

ABSTRACT

Lumbantobing, Nardus. Registration Number: 8116111015. Multimodal Analysis of Cigarette Advertisement Texts. A Thesis. English Applied Linguistics Study Program. Postgraduate School, State university of Medan 2014

The objectives of this descriptive qualitative research were to: (1) to analyze the meanings realized in the cigarette advertisement texts and (2) to elaborate how the meanings are coded verbally and non-verbally. The data were obtained from eight cigarette advertisements in magazines. They are Dunhill Mild, Marlboro Lights, A Mild, Dunhill Mild, Surya, A Mild, Dji Sam Soe Gold, and Dji Sam Soe. The result of the analysis show that (1) Cigarette advertisements don't express explicitly their intention to suggest people to smoke the cigarette either verbally or non-verbally due to government policy, (2) The meanings of cigarette advertisements are coded verbally by using brief persuasive words which picture the sense of pleasure, togetherness, creativity, and great taste of life. Those linguistic items found in cigarette advertisements do not stink to smoking suggestion due to government policy and non-verbally, it is coded by visual which picture people with their happiness, creativity, and enjoyment, (3) In this study, there are some advertisements which their verbal text doesn't enter the same type of process with non-verbal text. It is indicated by the different type of process of their announcement with the lead. For instance, the Primary Announcement serves materials process while the lead serves mental process. The juxtaposition of the Lead and the Primary Announcement gives rise to some possible meanings. Then, from the juxtapositions the type of process of the advertisement is concluded, (4) the advertisements have their unique structure (Yuen: 2004), Not all the advertisements have the generic structure of an advertisement as Yuen (in O'Halloran: 24) stated. Especially for *Emblem, Enhancer, Tag, and Call and Visit Information*, only some of the advertisements owe them. Yet, *Announcement or Lead and Displayed* is showed in all the advertisements, and (5) Verbal text and non verbal text are connected to construct the advertisers' intention.

ABSTRAK

Lumbantobing, Nardus. NIM : 8116111015. Analisis Multimodal Pada Teks Iklan Rokok. Tesis. Linguistik Terapan Bahasa Inggris. Program Studi Pascasarjana Unimed. 2014.

Tujuan dari penelitian kualitatif ini adalah : (1) menganalisis arti dari teks iklan rokok dan (2) menjelaskan bagaimana arti tersebut dikodekan secara verbal dan on-verbal. Data diperoleh dari 8 iklan rokok pada majalah, yaitu : Dunhill Mild, Marlboro Light, A Mild, Surya, Dji Sam Soe Gold, dan Dji Sam Soe. Setelah analisis disimpulkan bahwa : (1) iklan rokok tidak menyampaikan maksud mereka secara eksplisit untuk mempengaruhi orang untuk merokok baik secara verbal maupun non-verbal terkait dengan kebijakan pemerintah, (2) arti dari iklan rokok tersebut dikodekan secara verbal dengan menggunakan kalimat persuasif secara singkat yang menggambarkan sensasi kesenangan, kebersamaan, kreatifitas, dan pengalaman hidup. Semua hal linguistik yang ditemukan dalam iklan rokok tidak berbau anjuran untuk merokok. Hal tersebut dikodekan secara visual dengan menggambarkan orang dengan rasa gembira, kreatifitas, dan kenikmatan mereka, (3) dalam penelitian ini, ada beberapa iklan dimana teks verbalnya tidak memiliki tipe proses yang sama dengan teks non-verbalnya, (4) iklan tersebut memiliki struktur yang unik, (5) teks verbal dan non-verbal saling berkaitan untuk membangun maksud dari pembuat iklan.