

**THE REPRESENTATION OF VISUAL AND VERBAL SIGNS
IN MR BALLEEN's VIDEO THUMBNAILS**



An Undergraduate Thesis

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

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2024**

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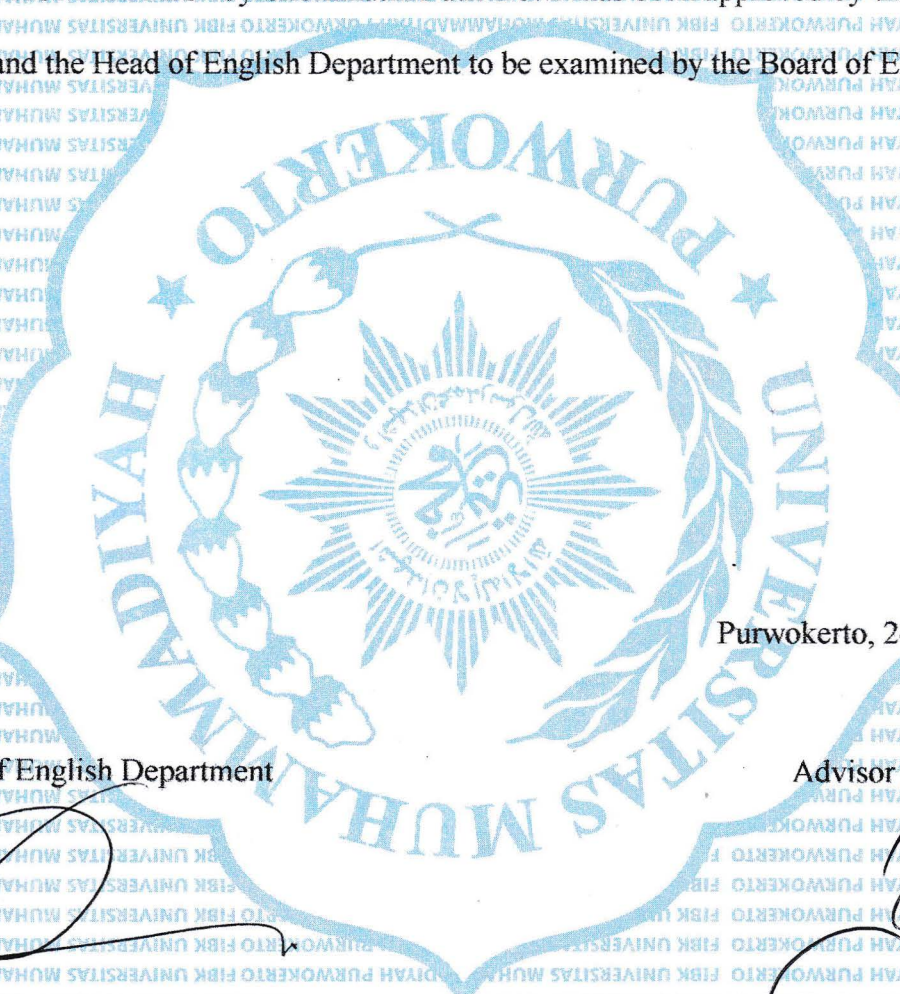


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Thumbnails**

An Undergraduate Thesis

By

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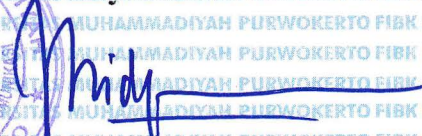
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MOTTO

"It will Pass, everything you've gone through it will pass." – Rachel Vennya



DEDICATION

I would like to dedicate my thesis

To me

To my parents

To my advisor

To all my friends

And to the readers



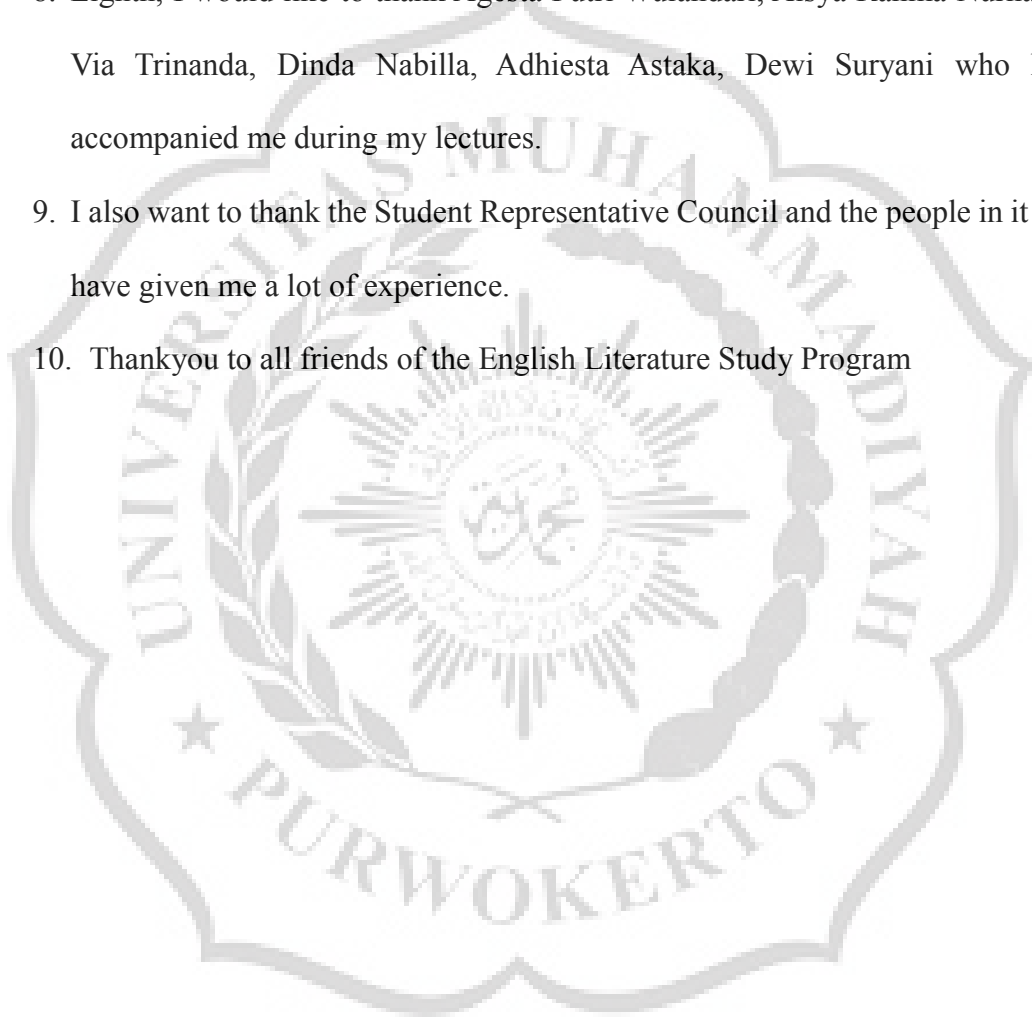
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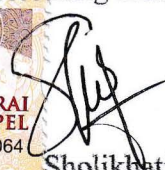
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ABSTRACT

Dewi, Sholikhatin Putri. 2009010031. 2024: The Representation of Visual and Verbal Signs in Mr Ballen's Video Thumbnails. Thesis of English Literature Study Program, Faculty of Cultural Sciences and Communication, Universitas Muhammadiyah Purwokerto.

This research aims to identify how visual elements and verbal cues are displayed in the thumbnails and titles of Mr Ballen's YouTube videos and analyze the relationship between the two. Visual elements, such as images, colors, and composition, are used to grab the viewer's attention and provide a glimpse into the content of the video. Verbal cues, including words, phrases, and taglines, provide additional context or emphasize certain elements of the story. By understanding how visuals and verbals work together, this research seeks to uncover communication strategies that are effective in attracting interest and increasing audience engagement. The method used in this research is a qualitative which is observing the data to be collected. The first step in this method is to build in-depth observations of various thumbnails and video titles from the "Mr. Ballen" account. The data were collected and then analyzed to identify the visual and verbal elements that were implemented and how they work together to create meanings. The results found in this research are that the visual and verbal elements in this thumbnail use representational by paying attention to its 3 aspects as well, namely participants, objects, and context of the situation. In verbal signs, it was found that material and relational processes appeared most frequently in this data, due to the use of these two process foci to provide detailed declarative information. The relations found between the thumbnail and the video title create a cohesive narrative. The thumbnail serves as a starting point that invites curiosity, while the video title provides direction that explains the importance of the theme being discussed.

Keywords : *True Crime, Thumbnails, Representational Theory*

INTISARI

Dewi, Sholikhatin Putri. 2009010031. 2024: The Representation of Visual and Verbal Signs in Mr Ballen Video Thumbnails. Skripsi Sastra Inggris, Fakultas Ilmu Budaya dan Komunikasi, Universitas Muhammadiyah Purwokerto.

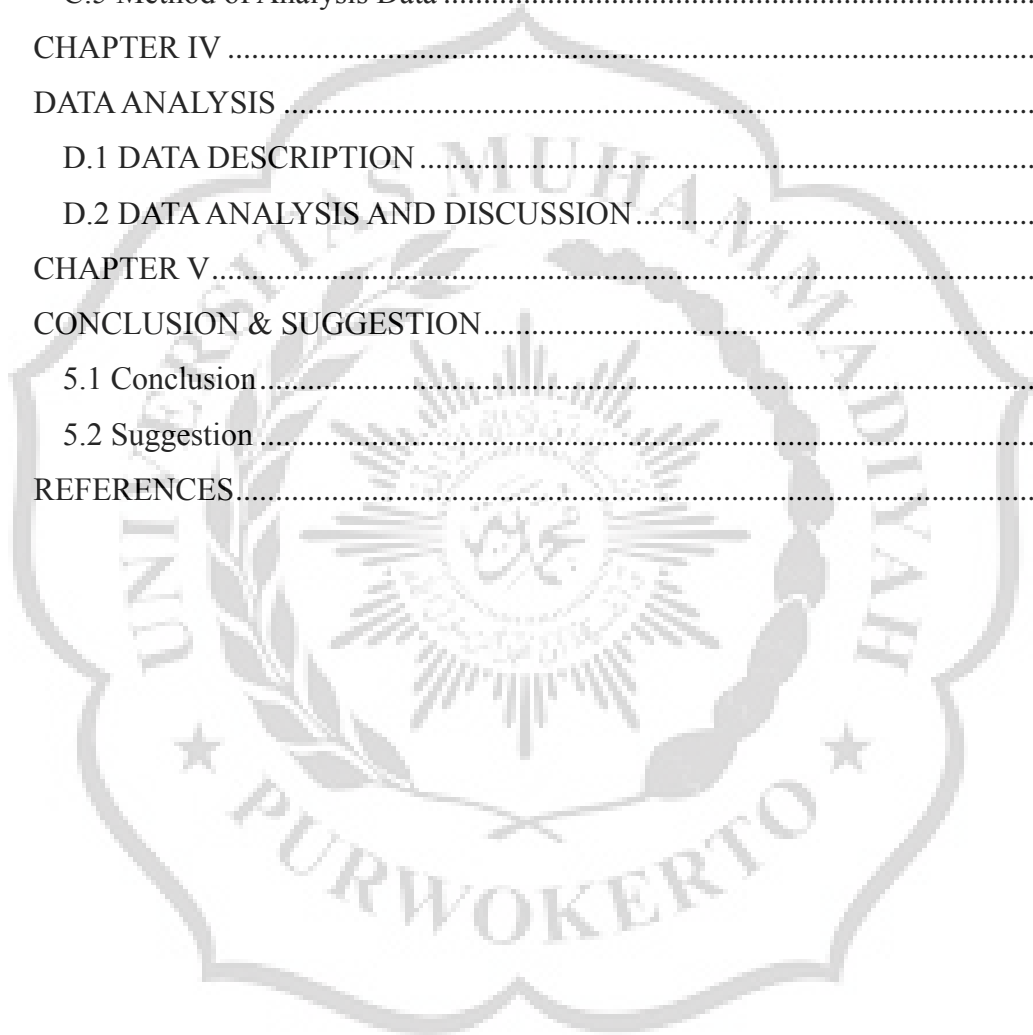
Penelitian ini bertujuan untuk mengidentifikasi bagaimana elemen visual dan tanda-tanda verbal ditampilkan dalam thumbnail dan judul video YouTube Mr Ballen serta menganalisis hubungan antara keduanya. Elemen visual, seperti gambar, warna, dan komposisi, digunakan untuk menarik perhatian penonton dan memberikan gambaran sekilas tentang isi video. Tanda-tanda verbal, termasuk kata-kata, frasa, dan tagline, memberikan konteks tambahan atau menekankan elemen tertentu dari cerita. Dengan memahami bagaimana visual dan verbal bekerja bersama, penelitian ini berusaha mengungkap strategi komunikasi yang efektif dalam menarik minat dan meningkatkan keterlibatan audiens. Teori yang digunakan pada penelitian ini adalah teori oleh Kress dan Van Leeuwen (2006) dan Halliday (1985). Pada teori Kress and Van Leeuwen digunakan untuk menganalisis visual dan teori Halliday digunakan untuk menganalisis verbal signs. Metode yang digunakan dalam penelitian ini adalah metode kualitatif, dengan mengamati data yang akan dikumpulkan. Langkah pertama pada metode ini adalah membangun pengamatan mendalam terhadap berbagai thumbnail dan judul video dari akun "Mr. Ballen". Setelah itu, pengumpulan data dengan menyimpan thumbnail dan judul video. Data dikumpulkan kemudian dianalisis untuk mengidentifikasi elemen visual dan verbal yang diterapkan dan bagaimana mereka bekerja sama untuk menciptakan makna. Hasil yang ditemukan pada penelitian ini yaitu bahwa elemen visual dalam thumbnail ini menggunakan representational dengan memperhatikan 3 kategorinya juga yaitu participants, objects, dan context of situation. Dalam verbal signs ditemukan bahwa dalam data ini material dan relational process kemunculannya paling sering, karena penggunaan kedua fokus proses tersebut untuk memberikan informasi deklaratif secara detail. Relasi yang ditemukan antara thumbnail dan judul video membuat suatu narasi kohesif. Thumbnail berfungsi sebagai titik awal yang mengundang rasa ingin tahu, sedangkan judul video memberikan arahan yang menjelaskan pentingnya tema yang sedang dibahas.

Kata Kunci : *Kejahatan Nyata, Thumbnail, Teori Representasional*

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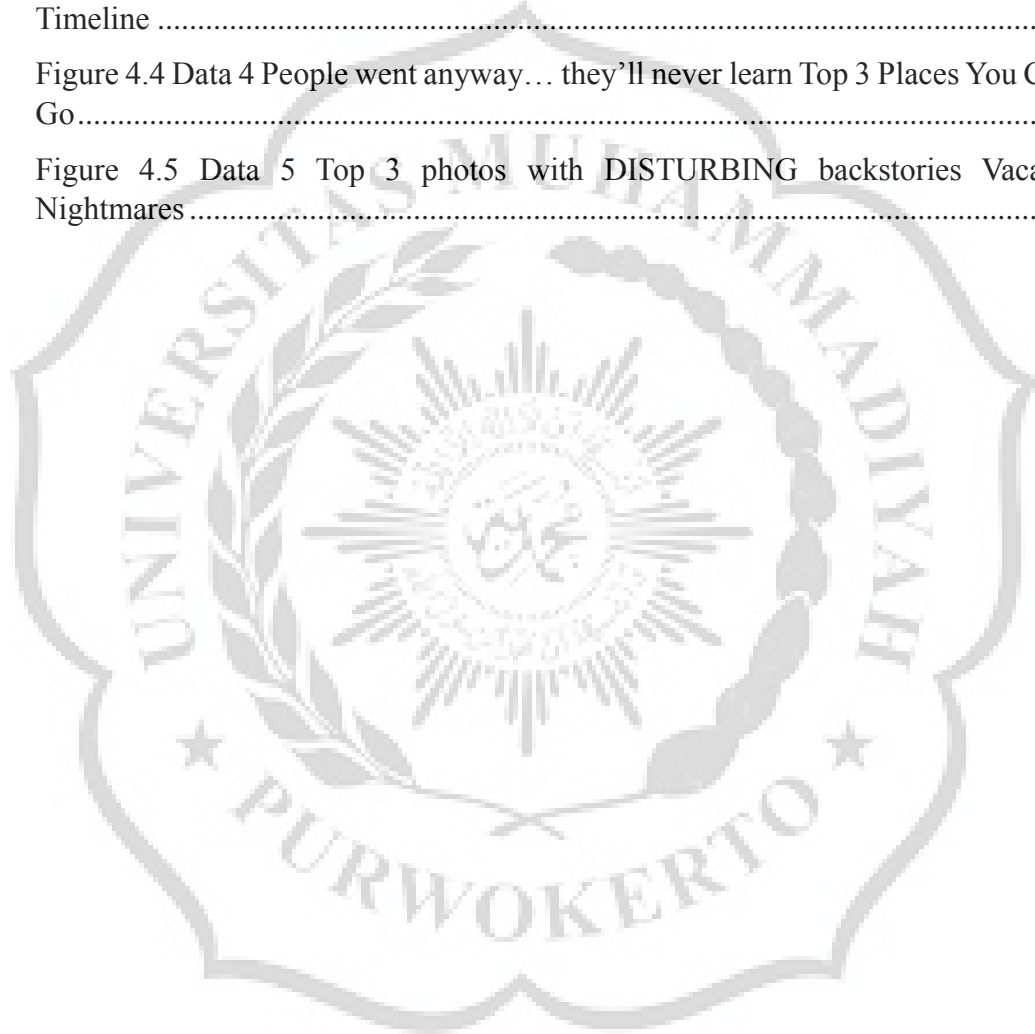
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