

## ABSTRACT

**HERMAN. A Visual Multimodal Metafunction of “*Cheng Beng*” Ceremony in Pematangsiantar. A Dissertation. Postgraduate School. English Applied Linguistics Study Program. State University of Medan, 2019**

This research was conducted with the multimodal analysis to the Chinese culture in the form of a pilgrimage ceremony known as *Cheng Beng*. The analysis to the culture focused to the meaning creation through the components of multimodal, visual. The visual multimodal components were the primary focus since the culture of *Cheng Beng* ceremony was dominated by the visual that showed the process of conducting the ceremony. The methodology used in this research was descriptive qualitative approach. The data sources were visual that obtained from four phases in conducting *Cheng Beng* which contained twenty-five pictures for every metafunctions of visual communication. After having the analysis to the data, there are three findings: 1) three structures of visual multimodal metafunctions used in *Cheng Beng* ceremony in Pematangsiantar, they are the representational meaning which covers actional process (actor and goal) and reactional process (reacter and phenomenon) with the circumstances (locative and means); interactional meaning covers interactive meaning (social distance, attitude, contact) and modality; compositional meaning covers information value (given-new and ideal-real), salience and framing as the connection. 2) The structures of visual multimodal create their metafunctional meaning of *Cheng Beng* ceremony in Pematangsiantar through the elements of every meaning in the image such as in the representational, the meaning; processes, participants and circumstance. The interactional meanings create their meaning through its elements such as interactive meaning (gaze, social direction and attitude) and modality (colour, contextualization, illumination and brightness), and the compositional meanings create their meaning through their elements such as information value, salience and framing. 3) The Reasons of *Cheng Beng* ceremony constructs the text like the way they do because the realization of the image from the phase indicates the ideology, culture, power and guidance of life. Last but not least, the researcher also hopes that this research can be a reference for those who are interested and eager to have a better comprehension in learning multimodal discourse analysis

***Keywords: ‘Cheng Beng’ phases, Metafunction, Multimodal, Visual component***

## ABSTRAK

**HERMAN. Metafungsi Visual Multimodal dalam Perayaan *Cheng Beng* di Pematangsiantar. Disertasi. Program Pascasarjana. Linguistik Terapan Bahasa Inggris. Universitas Negeri Medan, 2019**

Penelitian ini dilakukan dengan analisis multimodal terhadap budaya Tionghoa dalam bentuk upacara ziarah yang dikenal sebagai *Cheng Beng*. Analisis terhadap budaya difokuskan pada pembuatan makna melalui komponen multimodal, yaitu visual. Komponen multimodal visual merupakan fokus utama karena budaya upacara *Cheng Beng* didominasi oleh gambar yang menunjukkan proses pelaksanaan upacara. Metodologi yang digunakan dalam penelitian ini adalah pendekatan deskriptif kualitatif. Sumber data adalah gambar yang diperoleh dari empat fase dalam melakukan *Cheng Beng* yang terdiri dari dua puluh lima gambar untuk setiap metafungsi komunikasi visual. Setelah menganalisa data, ada tiga temuan: 1) tiga struktur metafungsi visual multimodal yang digunakan dalam upacara *Cheng Beng* di Pematangsiantar, yaitu makna representasional yang mencakup proses aksi (aktor dan tujuan) dan proses reaksi (reacter dan fenomena) dengan keadaan (locative and means); makna interaksional mencakup makna interaktif (jarak sosial, sikap, kontak) dan modalitas; makna komposisi meliputi nilai informasi (diberikan-baru dan ideal-nyata), arti-penting dan pembingkai sebagai koneksi. 2) Struktur multimodal visual menciptakan makna metafungsional dari upacara *Cheng Beng* di Pematangsiantar melalui elemen-elemen dari setiap makna dalam gambar seperti dalam representasional, makna; proses, peserta dan keadaan. Makna interaksional menciptakan maknanya melalui elemen-elemennya seperti makna interaktif (tatapan, arah dan sikap sosial) dan modalitas (warna, kontekstualisasi, iluminasi dan kecerahan), dan makna komposisi menciptakan maknanya melalui elemen-elemen mereka seperti nilai informasi, arti-penting dan pembingkai. 3) Alasan upacara *Cheng Beng* membangun teks seperti cara mereka lakukan karena realisasi gambar dari fase menunjukkan ideologi, budaya, kekuatan dan pegangan dalam kehidupan. Dan tidak lupa, peneliti juga berharap penelitian ini dapat menjadi referensi bagi mereka yang tertarik dan ingin memiliki pemahaman yang lebih baik dalam belajar analisis wacana multimodal

***Kata Kunci: Fase 'Cheng Beng', Komponen visual, Metafungsi, Multimodal***