

**A SYSTEMIC FUNCTIONAL LINGUISTICS-BASED MULTIMODAL
ANALYSIS OF CIGARETTE ADVERTISEMENTS ON BILLBOARDS**

A Research Paper

Submitted in partial fulfillment of the requirements for *Sarjana Sastra* Degree



by

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**ENGLISH LANGUAGE AND LITERATURE STUDY PROGRAM
FACULTY OF LANGUAGE AND LITERATURE EDUCATION
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2022**

PAGE OF APPROVAL

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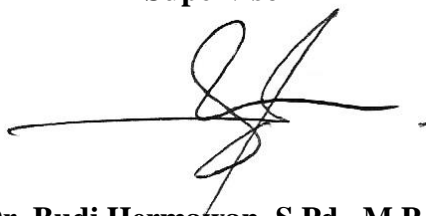
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PREFACE

All praise to Allah SWT for it is through His will and blessings that this paper, entitled “A Systemic Functional Linguistics-Based Multimodal Analysis of Cigarette Advertisements on Billboards”, can be finished and submitted as a partial fulfillment of the requirements for *Sarjana Sastra* degree in *Universitas Pendidikan Indonesia*.

This paper is written in regards to the researcher’s interests in the field of linguistics, especially at multimodality and how language is used in society. Advertisements becomes the subject of analysis since it is a form of communication that can be found almost everywhere today in various forms of mass media. It is also an instance where multiple modes are used, both in catching its audiences’ attention and possibly influencing them. Cigarette advertisements in Indonesia are unique in this regard due to government regulations that forbids it to show the product itself, and as a result the advertisements seem detached to the product it is supposed to promote, unlike the advertisements of other goods. Thus it becomes an intriguing subject to see what kind of meanings that are communicated by the advertisement due to this detachment, and how the use of its modes contribute in communicating it.

The researcher is aware that there are imperfections in this research, and thus constructive criticisms and suggestions are welcome. It is hoped that this research can contribute in the field of linguistic study, enrich the knowledge of the readers, as well as becoming one of many references for other academicians who are interested in studying similar topics.

Bandung, August 18th, 2021

Joanita Nursya’bani Arsamanggala

STATEMENT OF AUTHORIZATION

I hereby declare that this research paper, entitled “A Systemic Functional Linguistics-Based Multimodal Analysis of Cigarette Advertisements on Billboards”, is completely my own work. To the best of my knowledge, this paper contains no indications of plagiarism. I am fully aware that I have quoted some ideas and statements from other sources and they are properly acknowledged in the text.

Bandung, August 18th, 2021

Joanita Nursya'bani Arsamanggala

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bleakness of the future. May she be given strength and hope in her life, even more than what she has given to her friend.

Last but not least, to other fellow friends, colleagues, and classmates, who the researcher unfortunately unable to mention one by one. It is by their friendship that her college days are full of joy, new experiences, and silly moments; overall a memorable chapter in her life. Their help in finishing this paper are indirect, yet more than valuable. May the bonds of friendship be everlasting.

A Systemic Functional Linguistics-Based Multimodal Analysis of Cigarette Advertisements on Billboards

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ABSTRACT

Supervisor : Dr. Budi Hermawan, S.Pd., M.P.C.

This paper analyzed nine cigarette billboard advertisements from various tobacco companies in Indonesia, using Cheong's (2004) generic structure of print advertisements and bidirectional transaction of meaning between modes, Halliday's (2014) systemic functional linguistics, and visual grammar by Gunther Kress and Theo van Leeuwen (2006). Specifically, this paper analyzed the interplay between the verbal text and visual image in cigarette advertisements to see what meanings are communicated from the collaboration of modes. This is considered as a point of interest because unlike other commercialized goods, there are government regulations in Indonesia that forbids cigarette advertisements to show their product nor the act of smoking itself. Therefore, this paper analyzed how the verbal and visual elements work together in representing the product despite the government-issued limitations. The result reveals that the verbal and visual elements work together in delivering three categories of meaning; to represent cigarette as an identity trait, to represent the idealized version of the audience, and as a way for the advertisement to show the cigarette's selling points through symbolizations. The verbal and visual modes delivered these meanings by contextualizing each other.

Keywords: *Advertisements; Multimodal; Systemic Functional Linguistics; Visual Grammar*

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