

ABSTRACT

Dewi Retno Indawati. 16.05.111.00002. Multimodal Analysis of Promotional Video in Lombok Tourism. Thesis. English Study Program, Department of Social and Cultural Sciences, Faculty of Social and Cultural Sciences, University of Trunojoyo Madura. Advisor: Dr. Rosyida Ekawati S.S., M.A.

The study aimed to explain the representation of Lombok tourism promotional video from YouTube official of Indonesia tourism. It will be focused on the visual and verbal element in multimodal framework. The source of data of this research is promotional video entitled *Wonderful Indonesia Lombok*.

The research method to analyze the data was descriptive-qualitative method. This study used the theory of attitudinal system in appraisal language proposed by Martin and White (2005) to observe the verbal element. while in the visual element, it used the theory grammar visual design proposed by Kress and van Leeuwen (2006). The visual elements covered the representational of narrative and conceptual process, interactive structure of gaze and social distance, also the compositional meaning of salience.

The result of the research findings shows that the relation between the verbal and visual elements is interrelated to make-meaning. Moreover, Indonesia tourism promotional video of Lombok emphasizes more on the using of positive attitudinal systems in appraisal language to attract the visitors and highlight Lombok destinations such as nature, culture, and the product of local people. Thus, the visitors in every scene or the scenery represented an attractive view, interested feeling, and satisfied of actions to the tourism destination.

Key words: multimodal, promotional video, grammar visual design, attitudinal system.