

**MULTIMODAL SEMIOTICS ANALYSIS OF
MCDONALD'S UK VIDEO ADVERTISEMENT**

THESIS



UIN SUNAN AMPEL
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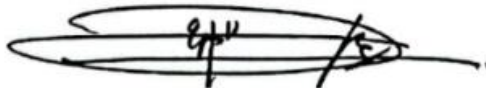
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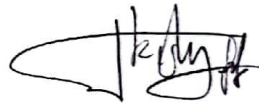
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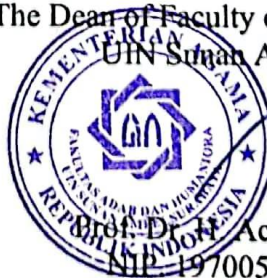
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ABSTRACT

Roghib, A. C. N. (2024). *Multimodal Semiotics Analysis of McDonald's UK Video Advertisement*. English Literature Department, UIN Sunan Ampel Surabaya. Advisors: (I) Suhandoko, M.Pd., (II) Prof. Dr. H. Mohammad Kurjum, M.Ag.

This research aims to analyze the meaning of the use of integrated communication modes in McDonald's UK advertising videos. The process of investigating the meaning of using types of modes or multimodality through visual grammar analysis by Kress and Leeuwen (2006). Two problems must be solved in this research: (1) What are the modes of communication shown in McDonald's UK video ads; (2) What is the meaning of each mode displayed in McDonald's UK video advertisements with the theory of visual grammar by Kress and Van Leeuwen.

This research used a qualitative descriptive method to demonstrate a significant understanding of the meaning of incorporating the diverse modes of each cutscene. In addition, the researcher acted as an important instrument in the study. Data collection was done by converting the advertising videos into cutscenes. This was followed by identifying linguistic, visual, and gestural modes by assigning colour marks and the researcher identifying audio and spatial modes directly. Each communication mode data was classified by type and interpreted through visual grammar.

The research results showed that there were 228 times of data belonging to 5 types of communication modes in 55 cut scenes. The communication modes are divided into linguistic 21, visual 55, gestural 46, audio 51, and spatial 55. Meanwhile, the 55 cutscenes are grouped into 26 scenes containing about 284 metafunctions divided into representational 116, interactive 81, and compositional 87. The implemented multimodal elements play an effective role in conveying persuasive information to viewers. The use of communication modes in the ad represents McDonald's recognizing campaign with a raised eyebrow gesture and McDonald's campaign in the UK to support the movement towards net zero emission through the use of paper bags.

Keywords: Multimodal, Mode of Communication, Visual Grammar, Video Advertisement, McDonald's

ABSTRAK

Roghib, A. C. N. 2024. *Analisis Semiotika Multimodal dari Iklan Video McDonald's UK*. Program Studi Sastra Inggris. UIN Sunan Ampel Surabaya. Pembimbing: (I) Suhandoko, M.Pd., (II) Prof. Dr. H. Mohammad Kurjum, M.Ag.

Penelitian ini bertujuan menganalisis makna dari penggunaan integrasi mode komunikasi dalam video iklan McDonald's UK. Proses menyelidiki makna penggunaan jenis mode atau multimodal melalui analisis visual grammar oleh Kress and Leeuwen (2006). Terdapat dua masalah yang harus dipecahkan dalam penelitian ini, yaitu: (1) apa saja mode komunikasi yang ditampilkan dalam iklan video McDonald's UK; (2) apa makna dari setiap mode yang ditampilkan dalam iklan video McDonald's UK dengan teori tata bahasa visual oleh Kress dan Van Leeuwen.

Penelitian ini menggunakan metode deskriptif kualitatif untuk menunjukkan pemahaman yang signifikan tentang makna penggabungan beragam mode dari setiap potongan adegan. Selain itu, peneliti bertindak sebagai instrumen penting dalam penelitian. Pengumpulan data dilakukan dengan cara mengkonversi video iklan ke dalam potongan adegan. Kemudian, hal ini diikuti dengan mengidentifikasi mode linguistik, visual, dan gestural dengan memberikan tanda warna dan peneliti mengidentifikasi mode audio dan spasial secara langsung. Setiap data mode komunikasi diklasifikasikan berdasarkan jenisnya dan diinterpretasikan melalui tata bahasa visual.

Hasil penelitian menunjukkan bahwa terdapat 228 kali data yang termasuk ke dalam 5 jenis mode komunikasi di 55 potongan adegan. Mode komunikasi tersebut terbagi menjadi linguistik 21 kali, visual 55 kali, gestur 46 kali, audio 51 kali, dan spasial 55 kali. Sementara itu, 55 potongan adegan tersebut dikelompokkan menjadi 26 adegan yang mengandung sekitar 284 metafungsi yang terbagi menjadi representasional 116, interaktif 81, dan komposisi 87. Elemen multimodal yang diimplementasikan berperan efektif dalam menyampaikan informasi persuasif kepada pemirsa. Penggunaan mode komunikasi dalam iklan tersebut merepresentasikan kampanye mengenali McDonald's dengan gestur alis terangkat dan kampanye McDonalds di Inggris untuk mendukung gerakan menuju *net zero emission* melalui penggunaan kantong kertas.

Kata Kunci: Multimodal, Mode Komunikasi, Tata Bahasa Visual, Iklan Video, McDonald's

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