

**THE INTERPERSONAL MEANING INTEGRATION OF WORDS AND
IMAGES IN PSA: AN INTERSEMIOTIC COMPLEMENTARY VIEW**



An Undergraduate Thesis

**Submitted as a partial fulfillment of the requirements
for *Sarjana Sastra* Degree**

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**FACULTY OF LETTERS
UNIVERSITAS MUHAMMADIYAH PURWOKERTO
2021**

APPROVAL SHEET

This is to certify that this graduating paper entitled **"THE INTERPERSONAL MEANING INTEGRATION OF WORDS AND IMAGES IN PSA: AN INTERSEMIOTIC COMPLEMENTARY VIEW"** by Fina Khanifa been approved by advisor(s) and the Head of English Department to be examined by the Board of Examiners.

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An Undergraduate Thesis

by

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**Has been examined and approved by the Board of Examiners as one of the
requirements for Sarjana Sastra degree on 28 July 2021**

THE BOARD OF EXAMINERS

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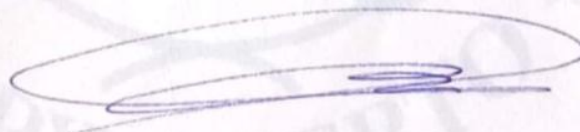
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STATEMENT OF ORIGINALITY

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I the undersigned researcher of the undergraduate thesis entitled "THE INTERPERSONAL MEANING INTEGRATION OF WORDS AND IMAGES IN PSA: AN INTERSEMIOTIC COMPLEMENTARY VIEW" hereby attest and affirm that the material in this thesis has not been previously submitted and published for a degree in any universities, and to the best my knowledge, any referenced-quotations are shown in the arrangement of citations and bibliography. If later it can be revealed that this undergraduate thesis contains partly or wholly plagiarized pieces of other intellectual works of any kinds, the researcher will be ready to accept the sanction.

Purwokerto, 28 Juli 2021



Fina Khanifa

MOTTO

“Satisfaction lies in the effort rather than on achieving results. Trying hard is a big win.”

-Mahatma Gandhi-



DEDICATION

This thesis is dedicated to my parents and myself.



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Alhamdulillahirabbil 'alaamiin. Praise is to Allah SWT the Exalted and the Merciful. His endless love, blessing, and guidance are the most priceless of all. Without him, none of the purposes of my live can be achieved. I can finish my undergraduate thesis on time.

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4. My beloved friends: Gita, Ani, Nazmi, Mela, for the loves and supports.
5. My friend Umi Ela for being there for me, help me and support me.
6. English WTF 17 squad.

ABSTRACT

Khanifa, Fina 1709010019: The Interpersonal Meaning Integration of Words and Images in PSA: An Intersemiotic Complementary View. Undergraduate Thesis for Sarjana Sastra Degree, English Department, Faculty of Letters, Universitas Muhammadiyah Purwokerto.

This research focuses on the multimodal discourse analysis. This research aims to find out the interpersonal meaning and the intersemiotic complementary in public service advertisement of selected violence against children prevention campaign.

In conducting this research, the researcher applied Royce's intersemiotic complementary framework (2001). The primary data of this research comprised 4 selected public service advertisements from Amnesty International and Unicef. The research use qualitative method.

From the analysis, the researcher finds the five aspects of visual features such as visual contact, social distance, involvement, power relation, and modality work together rather than separately to construct the interpersonal meaning. In verbal interpersonal features, the declarative sentence that offers a statement use in advertisement to inform the fact about things that people have really experienced to the readers. Through the way the producers organize the verbal text the readers may take their action to stop the child abuse. Both visual and verbal modes are contributes to convey interpersonal meaning. The intersemiotic complementary in the advertisement is realized interpersonally through the meanings projected in both modes through the reinforcement of address.

Keywords: interpersonal meaning, public service advertisement, intersemiotic complementary

INTISARI

Khanifa, Fina, 1709010019: Integrasi Makna Interpersonal Kata dan Gambar dalam Iklan Layanan Masyarakat: Sebuah Pandangan Pelengkap Intersemiotik. Skripsi ini untuk memenuhi gelar Sarjana Sastra, Sastra Inggris, Fakultas sastra, Universitas Muhammadiyah Purwokerto.

Penelitian ini berfokus pada analisis wacana multimodal. Penelitian ini bertujuan untuk mengetahui makna interpersonal dan pelengkap intersemiotik dalam iklan layanan masyarakat beberapa kampanye pencegahan kekerasan terhadap anak.

Dalam penelitian ini, peneliti menggunakan teori pelengkap intersemiotik Royce (2001). Data primer penelitian ini terdiri dari 4 iklan layanan masyarakat yang terpilih dari Amnesty Internasional dan Unicef. Penelitian ini menggunakan metode kualitatif.

Hasil dari analisis ditemukan bahwa lima aspek fitur visual seperti kontak visual, jarak social, keterlibatan, hubungan kekuasaan, dan modalitas bekerjasama untuk membangun makna interpersonal. Dalam fitur verbal, kalimat deklaratif dengan sebuah pernyataan digunakan dalam iklan untuk menginformasikan fakta tentang hal-hal yang benar-benar dialami orang kepada pembaca. Melalui cara produser mengatur teks verbal, para pembaca dapat mengambil tindakan untuk menghentikan tindak kekerasan pada anak. Mode visual dan verbal keduanya berkontribusi dalam menyampaikan makna interpersonal. Pelengkap intersemiotik dalam iklan diwujudkan secara interpersonal melalui makna yang diproyeksikan dalam reinforcement of address.

Kata kunci: makna interpersonal, iklan layanan masyarakat, pelengkap intersemiotik

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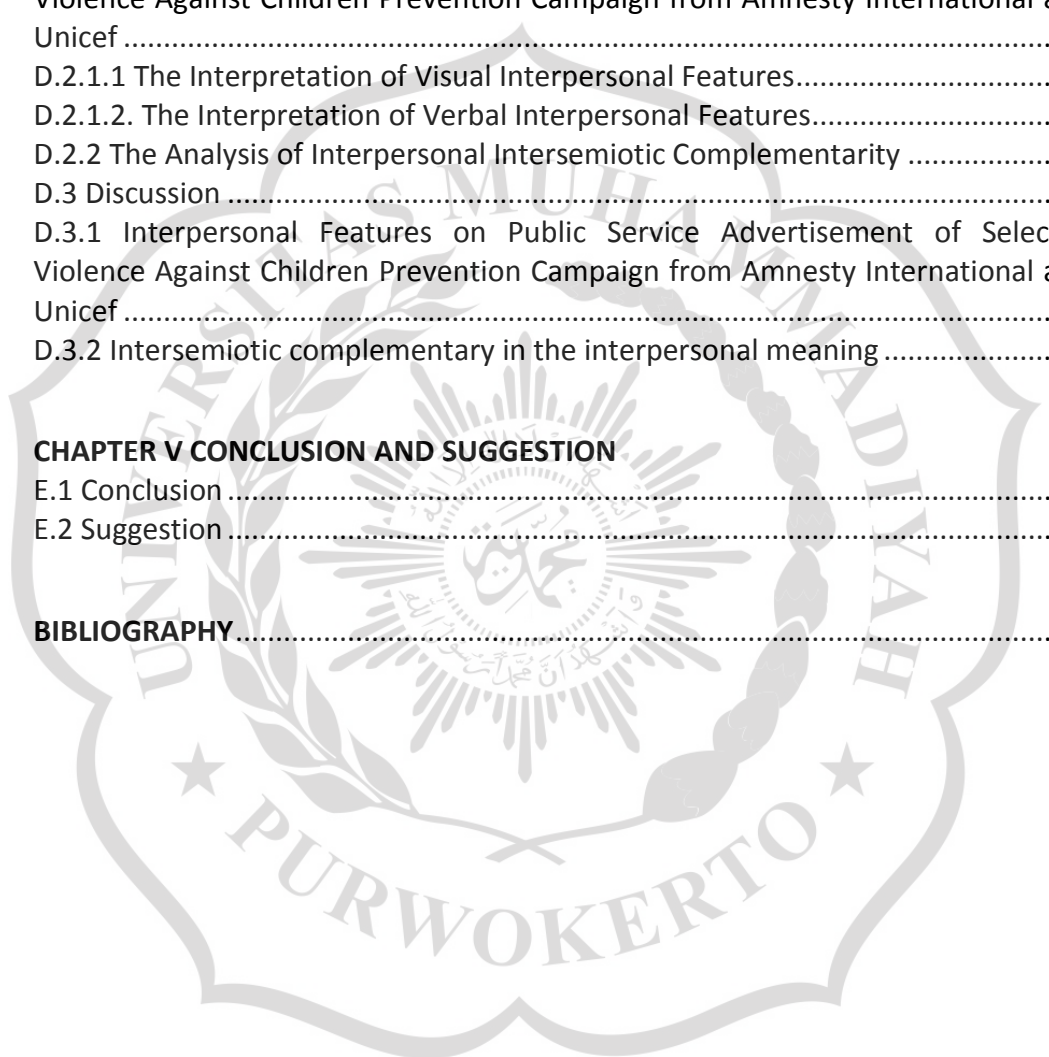
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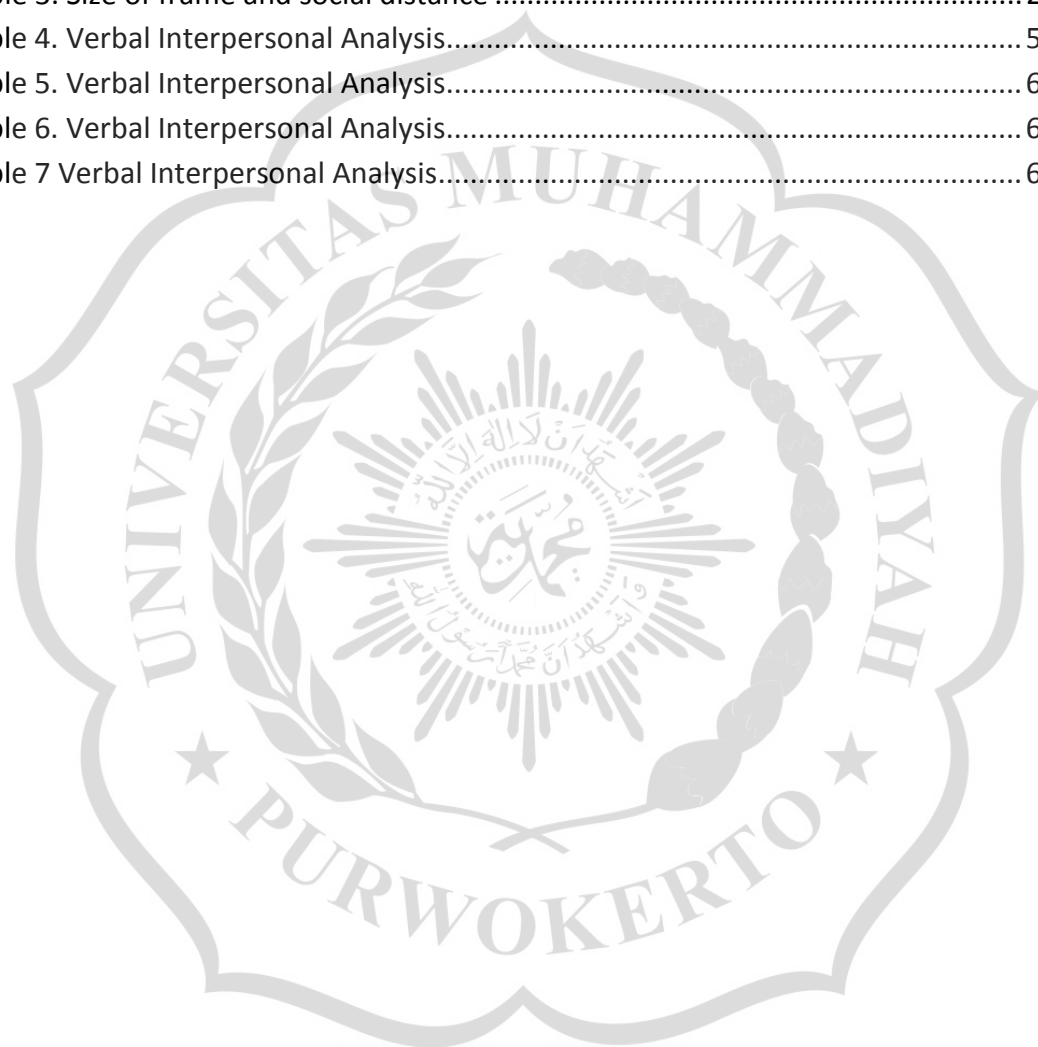
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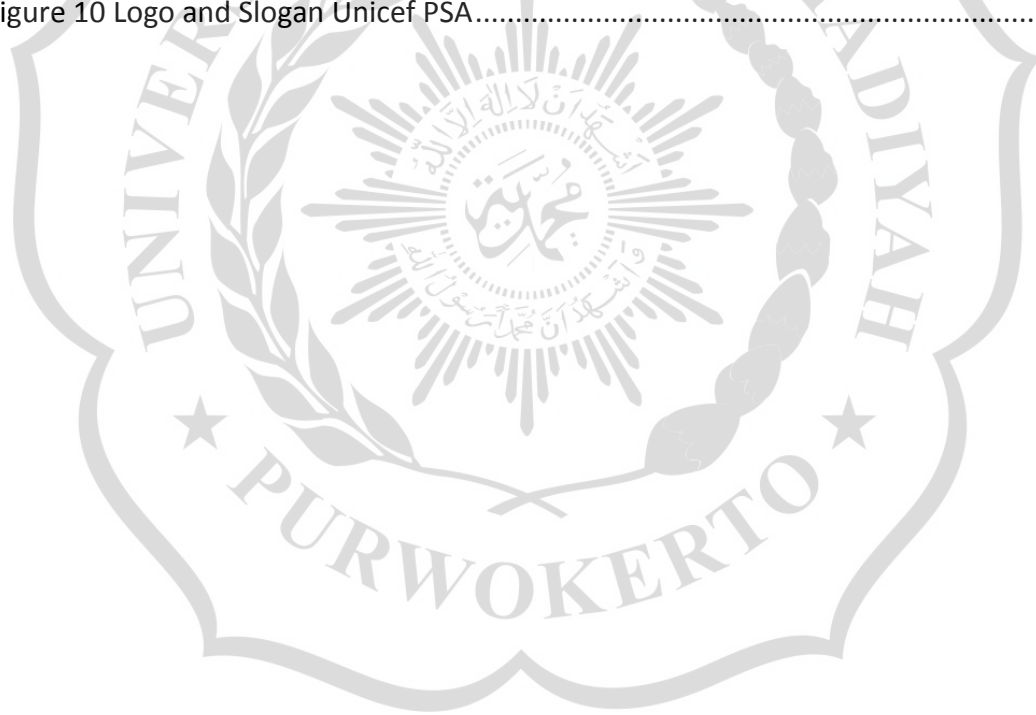
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LIST OF ABBREVIATIONS

PSA : Public Service Advertisement

MDA : Multimodal Discourse Analysis

SFL : Systemic Functional Linguistic

VME : Visual Message Elements

