focuses on analyzing and interpreting recorded material for learning about human beings. Materials can be public records, video, textbooks, letters, films, tapes, diaries, themes, reports, or another document (Ary et al 2010).

3.2 Source of Data and Data

In this research the researcher will use three videos from *Apple Video Advertisements* in 2022, as a data source. Data in this research are text, word, sentence, and visual take from video advertisement. The video advertisement of the Apple products can obtain from Apple's YouTube channel (<https://youtube.com/@Apple>) which is the official account of the official YouTube channel Apple. The reason researcher use this account as a data source because it is an internet database of Apple video advertisements that presents an extensive collection of videos.

3.3 Research Instrument

In this study, the main instrument is the researcher himself. This research also makes the researcher the primary collection tool because he can understand and

adapt to reality in his field. In the qualitative method, validating the researcher who is the instrument is what needs to be done to see the extent to which the researcher conducts his research. According to Sugiyono (2014), researcher validation as an instrument includes understanding qualitative methods, the researcher's sensitivity before entering the research object, and organizing research in his field. Researcher conduct research with several stages. There are collecting, analyzing, and concluding the data with the researcher's opinion. Researcher also use several objects to collect the data such as books, journals, laptops, iPad, cell phone, and internet connections.

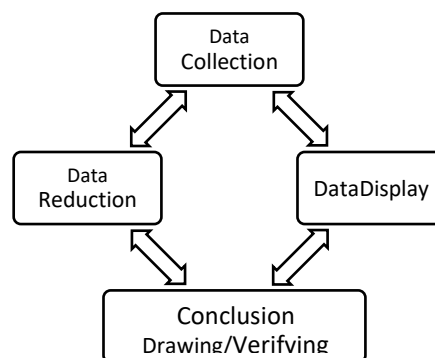
3.4 Method of Data Collection

The data will collect from the official YouTube channel of Apple video advertisements (<https://youtube.com/@Apple>) as the primary data source. To collect the data, the researcher will use several steps in the following:

1. Opening the official YouTube channel of Apple video advertisement.
2. Choosing the video in official YouTube channel Apple.
3. Watching the selected videos of Apple advertisements, and read several reviews by the viewer.
4. Downloading the videos and identifying all text and visual of the Apple video advertisement.

3.5 Data Analysis

The data of this research is obtained from Apple video advertisements particularly text, sentence, clausa, and image. According to Miles and Huberman (1994, p.10) analysis can be defined as consisting as three current flows of activity that is data reduction, data display, and conclusion drawing/verification.



In analyzing the data, the researcher uses Miles and Huberman's theory to done the research, and there are three steps to do are:

3.5.1 Data Reduction

In this study, researcher used data reduction as the first step in analyzing the data. According to Miles and Huberman (1994, p.10), data reduction refers to the process of selecting, aligning, harmonizing, abstracting, and transforming data into field notes or written transcripts. Thus, the data to be reduced provides clearer information and makes it easier for researcher to collect additional information. The data of this study is in the form of Apple video advertisements.

Based on Miles' theory, the first thing researcher will do is analyze the data by looking at all parts of the video advertisement, reading every text in the apple video, and re-examining the data by researching each element in the video to see the visual and verbal elements contained in the video. Furthermore, the researcher will identify and categorized the data based on visual and verbal elements contained in video advertisement. After categorizing the data, the researcher will take some notes related to the theory of generic structure potential found in the video advertisement.

3.5.2 Data Display

According to Miles and Huberman (1994, p.11) the second step to analyzing is data display. In general, data display organizes the assembly information that permits the conclusion and action. In data display, the researcher shows the data specifically and clearly which contains the generic structure potential in visual and verbal elements. The researcher provides which texts or utterances contain what generic structure potential, verbal and visual elements in *Apple Video Advertisements*.

3.5.3 Conclusion

After finishing the two steps above, which is data reduction and data display, the last steps to analyze the data in this research is drawing conclusions. Final conclusion may not appear until data collection is over, depending on the size of

the corpus of field notes; coding storage and retrieval methods of the funding agency, but they often have been prefigured from the beginning even when a researcher claims to have been proceeding inductively (Miles & Huberman, 1994, p.11). In this step the researcher will make the result of the research based on the research problems and generic structure potential theory that will use.

Table 3.1 Concept of Generic Structure Potential

No	Items	Data 1	%	Data 2	%	Data3
1.	Lead					
2.	Display					
3.	Emblem					
4.	Announcement					
5.	Enhancer					
6.	Tag					
7.	Call and Visit					

Table 3.2 Concept of Generic Structure verbal and visual elements

No	Element	Process	Data 1	%	Data 2	%	Data 3	%
1.	Visual	Visual						
		Gesture						
		Audio						
	Verbal	Material						
		Behavioural						
		Mental						
		Verbal						
		Relational						
		Existential						

The researcher will analyze the data by doing the following steps:

1. Identifying the data found in Apple video advertisements. The visual and verbal element in Apple's videos will analyze use Generic Structure Potential theory proposed by Cheong (2004).
2. Analyzing the the metafunction. The data found in the Apple video advertisements will analyze use multimodal discourse analysis in metafunction proposed by Kress and Leewuen (2020), and Halliday (2014).
3. The researcher will make the conclusion of all findings.

CHAPTER IV

FINDING AND DISCUSSION

This chapter is divided into two sub-chapters including the research findings and finding discussions based on the objectives of the study. In the sub chapter of finding, the researcher presents the result of the research. Meanwhile, in the discussion of sub-chapter, the researcher discusses the finding of the research.

4.1 Finding

In this study, the researcher presents the data findings as a result of data analysis. This relates to the problem statement the researcher formed and mentioned in Chapter I. Based on the problem statement, there are two topics presented in this chapter. The first is about the generic structure potential element in the Apple video advertisements. It is shows the generic structure features in video advertisements. The second is about visual and verbal elements in the Apple video advertisements. In this study, the case has a potential to show how the element generic structure potential interprets the meaning contained in the Apple video advertisements.

The generic structure potential element can be found in the Apple video advertisements. There are seven data elements found in the video advertisement. categorized based on the GSP theory by Cheong (2004); lead, emblem, enhancer, announcement, tag, display, call and visit. The findings are shown in the following table:

Table 4.1 Generic Structure Potential by Cheong

No	Items	Data 1	Percentage	Data 2	Percentage	Data3	Percentage
1.	Lead	2	13%	3	14%	1	6%
2.	Display	1	6%	4	18%	2	12%
3.	Emblem	2	13%	3	14%	1	6%
4.	Announcement	9	56%	9	41%	12	70%
5.	Enhancer	1	6%	2	9%	1	6%
6.	Tag	0	0%	0	0%	0	0%
7.	Call and Visit	1	6%	1	4%	0	0%
Total		16	100%	22	100%	17	100%

Based on the formulation of the first problem: What are the types of Generic Structure Potential found in the Apple videos advertisement. *The new MacBook Air, The Biggest News From Apple Event, and Introducing iPad Air*. Table 4.1 answers the first problem statement of all types of Generic Structure Potential found in the Apple videos advertisement. There are seven types of Generic Structure Potential. But in this study the writer not completely found the seven elements of Generic Structure Potential in the Apples video advertisement. As shown in the table 4.1 above the seven Generic Structure Potential types are divided into seven columns and split into items and data.

Table 4.1 presents seven types of Generic Structure Potential found in Apple's *The New MacBook Air, The Biggest News From Apple Event, and Introducing iPad Air* video advertisements. Based on Table 4.1 above, the highest percentage (70%) is found in announcements. The same thing happened with data 1 with a percentage (56%) and data 2 with a percentage (42%). This means that "announcement" becomes a Generic Structure Potential often found in Apple video advertisements. Meanwhile, "display" is the second GSP that is easy to find (18%), followed by "lead" in percentage (14%). While 'call and visit information' and "enhancer" have the same percentage (6%). The data found in Apple video advertisements are "tags".

Announcements are the types of generic structure potential found in many Apple videos advertisement *The new MacBook Air, The Biggest News From Apple Event, and Introducing iPad Air*. Enhancer is represented by name of the event and several products. And Tag is not represented or exist in three videos Apple advertisement. The last is a call and visit that shows the date the *MacBook Air* and some products will release and it is organizing by Apple Event.

In addition, the researcher found visual and verbal elements contained in the Apple video advertisements *The New MacBook Air, The Biggest News From Apple Event, and Introducing iPad Air*. Visual elements are represented by three types, visual, gesture, and audio analysis. In the three Apple video Advertisements, verbal elements are represented with ideational meanings that are divided into six types. Three types of the six types of ideational meanings proposed by Kress and Leeuwen (2020) cited by Halliday (2014). The three types of ideational meaning found in

video advertisement *MacBook Air* are; material, metal, and relational. Below is a table showing which data belongs to the visual element and verbal element;

Table 4.2 The visual and verbal element

No	Element	Process	Data 1	Percentage	Data 2	Percentage	Data 3	percentage
1.	Visual	Visual	2	18%	5	56%	1	17%
		Gesture	3	27%	0	0%	2	32%
		Audio	1	9%	1	11%	1	17%
	Verbal	Material	4	36%	1	11%	1	17%
		Behavioural	0	0%	0	0%	0	0%
		Mental	0	0%	1	11%	0	0%
		Verbal	0	0%	0	0%	0	0%
		Relational	1	9%	1	11%	1	17%
		Existential	0	0%	0	0%	0	0%
	Total		11	100%	9	100%	6	100%

Table 4.2 presents two types of elements found in Apple video advertisements *The New MacBook Air*, *The Biggest News From Apple Event*, and *Introducing iPad Air*. Based on the table 4.2 above, the highest percentage (56%) of visual elements in the visual analysis. That is visual elements in the visual process are easier to find in Apple video advertisements *The Biggest News From Apple Event* with a percentage (56%) for the visual process. At the same time, gesture process become the second highest percentage in (27%) video advertisement *The New MacBook Air*, while percentage gesture analysis in *Introducing iPad Air* become the third position in (20%) and audio processes have a percentage of (9% - 10%). The data found is three things, namely visual, gesture, and audio.

Meanwhile, verbal elements showed the highest percentage of (36%) in ideational meaning with Material process. In the relational process, the data was found at a percentage of (9% – 17%) meaning that only three ideational meaning process uses relational. Metal processes show a percentage (11%) and only found in the video advertisement *The Biggest News From Apple Event*. In addition, there a data that can't found in the verbal element, behavioural processes, verbal process,

and existential process with percentage (0%). The above findings will be discussed in the following sub-chapters.

4.2 Discussion

In this discussion, the author analyzes data containing generic structure potential from Cheong (2004) mentioned above and also answers the formulation of problem number two regarding visual elements and verbal elements found in the Apple video advertisements using Kress and Leeuwen (2020) theory and Systemic functional linguistic by Halliday (2014). The following is a discussion of generic structure potential and visual and verbal elements that the researcher analyzing.

4.2.1 The Generic Structure Potential found in the Apple advertisement

This section reports the first findings of this study on the potential generic structures used in video advertising on *The new MacBook Air* to find out the results of the structural elements of advertising, researcher summarized and collected the data, as shown in the tables below. The findings of GSP used in video advertisements are generally illustrated in the following image.

4.2.1.1 Lead



Figure 4.1 The Lead of video The New MacBook Air

Based on Cheong (2004, p. 170), lead is the first impression people see in an advertisement. Lead has an important role in advertisements, shown with a character position, colour, filter, and size, which has the potential to create impressions and meaning for viewers. In the Apple video advertisement "*The New MacBook Air*", the guy wearing an orange jacket and looking at the MacBook screen is the main character. There are elements of colour gradation, selection, size, and display position that can attract the attention of the audience.

In Figure 4.1, it can be seen that choosing a jacket colour that is light enough compared to the surrounding conditions is an element of colour gradation that can make the main character (guy) look more striking than others. Because in the picture, it can be proved that the room where the guy sits is quite low-light. The objects behind the man can be more visible due to the lack of lighting. Only the main character in the orange jacket is quite noticeable and dominates the frame. So this causes the audience to easily direct their attention to objects that look more dominant.



Figure 4.2 Lead of video The Biggest News From Apple

Based on Figure 4.2, the author also found a lead element in the second data of video advertisement "*The Biggest News From Apple Event*". This shows the lead with a full-screen black display and white text. In the video advertisement "*The Biggest News From Apple Event*," this main display uses color gradients as an element to grab viewers' attention, helping them focus on the one thing that matters most. The displayed text looks sharper and becomes the main object.



Figure 4. 3 Lead video of Introducing iPad Air

Based on Figure 4.3 the same thing happened to the third Apple video advertisement (look at Figure 4.3), "*Introducing the iPad Air*." This video advertisement uses colour grading elements to render the iPad Air video advertisement. And also the different font sizes are used in the video advertisement. This is can to grab the viewer's attention and capture the first impression conveyed by Apple's promotional video.

In addition to using colour gradients, font sizes, and object colours, are others reason that supports the three data above become lead. Because they appear at the beginning of the video. “*The New MacBook Air*” video advertisement detects or displays data at 00.06 seconds. “*The Biggest News from Apple Event*” advertisement shows data or lead at 00.01 seconds, while the “*Introducing iPad Air*” video advertisement shows data at 00.09 seconds. Lead findings are generally illustrated in the following table below:

Table 4.3 The time of Lead appears in Apple video advertisements

Lead	Data	Duration
Video 1 “ <i>The New MacBook Air</i> ”		0.06/1.20
Video 2 “ <i>The Biggest News from Apple</i> ”		0.01/0.53
Video 3 “ <i>Introducing iPad Air</i> ”		0.09/1.31

4.1.1.2 Display



Figure 4.4 The display of MacBook Air

According to Cheong (2004, p. 173), display in advertising is an important component that aims to show the characteristics of leads in reality. In Apple video

advertisement for The new MacBook Air, the display is a function of implied advertising with a specific meaning because it refers to the photo of the product itself (see Figure 4.4). Apple video advertisement “*The new MacBook Air*” describes four MacBooks displayed with four different colours. This video advertisement shows the product with the MacBook Air model in display with a body design that looks so thin when opened. The choice of white colour background makes this product look exclusive and stand out more. Therefore the audience can focus on the MacBook’s display.

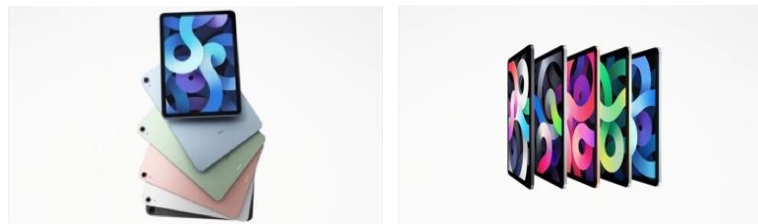


Figure 4.5 The display of iPad Air

In Figure 4.5, Apple shows the different displays of the products they made. In the *Introducing iPad Air* video advertisement the display appears with two sides of the display. First is the rest of the front, the second is back, and side. Viewers will easily see the display that shown without having to imagine what the iPad Air will look.

In addition to the shape displayed, in the display section of the *Introducing iPad Air* video advertisement, the selected background is white, which makes the image display of the iPad Air look clear. Given that Apple products that use the (Air) label are in the middle from the lowest product to expensive. So white was chosen as the background to indicate that this product can still be reached at a price, and not too expensive. This case also happens to the base iPhone series models, such as the 14 and 14 Plus, which still use a white background in their video advertisements, see Figure 4.6 bellow.



Figure 4.6 The display of iPhone 14 and 14 Plus

In Figure 4.15 above, the display is shown with the appearance of the iPhone 14 and 14 Plus, which have different sizes. iPhone 14plus looks bigger than iPhone 14. In this case, Apple only shows two iPhones of different sizes with the same colour. This display provides information to the audience that the iPhone 14 comes in two different sizes. As well as showing the latest colour named "Sierra Blue". In the display, Apple also still uses white as the background of the video advertisement.



Figure 4.7 The display of Watch and AirPods Pro

In Figure 4.7 of the video advertisement, *The Biggest News from Apple Event*. Apple showed displays from the Apple Watch Series 8 as well as AirPods. In this ad video, Apple gives a different background colour: black. Using black in product advertising videos can make the colours of the product look lighter so that the audience will focus on the product. The display in The Biggest News from Apple Event ad video shows the Apple Watch Series 8 with two colour options red and black. This is so that the red colour is more prominent than the black colour. Because red is a new colour released by Apple in Apple Watch Series 8.

While AirPods only display the shape of the AirPods, which is white. Apple also does this to attract the attention of the audience. The display will look integrated with the background colour if you use white. So black is the right background choice for Apple Watch Series 8 and AirPods Pro displays.



Figure 4.8 Apple Watch Ultra

In Figure 4.8 the author also found another display about a type of Apple Watch produced by Apple. It is Apple Watch Ultra. The shape of the Apple Watch Ultra is shown with a fairly close shot. This is done by Apple, not without reason but shows closely the new features and appearance to make it looks clear to the audience. See Figure 4.17 below. They also feature the display of the Apple Watch Ultra at the time of wear. To convince the audience about the essentials and how exclusive the product.

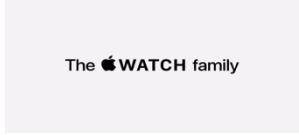
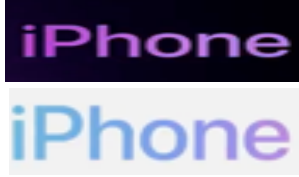
The display in the Apple videos advertisement has distance in photography. All the figures above showing the display using a photography shoot of a Close Up Shot. Advertisers take videos close up of their products; in the Apple video advertisement *Introducing the New MacBook Air*, four MacBook Airs take up half the frame. The camera shoots object (MacBook Air) with a close-up shot of the entire scene. This is a close-up because the MacBook Air has a length of 13 inches which allows taking all parts at close range. That means that the photo shows the snippet of the video ad looks like in a close-up shot. Right and left have the same spacing and component placement.

This is happening to the other commercials, *Introducing iPad Air* and *The Biggest News From Apple Event*. Apple aims to shoot close-ups to show their products with a closer display. In addition, it is to make the audiences easily seeing images of the products offered, close-up shooting can help viewers see the details of the product without having to see the products directly.

4.1.1.3 Emblem

Emblem serves to provide information about product or service identity to adjust the proportion of print advertisements. The emblem position is anywhere in the ad. An emblem can be defined visually as a product logo from an advertisement. In linguistics, symbols are generally defined as product brand names or trademarks (Cheong, 2004, p. 174). That is, the symbol is manifested as a product advertising logo, serves as a product advertising identity, and provides product advertising status. In an advertisement, an emblem is one of the important things that must be owned. Emblems also serve to distract the audience. In this study, there are three emblem that can find in three different videos advertising. The emblem can be seen in the table below:

Table 4.4 Table of the emblem

Items	Location	Text
	Centre in the last video At 01.12 seconds	Apple Event
	Centre, in the last video At 01.11 seconds	MacBook Air
	Centre, in the middle of the video at 00.28 seconds	The Watch Family
	In the first opening of the video at 00.05 seconds	iPhone

Based on the table 4.4 above, the emblem in linguistic elements is the brand name or brand of the advertising product (Cheong, 2004, p. 174). Inside the table are four emblems produced by one production company for creating Apple video advertisement. Of course, this company is Apple. Cheong said that an emblem is a brand name on an item. The Apple logo in table numbers 1-3 contains the Apple logo, which is also the identity of the Apple company itself. But the difference is the naming of products or events made by Apple.



Figure 4.9 Emblem of Apple

Table number 1 (see figure 4.18) is an annual event organized by Apple under the title Apple Event. Every year always makes new innovations that Apple users await. This proves Apple is a company consistent in technology development through Apple Events. Right above the words Apple Event there is an Apple logo because this logo acts as a corporate identity, and the word Apple Event itself acts as a primary announcement to clarify information to the audience.

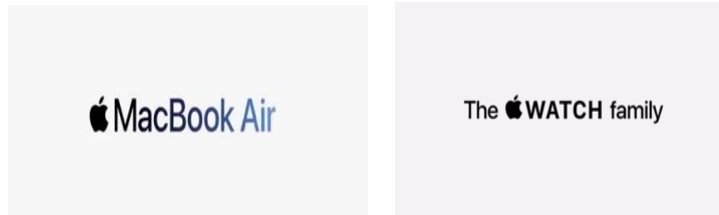


Figure 4.10 MacBook Air Figure 4.11 Emblem of Apple

The same can be seen in tables 2 and 3 (see Figures 4.19 and 4.20). The attached writing has the Apple logo in front of it because this is the company's identity. The naming of MacBook Air becomes the emblem of the product. Because the writing becomes an icon that can be found on the front of the MacBook Air just below the screen frame. Likewise, with the Apple Watch, this article is a brand of Apple-made watches located behind the body of the Apple Watch.



Figure 4.12 Emblem of iPhone

Not only on MacBook and Watch, but Apple also gives a distinctive feature or emblem on their handphone known as the iPhone. On every iPhone produced on the back of the body, there is an iPhone writing that is the brand of the cell phone. But on every product made by Apple, they always provide the Apple logo as a corporate identity as well as the logo of the company itself. So that in the Apple Videos advertisement can be found four different emblems have their characteristics for the products made.

4.1.1.4 Announcement

According to Cheong (2004, p. 174), announcements are designed to convey messages and attract customers. Primary Announcement has the function of making customers interested in the meaning of the ad. Meanwhile, secondary announcements are supporting information about the main announcement. Therefore, customers can better understand the message of the advertisement delivered.

a. Primary Announcement

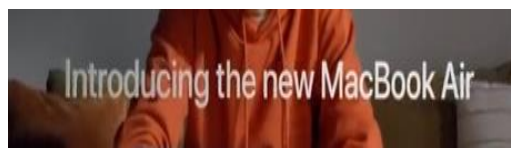


Figure 4.13 Primary announcement MacBook Air

Figure 4.13 is a linguistic element located in the middle of the LoA, which is part of the lead. In this section, the advertiser or editor wants to show the audience the message or content of Apple video advertisement, “*The new MacBook Air*”. This video ad uses the font “*Helvetica*” in white and uses lowercase letters in the text. The word (Introducing the new MacBook Air) is the primary announcement in the advertisement video. The cinematography in video can affect advertisements, especially in terms of the meaning or content conveyed to the audience (Rustan, 2010, p. 47).

The words (Introducing the new MacBook Air) at the beginning of the advertising video will catch the audience’s attention because the viewer’s first glance will be at a man looking at a laptop. After that, viewers see the text that appears and know that this advertisement video focuses on the new MacBook Air. This can also be found in the data *The Biggest News From Apple Events* and the *Introducing iPad Air*.

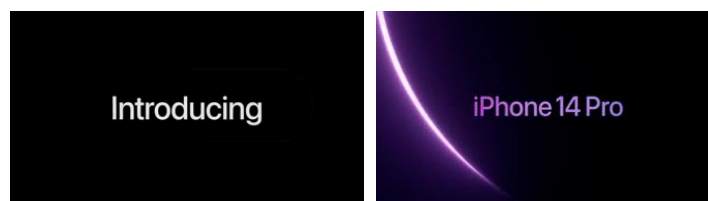


Figure 4.14 Primary Announcement

In Figure 4.14 can be found the text (Introducing) and (iPhone 14 pro). Actually, these two texts are a combination of words separated into video form. The word introducing appears at 00:06 and immediately changes to the word (iPhone 14 pro) From these two words, Apple wants to show the purpose of this ad video made is to show their iPhone 14 Pro.



Figure 4.15 Primary Announcement Dynamic Island

Then in Figure 4.15, we can also see the word dynamic island. This word is enough to attract the audience's attention because the island has a plain or a large pile of land. So that attracts the attention of the audience with something new. But in fact, the dynamic island is a notch on the iPhone 14 Pro screen that can do several activities on the iPhone, such as playing music and picking up the phone through a notch that called the dynamic island.



Figure 4.16 The biggest camera

Based on Figure 4.16, Apple also announced a significant change to their camera that looks great from the previous iPhone. They emphasized the word (biggest camera upgrade) according to the title of their video advertisement, “*The Biggest News From Apple Event*”. Therefore Apple wants to emphasize the leads are significant changes made by Apple in a big way. The word became a secondary announcement because it appeared at 00.13 seconds after the first lead; the biggest news from Apple event appeared first at 00.01 seconds.



Figure 4.17 Introducing iPhone 14

Based on the three pictures above (Figure 4.17), Apple also announced its primary announcement regarding the other iPhone 14 series, namely, their base iPhone models 14 and 14 Plus. Of course, this is different from the iPhone 14 Pro, which is packed with videos with a black background. On iPhone 14 and 14 Plus, videos are created using a white background. With more diverse writing colours.

Similar to the previous series 14 Pro, the words found are (Introducing), (iPhone 14), and (iPhone 14 Plus). The purpose of this text intended in the video ad remains the same: to attract the audience's attention and provide information about their product. In the video advertisement, “*The Biggest News from Apple Event*” realizes that there is a significant innovation in the Apple Event held by the Apple company, one of the big features is the emergency call of the iPhone 14 Plus series. This makes a difference in the previous series iPhone 13, which did not have a Plus series but a mini.



Figure 4.18 new wallpaper iPhone 14 Plus

The word Plus in the iPhone 14 series indicates additional or excess features of the basic iPhone 14. When viewed on the display provided by the Apple series 14 Plus has a larger screen and size than the basic 14 series or iPhone 14 pro. The font colour on the words iPhone 14 and 14 Plus is colored blue, purple, and pink as a form of representation of the new wallpaper made by Apple.

Based on figures 4.15 and 4.17 above, there is a difference in background colour between iPhone 14 Pro and iPhone 14 Basic and Plus. iPhone 14 Pro uses a

black background that shows the Pro series more elegant, premium, or expensive value. Apple always gives black to products that have the highest series. The word (Pro) can be indicated as an expert on something or exceeding the standard. So that Pro products have high standards. While the basic model product is given a white and more colorful background to show a different experience from the Pro series, which is elegantly packed. Apple also always gives a detailed explanation of their features with simple text because if there is too much text, it will damage the cinematography in the advertisement video, and the meaning of the video advertisement will not be appropriately conveyed to the audience.

b. Secondary Announcement



Figure 4.19 MagSafe in MacBook Air

The secondary announcement is the supporting text of the main announcement. In the video advertisement “*Introducing the New MacBook Air*” the writer finds the secondary announcements. First secondary announcement is the text (MagSafe), which is located at the bottom left of the frame. The placement of this text corresponds to the location where the charger for the new MacBook Air is located. Because Magsafe means a charging cable for MacBooks. Apple claims that MagSafe is the best charger equipped with a magnetic so that the charging process will be much safer, and if it is disconnected suddenly due to an accident and the cable will not break easily.



Figure 4.20 USB - C in iPad Air

In Figure 4.20, the word USB – C is also the form of the word that represents the charger. USB or Universal Serial Bus is a serial for connecting devices between one device and another. This word is found in the Apple Introducing iPad Air ad video at the second 01.12. USB-C is the latest charger for the iPad because, previously, Apple always maintained a cable that symbolizes its old famous identity, namely the lightning cable. But on this iPad Air, Apple has made changes, and needs to be informed to the audience.



Figure 4.21 Apple M2 chip

In Figure 4.21, the audience will feel confident and interested in the Apple product advertisement MacBook Air. Because this secondary announcement contains the text (Supercharged with Apple M2 chip). Supercharged shows the audience that the MacBook Air can work in super speed, which is supported by Apple's highest chip, the M2 chip. The new MacBook also features a Magic Keyboard compatible with the M2 chip.



Figure 4.22 Magic Keyboard

The wavy font style of the word (magic) in Figure 4.22 represents the word (magic). Apple gave their keyboard product name (Magic Keyboard), which provides several stunning features, such as adding an emoji use keyboard. The keyboard feels soft and light typing, and a touch bar feature makes the magical keyboard different from other keyboards. It feels most magical. The keyboard

dominates the frame, which serves to highlight the features offered by Apple. This shows that the new MacBook Air has an upgrade in performance.

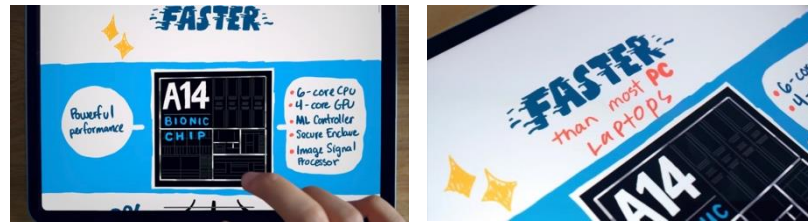


Figure 4.23 Apple A14 Bionic Chip

Based on Figure 4.23, not only MacBook Air is getting an upgrade on the chip. iPad Air also gets an upgrade on a chip called A14 Bionic Chip. Apple claimed the speed of the A14 chip on the *Introducing iPad Air* video advertisement at 00.41 seconds. This latest chip comes with the word (Faster than most pc laptops), which means the performance of Apple's newest chip is faster than pc laptops because it has supported by several additional systems such as 6-core GPU, 4-core GPU, ML controller, Source enclave, Image signal processor. Apple announced some of these processor systems to show that the upgrades were significant. This is also evidence to strengthen the statement of the word (Powerful Performance).



Figure 4.24 Magic Keyboard

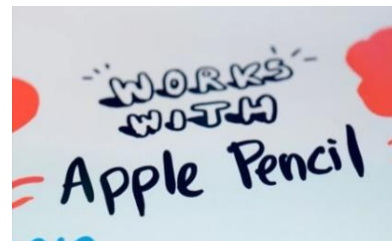


Figure 4.25 Apple Pencil

The speed of the 14 Bionic Chip makes the iPad Air compatible with Magic Keyboard (see Figure 4.24). Apple announced that the magic keyboard is not only found on the MacBook Air but also on the iPad Air. The word (Works With Magic Keyboard) explains that the iPad can use the mentioned features. This word appears at 00:54 after the primary announcement appears first in the second at 00.09.

iPad Air does not just work with Magic Keyboard. Look at Figure 4.25. iPad Air is also compatible works with Apple Pencil. The most powerful accessory for activities with iPad is the Apple pencil. Because these accessories work very well

in stretching, drawing and writing activities. Apple claims this announcement in the *Introducing iPad Air* video advertisement at 00:30.



Figure 4.26 works with iPhone

In the secondary announcement of *Introducing the MacBook Air*, Apple also explained another excellent feature: compatibility with the iPhone Figure 4.26. The words (works great with iPhone) appear at 00:33. This text means that MacBook Air can work very well with iPhones with advanced features. Figure 4.26 depicts a man holding an iPhone with the text (works great with iPhone), which aims to present the shape of the iPhone itself, and the audience does not have to imagine how the shape of the iPhone that compatible with the new MacBook Air. iPhone 14, the latest series from Apple that has several advanced features, such as crash detection. This feature can be found in the latest iPhones, which can then be integrated directly with the MacBook Air. Therefore it is become the secondary announcement. Because Apple wants to show the experience using an application in two devices at the same time.

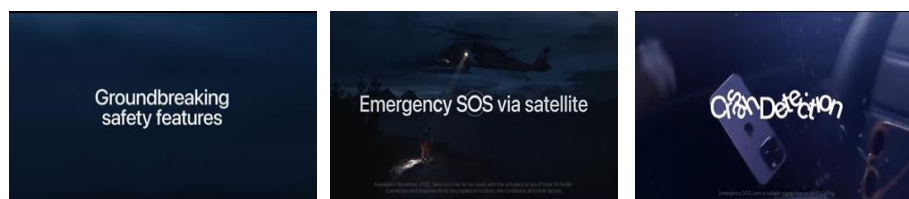


Figure 4.27 Crash detection and SOS

Look at Figure 4.27. It is known that groundbreaking safety features and emergency SOS via satellite are features used during emergencies such as crash detection. In the word (Crash detection), it can be seen that the font style used is irregular, which can represent the symbolism of an accident. Likewise, the position of the cell phone falls. Of course, this feature is very important because it can help

someone in an emergency. This new feature from Apple is part of the secondary announcement because it contains information about the product contained in the video advertisement that explains the new feature.



Figure 4.28 HD Camera

Another feature that becomes a secondary announcement in *Introducing MacBook Air* and *Introducing iPad Air* video advertisement is Apple's HD Camera installed in the front camera of the new MacBook Air and iPad Air. The text (1080 HD Camera) informs the public that the new MacBook Air offers feature updates in the camera. The resolution of HD cameras on a laptop (MacBook) and iPad is a huge change. It allows to make video calls or take pictures with good quality. Therefore these secondary announcements can influence the audience to be interested in the products.

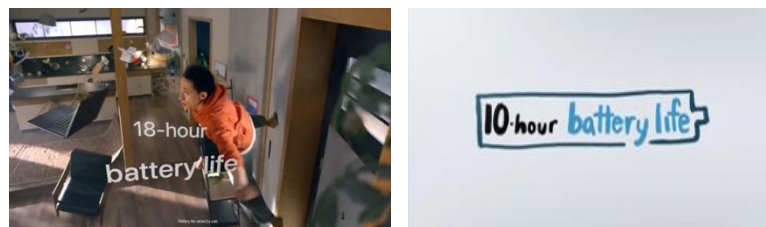


Figure 4.29 The battery life

The Figure 4. 29, is a secondary announcement that relates to the battery capacity of the new MacBook Air and iPad Air. The purpose of this text still the same to support the primary text, which is finds at the beginning of the advertisement video. The battery life of MacBook Air can be used for 18 hours and iPad Air in 10 hour. It is an excellent innovation idea from Apple. Because most laptops that are produced now days can stay at least 3-6 hours. Likewise, the screen display with high brightness makes the battery quickly decrease.



Figure 4.30 liquid retina display in MacBook Air

Based on Figure 4. 30, Apple uses a display on the MacBook Air called Liquid Retina Display. Liquid Retina Display is the designation for screens produced by Apple with high resolution. This makes it possible to see the screen of the new MacBook Air with excellent display and brightness. Like the colours produced, the sharpness of the screen and the reflection of the brightness of the screen are denser so that they can be seen quite clearly in dark or bright conditions, even in the sun. In addition, the text function also draws the audience's attention to the deeper product information on the new MacBook Air.



Figure 4.31 Spatial Audio

The text (4 speakers with Spatial Audio) in Figure 4.31 is the last secondary announcement found in the advertising video for The new MacBook Air. Spatial audio is a feature that can be found only in products made by Apple. Spatial audio speakers allow listeners to hear sound with a high level of stability, even in a shock. The purpose of this text serves to inform the public that the most highlighted information from this advertising video is a sophisticated new feature of the new MacBook Air.

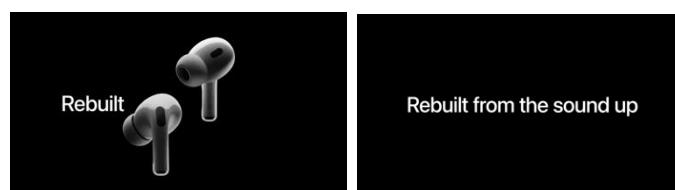


Figure 4.32 Rebuilt Speaker up in AirPods

In Figure 4. 32, It can be known that Apple made changes to their earphone products called AirPods. It can be identified by the word rebuilt, and two pictures of AirPods appear. In Figure 4.32, this new feature can also be found in The Biggest News from Apple Event ad video and is the last secondary announcement that can be found. In the video, Apple announced their new feature with the first sentence that appeared Rebuilt from the sound up, which means a remake of their sound quality with additional features such as Active cancellation that can suppress 2x more than previous Airpods.



Figure 4.33 The New Speaker in Airpods

Look at Figure 4.33, noise cancellation is a feature that suppresses noise from outside the AirPods area. Of course, this is the most desired feature by the audience. This is also the last secondary announcement of *The Biggest News From Apple Event* video advertisement.

According to Halliday (2014, p. 160), the purpose of making secondary advertisements is to support the contents to make them more attractive. Therefore the audiences are interested in the advertisements presented.

4.1.1.5 Enhancer

Generally, enhancer is written to explain announcements in more detail. According to Cheong (2004, p. 176), enhancers are written interactions between leads and announcements that influence the audience. Enhancers only contain linguistic objects, generally in the form of paragraphs. In this advertisement video *Introducing the New MacBook Air*, enhancer is show only with the text (Apple Event) and not in the form of paragraphs. Advertisers make enhancers with two words that are enough to explain the whole that the Apple company will organize an event.

Apple Events

Figure 4.34 Enhancer Apple Event

Based on Figure 4.34, the producer uses “Helvetica” font in the words (Apple Events). The text means that the Apple company created an activity named Apple Events. The producer placed the words (Apple Event) in the last part of the advertising video to emphasize that all details about The new MacBook Air can be known during the event. Apple Event was created and produced directly by Steve Jobs as the owner of Apple products. There is no cinematography in writing the word (Apple Events), only using the Helvetica font with a size of around 14 which is not too big but easy enough to read. However, this will still serve as additional lead information and also as an announcement.

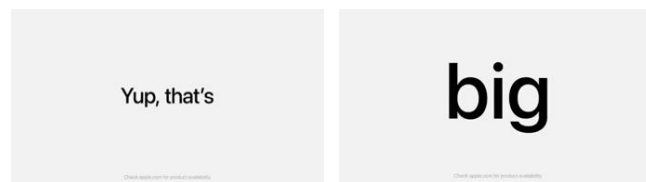


Figure 4.35 Enhancer in video the biggest news from apple

It can also be seen in the video advertisement of *The Biggest News From Apple Event*. In Figure 4.35, the enhancer is found as a phrase formed in two words, namely (Yup, that's) (Big). The word is separated into two different frames. (Yup, that's) appeared first than the word (Big). The word (Big) is raised in a larger font to represent the word itself which has a wide meaning. These two words become enhancers because they are additional words that appear at the end of the video as a form of information emphasis on the video ad entitled *The Biggest News From Apple Event*. Therefore, Apple wants to highlight the word (Big) as the lead of the latest product.

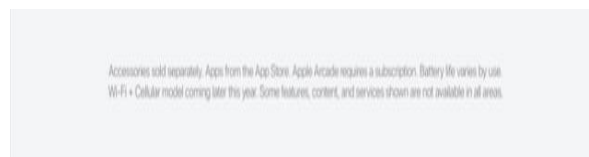


Figure 4.36 Enhancer in advertisement Introducing iPad Air

Figure 4.36 shows a different thing in the iPad Air video advertisement. Enhancers are found in a different paragraph form from the previous two enhancers (figure 4.34 and Figure 4.35), which are formed with two words. The advertisement

Introducing iPad Air Enhancer in the form of the sentence, Accessories sold separately. Apps from the App Store. Apple Arcade requires a subscription. Battery life varies by use. Wi-Fi + Cellular model coming later this year. Some features, content, and services shown are unavailable in all areas.

The sentence is additional information outside the primary and secondary announcements. The information contains some things that need to be considered by Apple users before buying. Such as differences in some features that cannot be used in some areas, battery life based on the length of use, and the ability to download Apps that can be accessed through the App Store.

4.1.1.6 Call and Visit Information

According to Cheong (2004, p. 181) reveals that this paper serves to display information about the time and place. Call and Visit, including information about when, where, and how an audience can access a product or service, is usually written in lowercase letters in a non-obtrusive writing style. Call and visit information is shown below:

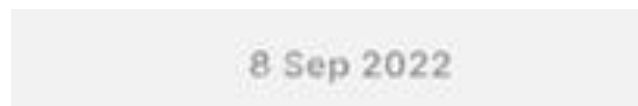


Figure 4.37 Call and Visit Information

In figure 4.37 it is written in the form (8 September 2022). This describes information on when the Apple Events will hold to the audience. This means that viewers can watch this events on 22 September 2022. Usually Apple will invite the audience by letter as personally or watch the event in online way. Based on the call and visit information elements, customers can find out information about when, where, and how products or services are available to customers. Call and Visit information can found in the advertising videos *Introducing the New MacBook Air* and *The Biggest News from Apple Event*. Because both are running videos at the latest Apple event.

4.2.2 The Visual and Verbal Element Found in Apple Videos Advertisement

This section will report the second finding of this study on the visual elements and verbal elements contained in the Apple videos advertisement. To determine the

results of visual and verbal elements. There are 13 data visual elements in Apple videos advertisement will analyzed in this study. The analysis is using theory by Cheong (2004) Generic Structure Potential cited by Halliday (2014), and Kress and Leeuwen (2020). The data divided into two elements: visual and verbal (linguistic) element. The researcher classified the data by applying Cheong's framework about (visual and verbal element) in Apple videos advertisement. The researcher summarize and collect general data finding in the following analysis bellow.

4.2.2.1 Visual Analysis

Datum 1 : The New MacBook Air video advertisement

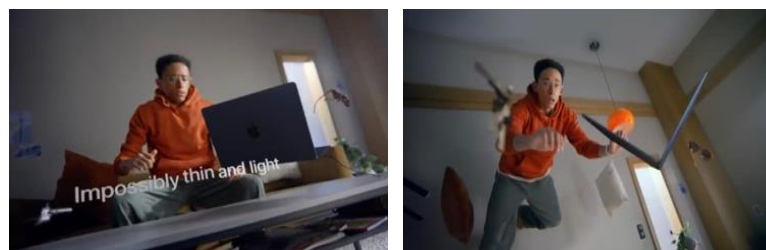


Figure 4.38 Visual element in Video MacBook Air

Visually, the *Introducing the New MacBook Air* video advertisement lasts more than one minute. Dark grey dominates the advertisement background as the main colour, followed by brown. Using lightning that is not so bright as a background can highlight the selected colours that are an important part of the image advertisers want to display. This one-minute and twenty-second video advertisement visually offers a new high-end laptop that the person in this video uses for every moment and excitement.

The Figure 4.38 above, the setting in the video advertisement of the New MacBook Air is indoor and uses the home property as the background. In the picture can be found two place settings, namely the living room and also the kitchen. The colour of the setting is dominated by brown and grey with slightly dim sunlight, which strengthens the indoor setting. The three pictures above show a man in an orange jacket floating inside the house area. These photos are accompanied by the inscription (Impossibly thin and light). This image shows that *The New MacBook Air* has thin and lightweight. So this word is presented with a floating man.

Datum 2 : Introducing iPad Air video Advertisement



Figure 4.39 Visual element in video iPad

Based on Figure 4.39, the picture emphasizes the design of the latest iPad. The dominating colour in the *Introducing iPad Air* ad is white. This warning is on the screen of the iPad. Apple did this to show the audience that the iPad Air has a wide screen and is suitable for all things design that require a big screen. This can be seen in Figure 4.39, which says (All screen design), which shows the area of the iPad Air screen that does not have thick bezels.

In contrast, the person holding the iPad Air is not looking full body. It is because the iPad Air becomes the object of attention of the audience. When viewed from the picture of the man holding the iPad Air, it can be ascertained that the setting of the place is in the house.

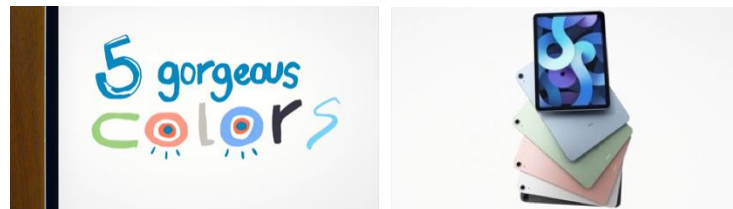


Figure 4.40 Visual element in video iPad

Figure 4.40 use white colour as the background. This picture only shows writing without any participants in it. The inscription (5 gorgeous colours), made with various colours such as blue, green, pink, grey and silver, presents the five new colours of iPad Air. The writing needs to be completed, but the audience understands the meaning of the text because of the word colours. Indicates that the iPad Air release with five beautiful colours is evidenced by the iPad display that appears after the text at 00:17 seconds.

Datum 3 : The Biggest News From Apple Event Video Advertisement

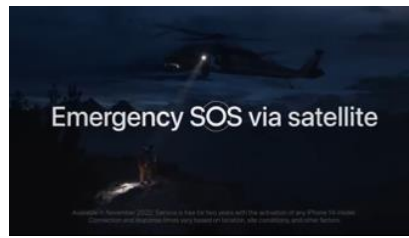


Figure 4.41 Visual element in iPhone

In Figure 4.41, the visual analysis is shown against the background of a mountain at night so that the dominating colour is black. There are participants and interactions in it, namely people who carry flashlights that indicate they are lost and need help via helicopter. There is an incomplete writing (Emergency SOS via satellite), which shows that the latest iPhone has an advanced feature in the form of satellite SOS that can be used when lost.



Figure 4.42 Visual element in AirPods

In addition, in *The Biggest News from Apple Event* video advertisement, visual elements are displayed with a background that dominates black on the AirPods. In picture 4.42, participants are shown with a man standing while moving his hands forward as if dancing. Then in the background is a white circle like a protective layer. This is evidenced by the writing (Active Noise Cancellation), which shows that AirPods have advanced features in the form of noise cancellation that occurs outside the reach of the earphones. In general, all these pictures in datums 1, 2, and 3 can convey the meaning well because of the congruence between the written texts and the object displays.

4.2.2.2 Audio Analysis

The music used in Apple's video advertisements *The New MacBook Air*, *Introducing iPad Air*, and *The Biggest News From Apple Event* is Apple's official theme song. The commercial begins with a song in a powerful rhythmic genre. The

tempo was created with a lively nuance, bringing the audience to a happy atmosphere. This means pointing out or emphasizing that the product can increase happiness in life. No spoken information is used in these three Apple videos advertisement, and the song is the only sound used, as well as the background of the videos.

4.2.2.3 Gesture Analysis

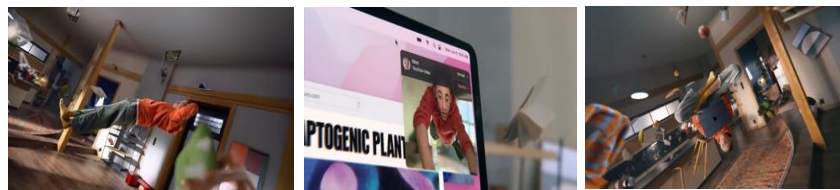


Figure 4.43 Gesture in video MacBook Air

Figure 4.43 are gestures in Apple videos advertisement *Introducing iPad Air*, *The New MacBook Air*, and *The Biggest News From Apple Event* can be seen from the participants movements, body speed and facial expressions. The gesture in *The New MacBook Air* advertisement is realized by participant activities using the latest MacBook Air products. The gesture shown in *The New MacBook Air* video advertisement is hovering.

Figure 4.43 shows a man floating inside the house. The picture above shows a man in an orange jacket using a MacBook while floating in a house room. He can do many activities with the MacBook with various floating positions, such as lying down and sitting. The smile on his face is an expression of happiness, which means that he enjoys doing his activities. This hovering motion relates to the purpose and meaning of the video advertisement from their primary announcement, (impossibly thin and light). This ad intends to inform the audience that users will be able to enjoy the features of the new MacBook Air with a lightweight and thin body.

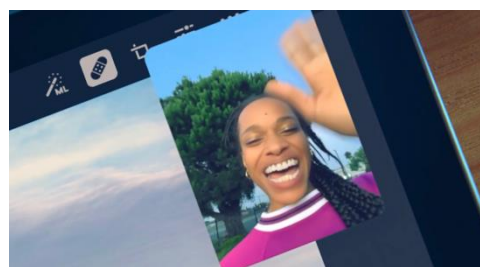


Figure 4.44 Gesture in video MacBook Air

While figure 4.44 is a gesture analysis of the *Introducing iPad Air* video advertisement. In this video advertisement, the author can only find one image that shows body movement gestures to participants. Based on Figure 4.44, a pink woman is waving her hands as if saying hi to the camera. It can be known that this woman is doing video call activities using an iPad. Because in the picture, there is a bezel that shows that this is the iPad referred to in the video. The expression of woman is also seen smiling happily, which indicates she enjoys using the features on the iPad Air.



Figure 4.45 Gesture in video Apple Event

Based on Figure 4.45 in the AirPods video advertisement in *The Biggest News From Apple*, the gesture analysis video is realized by the movements of participants who move their legs and hands like dancing and enjoy music. The expression of the person in the picture looks flat because the person in black seems to enjoy the music he hears. The writing that appears from the picture is the answer to why the person can enjoy his music because there is a noise cancellation feature that can reduce noise from outside.

4.3.3 Verbal Analysis

Written language is the only linguistic element used in this Apple video advertisement. It can be concluded from these three one-minute videos that the written language in this ad shows and offers Apple products in the form of the new MacBook Air, iPad Air, iPhone, Apple Watch, and AirPods. In this ad, the advertiser intends to show the audience the advantages of Apple products.

A. Material Process

Video 1 : Introducing the iPad Air video advertisement

Table 4.5 Material Process in video advertisement iPad Air

iPad Air		Works	With Apple pencil
Actor		Material	Goal
	Finite	Predicator	
Topical theme		Mood	Rheme

Table 4.6 The second material process in video iPad Air

iPad Air		Works	With magic keyboard
Actor		Material	Goal
	Finite	Predicator	
Topical theme		Mood	Rheme

Based on table 4.5 and 4.6 above the ideational meaning from first process and second process use material processes with two participants. On the first, and second process, Participant (iPad Air) is labelled as a actor because it is the thing that affected the action of (works). The word (with Apple pencil & with magic keyboard) labelled as a goals because the material on this label is affected by the action of (works).

Therefore, (iPad Air) is labelled as actir and (works) as action. These two sentences are intended to inform the audience about Apple's new product (iPad Air). Based on the interpersonal meaning, the first and second process above are categorised as mood declarative because the clause consist of actor and finite. According to the textual meaning, there is theme used in this sentence. The topical theme begins with the actor, which means the focus of this sentence is to inform about the actor (iPad Air).

Table 4.7 The third material process in video iPad Air

You		Can do	this
Actor		Material	Goal
	Finite	Predicator	
Topical theme		Mood	Rheme

Table 4.7 shows the material process with two participants. On table 4.7, Participant (You) is labelled as a actor because it is the sayers that affected the act of (do). The word (this) labelled as a goal because the material on this label is affected by the action of (do). The process of word (can) is a process operator especially a modal verb, and it express the ability of the Participant (you) to carry out the material process. The word of (do) become the material process because refers to the action of carrying out a task or activity. The process of word (this) labelled as goal. Because (this) is a participant that refers to the task or activity being done.

These sentence is intended to inform the audience about what the thing can do with Apple product (iPad Air). Based on the interpersonal meaning, the first and second process above are categorised as mood declarative because the clause consist of actor and finite. According to the textual meaning, there is a theme used in this sentence. The theme begins with the actor (you) that has ability to carry out the task represented by the participant (this).

Table 4.8 The fourth material process in video iPad Air

Apple arcade		requires	A subscription
Actor		Material	Goal
	Finite	Predicator	
Topical theme		Mood	Rheme

Table 4.8 is the fourth Material process occurs in *Introducing iPad Air* video advertisement with two participants. In the fourth process of material process the Participants (Apple arcade) labelled as actor because it is influenced the material process (requires). The second participants (a subscription) labelled as goal because

the action (requires) influenced this word. This phrase is intended to inform the audience about Apple arcade that can be accessed after fulfil the requires. Based on the interpersonal meaning, the fourth process is categorized as mood declarative because the phrase consist of actor, and finite. There is theme used in this phrase that begins from actor, which means the focus of this phrase is to inform about the actor (Apple arcade).

Video 2 : The Biggest News From Apple Event video advertisement

Table 4.9 material process in video adv the biggest news

AirPods		Rebuilt	From sound up
Actor		Material	Goal
	Finite	Predicator	
Topical theme		Mood	Rheme

Table 4.9 is the fifth material process in Apple video advertisement with two participants. The first participant is (AirPods) and labelled as the actor. Because it is influenced the word of material process (rebuilt). The second participant is (from sound up) labelled as goal because it is the show cause - effect from the word of action (rebuilt). The word (rebuilt) describes an action that involves transforming something. The material process involves a change to physical or material entities, which is exactly what this sentence describe.

This sentence isintended to inform the audience about Apple product (AirPods). Based on the interpersonal meaning, this sentence is categorized as mood declarative because the phrase consist of actor, and finite. There is theme used in this phrase that begins from actor, which means the focus of this phrase is to inform about the actor (AirPods).

Video 3 : Introducing the New MacBook Air video advertisement

Table 4.10 Material process in video MacBook Air

MacBook Air		Works	Great with iPhone
Token		Material	Goal
	Finite	Predicator	
Topical theme		Mood	Rheme

Material processing also occurs in datum 3, Introducing the new MacBook Air video advertisement. Table 4.10 there is material process that consist of two Participants (MacBook Air) labelled as token, and (great with iPhone) labelled as goal. The material process in this case is (works) that affected the goal (great with iPhone) because the material on this label is influenced by the action of (works). Therefore, (MacBook Air) is labelled as token and (works) as action.

This sentence is intended to inform the audience about Apple's new product (MacBook Air). According to the interpersonal meaning, the first and second process above are categorized as mood declarative because the clause consists of token and finite. Whereas according to the textual meaning, there is theme used in this sentence. The topical theme begins with the token, which means the focus of this sentence is to inform about the token (MacBook Air Air).

B. Relational Process

Video 1 : Introducing iPad Air video advertisement

Table 4.11 Relational process in video iPad Air

This			is	the new iPad Air
Token			Relational: Identifying	Carrier
Topical theme	Finite	Mood	Rheme	

According to ideational meaning, datum 7 uses a relational identification process with two participants; token. The participant (this) is labelled as a token because (this) is the thing identified as 'an iPad display, while the verb (is) in the process of identifying. This clause intends to let the audience know that Apple is releasing a new tablet (iPad Air).

According to the interpersonal meaning, table 4.11 is categorized as a declarative mood without signs since it consists of a token and is limited. This clause is a statement to provide information about (this), which refers to the tablet (iPad) product that is being identified as new. According to the textual meaning, table 4.11 is categorized as a topical theme without signs because the topical theme begins with the token, which means the focus of this clause is to inform about the token (this).

Video 2 : The Biggest News From Apple Event

Table 4.12 Relational process in video the biggest news

Introducing		iPhone 14 Pro
Relational Process		Carrier
Unmarked theme	Mood	Rheme

Table 4.13 the second relational process in video the biggest news

Introducing		Apple Watch Ultra
Relational Process		Carrier
Unmarked theme	Mood	Rheme

Table 4.12 and Table 4.13 above are the relational process with two participants. In relational process using ideational meaning the sentence (Introducing Apple Watch Ultra) and (Introducing iPhone 14 Pro) needs to focus on the relationship between the subject, verb, and object in the sentence. The first participant is the subject (Introducing). In this case the action word (introducing) is a verb and represent the action that is taking place. The second participants are

(iPhone 14 pro) and (Apple Watch Ultra) they are labelled as complement. These are the direct object of the sentence and represents the entity being introduced.

In ideational meaning the sentence in table 4.12 and 4.13 can break or divided the relationship between these elements as; Process Relational (Introducing), Actor (none), Goal (Apple Watch Ultra, iPhone 14Pro). This sentence intends to let the audience know that Apple is releasing a new product iPhone 14 Pro and Apple Watch Ultra). According to the interpersonal meaning, table 4.12, and 4.13 are categorized as a declarative mood without signs since it consists of a subject and is limited. This clause is a statement to provide information about (Introducing), which refers to the products (iPhone and Watch) that are being identified as new.

Video 3 : Introducing the New MacBook Air

Table 4.14 the relational process in video MacBook Air

Introducing		The New MacBook Air
Relational Process		Goal
Unmarked theme	Mood	Rheme

Table 4. 14 also is the process of relational process with two participants. The first participant is (Introducing) labelled as subject and also the process of relational. The second participant is (The new MacBook Air) labelled as the goal. In the clause (Introducing the new MacBook Air) the word (introducing) is a process of relational that introduces the product of MacBook Air. In this case the action word (introducing) is a verb and represent the action that is taking place. This is the direct object of the sentence and represents the entity being introduced. According to the interpersonal meaning, table 4.14, is categorized as a declarative mood without signs since it consists of a subject and is limited. This clause is a statement to provide information about (Introducing), which refers to the products (MacBook Air).

C. Mental Process

Video 2: The Biggest News From Apple Event

Table 4.15 the mental process in video the biggest news

Our	Biggest	Camera upgrade ever
Senser	Process: Mental	Phenomenon
Unmarked Theme	Mood	Rheme

According to ideational meaning, table 4.15 uses a mental process with one participant. In table 4.15, the participant is (our), and labelled as a senser because it is the subject of (biggest), which is labelled as a mental process. While the words of the (camera upgrade ever) labelled as additional phenomenon used to inform the audience about the change major presence to the iPhone camera.

According to the interpersonal meaning, table 4.15 is categorized as a declarative mood because the clause consists of a subject. While according to the textual meaning, a theme is used in this clause that focuses on the word (our).

CHAPTER V

CONCLUSION AND SUGGESTION

This chapter presents the conclusions and suggestions of this study. The conclusions summarize the findings and discussion of the study, while suggestions promote further research that may be carried out in the future.

5.1 Conclusion

This study examined multimodal gadget advertising videos on the Apple YouTube channel from September 16, 2020 to June 7, 2022. The analysis has been carried out and discussed in the previous chapter using the theory of Generic Structure Potential by Cheong (2004), supported by Kress and Leeuwen (2020), and SFL by Halliday (2014). The discussion of researcher below will contain answers to research questions in the first chapter.

The first research question in this study is related to what are the Generic Structure Potential contained in Apple videos advertisement on YouTube. From the analysis in the fourth chapter, it is answered that six from the seven elements were found in Apple's advertising video *Introducing the New MacBook Air and The Biggest News From Apple Event*. Advertisement campaign leads also serve as visual display. The display of advertising videos on Apple is Explicit but Congruent, so viewers do not need to imagine how the shape of the product because it shows the product without symbolism but through display and supported with texts.

Meanwhile, the Generic Structure Potential used in Apple video advertisements is Lead, Display, Announcement, Enhancer, Emblem, and Call-and-Visit Information. All three data have incomplete Generic Structure Potential. Other hand, there is one elements of GSP missing on all Apple video advertisements; Tags. The absence of elements indicates that elements that rarely appear are elements that do not stand out. In this analysis, researcher found that Leads and Announcements always appeared in the Apple Video Advertisement analyzed.

However, it can be concluded that the video advertisement *Introducing the New MacBook Air and The Biggest News From Apple Event* has six advertising campaign elements close to complete, such as Cheong's (2004) understanding of Generic Structure Potential. While in the *Introducing iPad Air* video advertisement, there are five GSP except for Tag and Call Visit Information. The use of complete elements in an advertisement shows completeness and makes the ad clear for the reader to understand its content.

To answer the second research question related to elements found in Apple videos advertisement. There are two elements found, namely visual and linguistic elements. These questions are answered by reading images by Kress and Leeuwen (2020) and Halliday (2014) about ideational meaning. Visual and linguistic elements in an ad work together to make consumers understand the advertisement's message. Suppose consumers only see advertisements in visual images without any explanation from the verbal text or vice versa. In that case, they will need clarification, and they will need help understanding the true message of the ad itself. For example, the message conveyed through product images will not be well understood if it is not supported by verbal explanations contained in announcements or enhancers.

According to the theory of Kress and Leeuwen (2020), reading images, it can be seen that there is a relationship between linguistic elements and visual elements. The relationship definition is repetition, a synonym that occurs in video advertisements. Based on the overall discussion, it can be concluded that the linguistic element of advertising strengthens the visual element and vice versa, using the SFL theory by Halliday (2014). The cooperation between these elements is to convey advertising messages to consumers. The relationship between the two resulted in a positive response from consumers to the product. Based on the analysis above, it concluded that the goals of the advertisement are to attract the attention and interest of the audience to buy the product that is offered.

5.2 Suggestion

Researcher have three kinds of suggestions, the first is advice for upcoming researchers, the second for advertisers and the third for editors. For future

researchers, the theory of potential generic structures, reading images, and SFL can be applied to analyze all types of advertising. Therefore, the researcher suggested that further researchers apply these theories to various other types of advertising to see the relationship between visual elements and linguistic elements of text in advertisements. In addition, researchers also advise future researchers to analyze visual images in more depth. Perhaps, it can be done by focusing on the colours used in the ad because certain colour choices can have a specific message from the advertiser.

For advertisers, linguistics is an important component of video advertisement. This is important because, through the linguistic element in the video ad, consumers can know and understand the intent of the advertisement. Then, researchers suggest advertisers choose precise and simple words that accurately convey the advertising message. Last but not least for editors, visual elements are also an important component in video ads. This is important because the display is a visual element that makes it easier for viewers to see the product from the ad made. So that the audience does not need to reimagine the product displayed.

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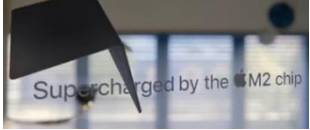
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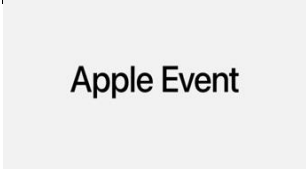
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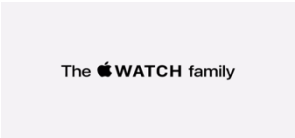
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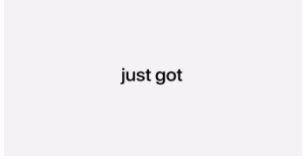
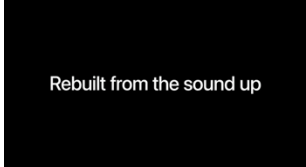
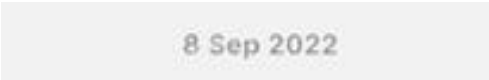
APPENDIX

No	Items	Data
1.	Lead	
2.	Display	
3.	Emblem	 
4.	Announcement	 

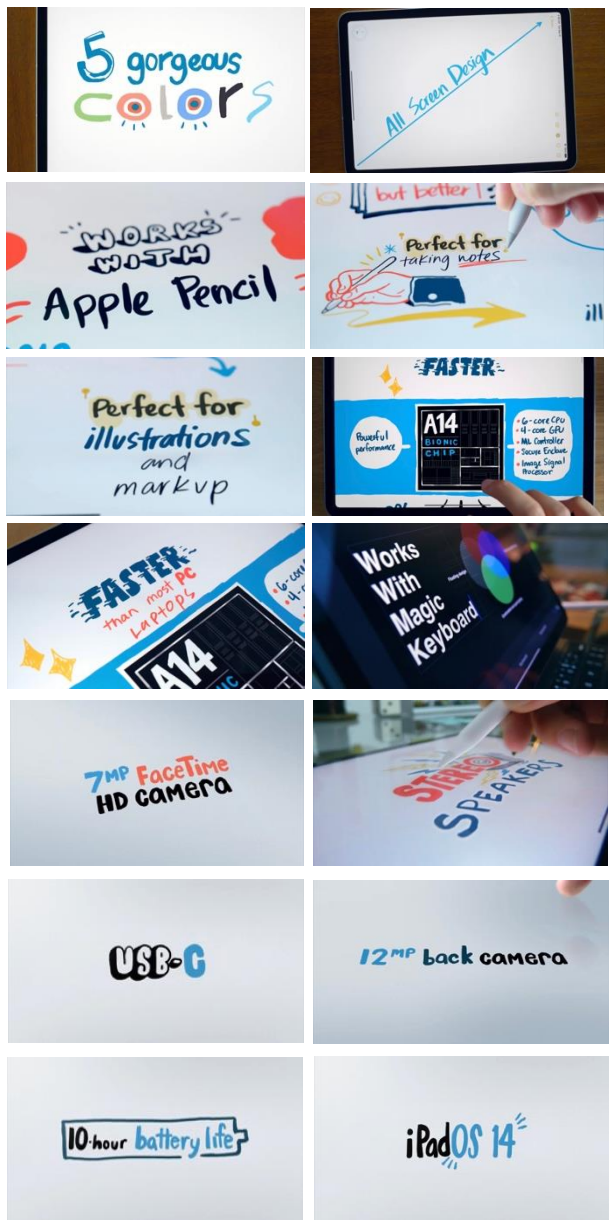
		    
5.	Enhancer	Apple Events
6.	Tag	-
7.	Call and Visit	8 Sep 2022

No	Items	Data
1.	Lead	     
2.	Display	   

		
3.	Emblem	   
4.	Announcement	           

		    
5.	Enhancer	 
6.	Tag	-
7.	Call and Visit	

No	Items	Data
1.	Lead	
2.	Display	 
3.	Emblem	

4.	Announcement	
5.	Enhancer	Accessories sold separately. Apps from the App Store. Apple Arcade requires a subscription. Battery life varies by use. Wi-Fi + Cellular model coming later this year. Some features, content, and services shown are not available in all areas.
6.	Tag	-
7.	Call and Visit	-