

REFERENCES

- Alyousef, H. S. (2016). A multimodal discourse analysis of the textual and logical relations in marketing texts written by international undergraduate students. *A Springer Open Journal*.
- Baldry, A. (Ed.) (2000). *Multimodality and multimediality in the distance learning age*. Campobasso: Palladino Editoriale.
- Baldry, A. and Thibault, P. J. (2006). *Multimodal transcription and text analysis*. London: Equinox.
- Bell, R. T. (1991). *Translation and translating: Theory and practice*. London: Longman.
- Bogdan, R. C. and Biklen, K. (1998). *Qualitative research for education*. Boston: Allyn and Bacon.
- Butt, D., Fahey, R., Feeze, S., Spinks, S. & Yallop, C. 2000. *Using functional grammar: An explorer's guide* (2nd ed.). Sydney: Macquarie University.
- Camiciottoli, B.C. & Fortanet-Gomez, I. (2015). *Multimodal analysis in academic settings : From research to teaching*. New York and London: Routledge Taylor & Francis
- Chen, S. (2016). Linguistic Landscape and Space: A multimodal analysis of linguistic landscape in robot open space. *International Journal of Applied Linguistics & English Literature*. Australian International Academic Centre, Australia
- Djonov, E., & Zhao, S. (Eds.). (2013). *Critical multimodal studies of popular discourse*. London: Routledge.
- Droga, L. & Humphrey, S. (2002). *Getting started with functional grammar*. Berry: Target Texts.
- Feng, D., Zhang, D., & O'Halloran, K. (2014). Advances and frontiers of multimodal discourse analysis. *Contemporary Linguistics*, 16(1), 88-99.
- Forceville, C., & Urios-Aparisi, E. (Eds.).(2009). *Multimodal metaphor*. Berlin: Mouton de Gruyter. <http://dx.doi.org/10.1515/9783110215366>
- Gu, Y. (2006). Agent-Based modeling language. In *the 20th International CODATA Conference*. Beijing: Survey and Data Center of Chinese Academy of Social Sciences.

- Guizarro, A. J. M. (2010). A Multimodal Analysis of *The Tale of Peter Rabbit* within the Interpersonal Metafunction. *ATLANTIS. Journal of the Spanish Association of Anglo-American Studies*. 32.1 (June 2010): 123–140 ISSN 0210-6124
- Halliday, M.A.K. (1978). *Language as social semiotic: The social interpretation of language and meaning*. London: Edward Arnold
- Halliday, M.A.K. (1985). *An introduction to functional grammar*. London: Edward Arnold
- Halliday, M.A.K. (1994). *An introduction to functional grammar 2nded*. London: Edward Arnold.
- Halliday, M.A.K., & Matthiessen, C.M.I.M. (2014). *Halliday's introduction to functional grammar* (4th edition). London: Routledge.
- https://en.wikipedia.org/wiki/Qingming_Festival, 26th December 2016; 02.56 P.M.
- https://en.wikipedia.org/wiki/Qingming_Festival, 8th January 2017; 04:22 PM,
- <http://www.tionghoa.info/hari-ceng-beng-festival-ching-ming/>, 27th December 2015; 09.50 A.M.
- Herman. (2014). *An experiential function on students' genre of writing*. Jakarta: Halaman Moeka.
- Hu, C and Luo, M. (2016).A social semiotic analysis of air France's print advertisements. *International Journal of English Linguistics; Vol. 6, No. 4; 2016.Canadian Center of Science and Education*.
- Hyland, K. (2009). *Academic discourse: English in a global context*. London: Continuum.
- Hymes, D. (1964). *Language in culture and society*. New York: Harper and Row
- Jewitt, C. (Ed.) (2014a). *The Routledge handbook of multimodal analysis*. (2nd edition) London: Routledge.
- Jewitt, C. (2014b). Different approaches to multimodality. In C. Jewitt (Ed.),*The Routledge handbook of multimodal analysis* (2nd edition) (pp. 28–39). London: Routledge.
- Joyce, H. d. S. and Gaudin, J.(2007).*Interpreting the visual. Student workbook*. Australia: Phoenix Education

- Joyce, H. d. S. and Gaudin, J. (2007). *Interpreting the visual. A resource book for teachers*. Australia: Phoenix Education
- Koentjaraningrat.(1990). *Kebudayaan Jawa*. Jakarta: PN Balai Pustaka.
- Koteyko, N. & Nerlich, B. (2007). Multimodal Discourse Analysis of Probiotic Web Advertising. *The International Journal of Language Society and Culture Editors: Thao Lê and Quynh Lê. URL: www.educ.utas.edu.au/users/tle/JOURNAL/. ISSN 1327-774X*
- Kress, G. (2000). Multimodality. In B. Cope, & M. Kalantzis (Eds.), *Multiliteracies: Literacy learning and the design of social futures* (pp. 182–202). London: Routledge.
- Kress, G. (2003). *Literacy in the new media age* . London: Routledge.
- Kress, G. And Van Leeuwen, T. (2006). *Reading images*. London: Routledge.
- Lemke, J. (2014) Multimodality, identity and time. In C. Jewitt (Ed.), *The Routledge handbook of multimodal analysis* (2nd edition) (pp. 140–150). London: Routledge.
- Li, D. (2016). Multimodal discourse analysis of the interpersonal meaning of TV advertisements. *International Journal of Social Science and Humanity, Vol. 6, No. 12, December 2016*.
- Liu, J. (2013). Visual images interpretive strategies in multimodal texts. *Journal of Language Teaching and Research, Vol. 4, No. 6, pp. 1259-1263, November 2013*. ACADEMY PUBLISHER Manufactured in Finland
- Lubis, D.S. and Sinar, T. S. (2014). The structure of selected print advertisement: A multimodal analysis. *Kajian Linguistik, Februari 2014, 161-177, Tahun ke-11, No. 1. Copyright ©2014, Program Studi Linguistik FIB USU, ISSN 1693-4660*.
- Matthiessen, C.M.I.M. (2007). The multimodal page: A systemic functional exploration. In T. D. Royce, & W. L. Bowcher (Eds.), *New directions in the analysis of multimodal discourse* (pp. 1–14). Mahwah, NJ: Lawrence Erlbaum Associates, Inc.
- Norris, S. (2004). *Analyzing multimodal interaction*. New York: Routledge.
- O'Halloran, K. L. (Ed.) (2004). *Multimodal discourse analysis: Systemic Functional perspectives*. London: Continuum.

- O' Halloran, K. L. (ed.). (2006). *Multimodal discourse analysis. Systemic functional perspectives*. London: Continuum.
- O'Halloran, K. L. (2009). Multimodal analysis and digital technology in A. Baldry and E. Montagna (eds.) *Interdisciplinary Perspectives on Multimodality: Theory and Practice. Proceedings of the Third International Conference on Multimodality*. Campobasso: Palladino.
- O'Halloran, K. L., Tan, S., Smith, B. A., & Podlasov, A. (2010). Challenges in designing digital interfaces for the study of multimodal phenomena. *Information Design Journal*.
- O'Halloran, K. L., & Smith, B. A. (2011). *Multimodal studies: Exploring issues and domains*. London: Routledge.
- Poveda, D., Pulido, L., Morgado, M., Messina, C. & Hédlová, Z. (2008). Storytelling with sign language interpretation as a multimodal literacy event: Implications for deaf and hearing children. *Language and Education*, 22 (4), 320–342.
- Rahmah (2015). *A multimodal of traditional wedding ceremony dynamics of Deli Malay ethnic group in Medan*. Medan: Fakultas Ilmu Budaya Universitas Sumatera Utara. A Dissertation.
- Rojko, A. (2017). Industry 4.0 concept: Background and overview. *International Journal of Interactive Mobile Technologies (ijIM) – e-ISSN: 1865-7923, Volume 11, No. 5, pp. 77-90*
- Royce, & W. L. Bowcher (Eds.), *New directions in the analysis of multimodal discourse*(pp. 1–14). Mahwah, NJ: Lawrence Erlbaum Associates, Inc.
- Sapir, E. (1921). *Language*. New York: Harcourt Brace Jovanovich
- Saragih, A. (2012). *Variations and functional varieties of language*. Medan. (Unpublished)
- Scollon, R., & Levine, P. (Eds.). (2004). *Multimodal discourse analysis as the confluence of discourse and technology*. Washington, DC: Georgetown University Press.
- Sembiring. S. W. (2014). *Structure and meaning of Cheng Beng celebration for Chinese in Berastagi*. Medan: Fakultas Ilmu Budaya, Universitas Sumatera Utara. A Thesis.
- Wardhaugh, R. (2002). *An introduction to sociolinguistics*. Oxford: Blackwell Publishing.

_____. (2006). *An introduction to sociolinguistics, 5th Edition*. Oxford: Blackwell Publishing

WolfBrown, “Ontario Arts Engagement Study” (San Francisco: WolfBrown, September 2011); Nordicity, “2012 Canadian Interactive Industry Profile: Final Research Report” (Canadian Interactive Alliance (CIAIC), October 2013): 36; Canadian Media Production Association et al., “Profile 2014: Economic Report on the Screen-based Media Production Industry” (Canadian Media Production Association, 2015): 36, http://cmpa.ca/sites/default/files/documents/industry-information/profile/CMPA_2014_eng.pdf

Young, L. and Fitzgerald, B. (2006). *The power of language*. Oakville: Equinox.