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Shinta Nila Arum
20.05.111.000.74

MOTTO

“There is always a price in a process, just enjoy your tiredness! Expand that sense of patience again, everything you invest to make yourself the person you dream of.

Maybe it won't always go smoothly. But you can talk about those waves later.”

-Boy Chandra

DEDICATION

This thesis is dedicated for myself and my beloved extended family (especially my parents and my brother).

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Name : Shinta Nila Arum
St. Number : 200511100074
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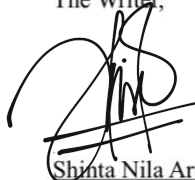
A MULTIMODAL DISCOURSE ANALYSIS OF *HARRY POTTER* MOVIE POSTERS

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Shinta Nila Arum

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In writing this thesis, the writer realizes that there are many people who have helped the writer to finish this thesis. Therefore, the writer would like to thank very much to:

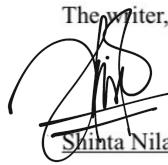
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Bangkalan,

The writer, 19 June 2024



Shinta Nila Arum
200511100074

ABSTRACT

Shinta Nila Arum. 200511100074. English Study Program. A Multimodal Discourse Analysis of *Harry Potter* Movie Posters.

The purpose of this study is to find out the messages and to identify and explain meaning of the verbal and visual elements in the Harry Potter movie posters. In this research, the writer uses several theories, namely generic structure of potential (Cheong, 2004), Systemic Functional Linguistics (Halliday, 2004), and visual grammar (Kress and Van Leeuwen, 2006).

This study uses a qualitative descriptive method with data collection methods in the form of documentation. The data sources used were five Harry Potter movie posters, there are Harry Potter and the Chamber of Secrets (2002), Harry Potter and the Goblet of Fire (2005), Harry Potter and the Order of the Phoenix (2007), Harry Potter and the Deathly Hallows – Part 1 (2010), and the last is Harry Potter and the Deathly Hallows – Part 2 (2011). Meanwhile the data used were the words contained in the posters, action expression, attributed used, backgrounds, emblems, and other visual elements in Harry Potter movie posters.

The results showed that there were 10 announcements, 5 enhancers, and 3 tags on the verbal elements. Meanwhile on the visual elements consists of 21 leads, 5 displays, and 5 emblems. The Harry Potter movie posters go through a whole process, be it representational, interactive, and compositional. The metafunction that is often found in this movie posters is ideational metafunction.

Keywords: Generic Structure of Potential, Systemic Functional Linguistics, Visual Grammar, Harry Potter Movie Poster.

ABSTRACT

Shinta Nila Arum. 200511100074. English Study Program. A Multimodal Discourse Analysis of *Harry Potter* Movie Posters.

Tujuan dari penelitian ini adalah untuk mengetahui pesan-pesan serta mengidentifikasi dan menjelaskan makna unsur verbal dan visual dalam poster film *Harry Potter*. Dalam penelitian ini penulis menggunakan beberapa teori yaitu struktur generik potensi (Cheong, 2004), Linguistik Fungsional Sistemik (Halliday, 2004), dan tata bahasa visual (Kress dan Van Leeuwen, 2006).

Penelitian ini menggunakan metode deskriptif kualitatif dengan metode pengumpulan data berupa dokumentasi. Sumber data yang digunakan adalah lima poster film *Harry Potter*, yaitu *Harry Potter and the Chamber of Secrets* (2002), *Harry Potter and the Goblet of Fire* (2005), *Harry Potter and the Order of the Phoenix* (2007), *Harry Potter and the Deathly Hallows – Part 1* (2010), dan yang terakhir *Harry Potter and the Deathly Hallows – Part 2* (2011). Sedangkan data yang digunakan adalah kata-kata yang terdapat pada poster, ekspresi tindakan, atribut yang digunakan, latar belakang, lambang, dan elemen visual lainnya dalam poster film *Harry Potter*.

Hasil penelitian menunjukkan terdapat 10 pengumuman, 5 penambah, dan 3 tag pada unsur verbal. Sedangkan pada elemen visualnya terdiri dari 21 lead, 5 display, dan 5 emblem. Poster film *Harry Potter* melewati seluruh proses, baik representasional, interaktif, dan komposisi. Metafungsi yang sering dijumpai pada poster film ini adalah metafungsi ideasional.

Keywords: Generic Structure of Potential, Systemic Functional Linguistics, Visual Grammar, *Harry Potter* Movie Poster.

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