

**MOSLEM WOMEN REPRESENTATION IN SAFI INDONESIA
COMMERCIAL ADVERTISEMENT: A MULTIMODAL DISCOURSE
ANALYSIS**



An Undergraduate Thesis

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

Inayah Wulandari

1809010035

**FACULTY OF CULTURAL SCIENCES AND COMMUNICATION
UNIVERSITAS MUHAMMADIYAH PURWOKERTO**

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ADVERTISEMENT: A MULTIMODAL DISCOURSE ANALYSIS**

An Undergraduate Paper

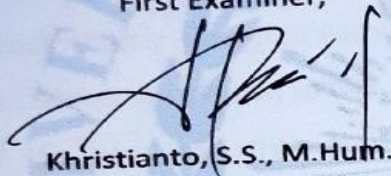
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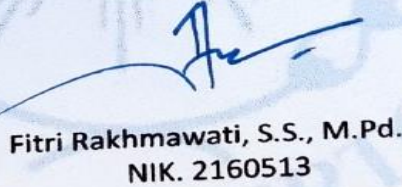
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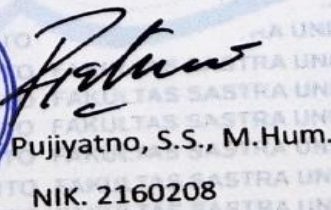
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DEDICATION

This thesis is dedicated to me and my parents.



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ABSTRACT

Wulandari, Inayah 1809010035: Moslem Women Representation in SAFI Indonesia Commercial Advertisement: A Multimodal Discourse Analysis. Undergraduate Thesis for Sarjana Sastra Degree, English Department, Faculty of Cultural Sciences and Communication, Universitas Muhammadiyah Purwokerto.

This research focuses on the multimodal discourse analysis and transitivity system. This research aims to find out the ideational meaning, the representational meaning, and how moslem women represented in Safi videos advertisement. In analyzing this research, the researcher applied the framework of transitivity system based on SFL theory proposed by Halliday & Matthiessen (2004) and Visual Grammar theory by Kress and van Leeuwen (2006). The primary data of this research is selected scenes in 5 videos of Safi advertisement in its official YouTube channel. This research used qualitative method with the purpose to provide deep analysis of the data.

The findings revealed the participant dominated by the senser. It is marked by words "I" and "skin". Meanwhile, the process is dominated by the mental process. It deals with something that can be seen, feel, and perceive such as draws "believe", "thinks", "stress", and more. The advertiser seems to want to get the viewers involved with what the model feels in the frames. Circumstances dominated by circumstances of manner and time. The representational meaning through visual features displayed both conceptual and narrative. The conceptual representation showed in the videos is categorized into symbolic process. Those videos conceptually describe the information about the product as well as show the identity of Safi which is a halal product. While narrative process mainly belong to action and reaction process. The action process are represented by the moslem women model who play as the actors, while their activities such as walking, working, reading, and more. Moslem women are represented in three ways: 1. Looks (appearance) such as beautiful, attractive, and glowing. 2. Occupation that are various such as pilot, beauty content creator, office worker. 3. Behaviours and characteristics; hardworking, open-minded, and humble.

Keywords: transitivity system, representational meaning, moslem women representation

INTISARI

Wulandari, Inayah 1809010035: Representasi Perempuan Muslim dalam Iklan Komersial SAFI Indonesia: Analisis Wacana Multimodal. Skripsi untuk memenuhi Gelar Sarjana Sastra, Sastra Inggris, Fakultas Ilmu Budaya dan Komunikasi, Universitas Muhammadiyah Purwokerto.

Penelitian ini berfokus pada analisis wacana multimodal dan sistem transitivitas. Penelitian ini bertujuan untuk mengetahui makna ideasional, makna representasional, dan bagaimana perempuan muslim direpresentasikan dalam iklan video Safi. Dalam menganalisis, peneliti menerapkan kerangka sistem transitivitas berdasarkan teori SFL yang dikemukakan oleh Halliday & Matthysen (2004) dan teori Visual Grammar oleh Kress dan van Leeuwen (2006). Data primer penelitian ini adalah gambar dan cuplikan yang terpilih dalam 5 video iklan Safi di kanal YouTube resminya. Penelitian ini menggunakan metode kualitatif dengan tujuan untuk memberikan analisis data yang mendalam.

Hasil dari analisis ditemukan partisipan didominasi oleh sensor yang ditandai dengan kata “aku” dan “kulit”. Sedangkan proses didominasi oleh proses mental. Hal ini berkaitan dengan sesuatu yang dapat dilihat, dirasakan, dan dipersepsikan seperti “percaya”, “berpikir”, “stres”, dan banyak lagi. Pengiklan tampaknya ingin melibatkan pemirsa dengan apa yang dirasakan model dalam iklan. Keadaan didominasi oleh keadaan cara dan waktu. Makna representasional melalui fitur visual ditampilkan baik konseptual maupun naratif. Representasi konseptual yang ditampilkan dalam video dikategorikan ke dalam proses simbolik. Video-video tersebut secara konseptual menggambarkan informasi tentang produk serta menunjukkan identitas Safi yang merupakan produk halal. Sedangkan proses naratif terutama termasuk dalam proses aksi dan reaksional. Proses aksi diwakili oleh model muslimah yang berperan sebagai aktor, sedangkan aktivitasnya seperti berjalan, bekerja, membaca, dan lainnya. Wanita muslimah direpresentasikan dalam tiga hal: 1. Penampilan seperti cantik, menarik, dan bercahaya. 2. Pekerjaan yang beragam seperti pilot, beauty content creator, pekerja kantoran. 3. Perilaku dan karakteristik; pekerja keras, berpikiran terbuka, dan rendah hati.

Kata kunci: sistem transitivitas, makna representasional, representasi perempuan muslim

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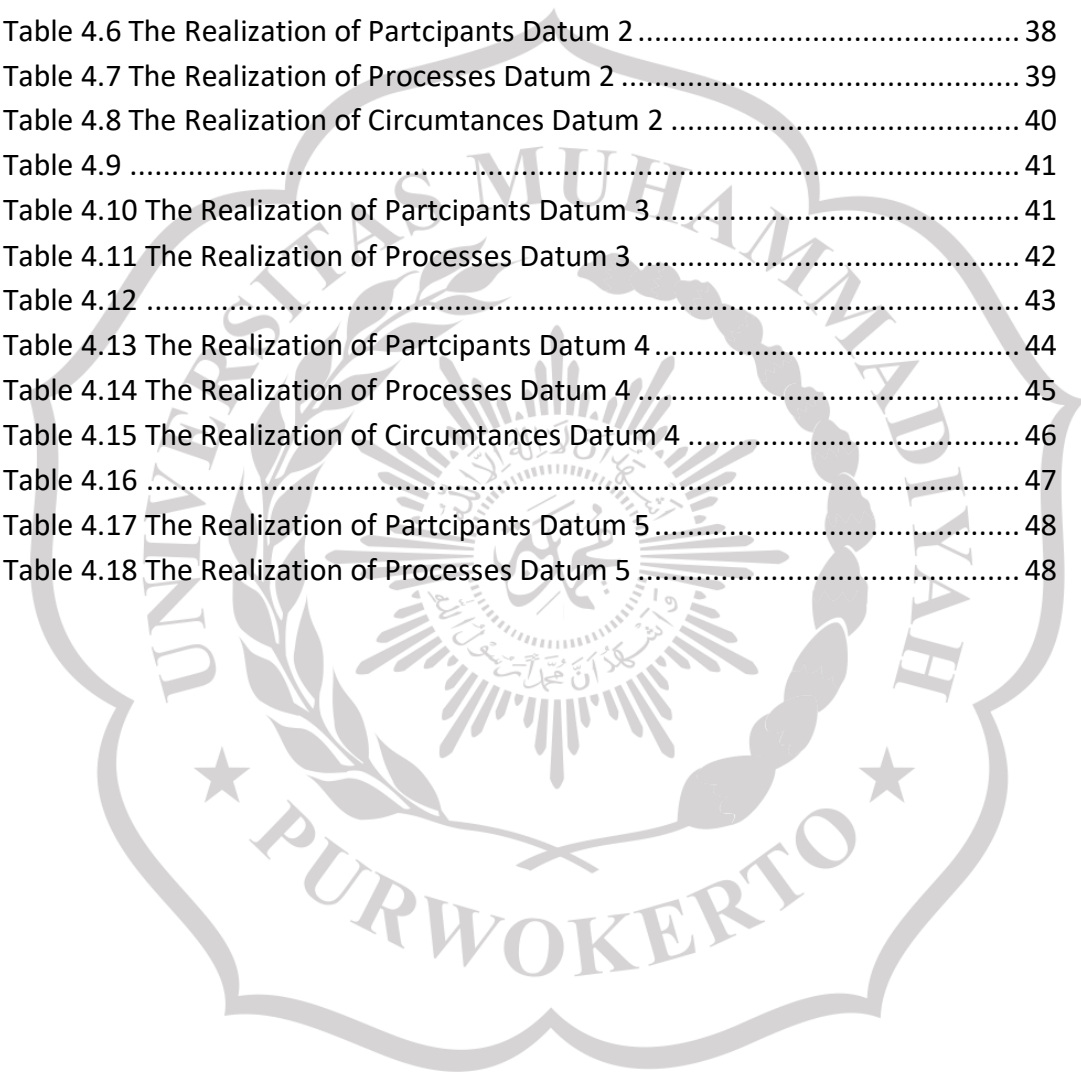
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LIST OF ABBREVIATION

MDA : Multimodal Discourse Analysis

SFL : Systematic Functional Linguistic

