

**A MULTIMODAL DISCOURSE ANALYSIS OF REPRESENTATIONAL
MEANING IN *AMERICAN HORROR STORY* TV SERIES POSTERS**



An Undergraduate Thesis

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

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**ENGLISH LITERATURE STUDY PROGRAM
FACULTY OF CULTURAL SCIENCES AND COMMUNICATION
UNIVERSITY OF MUHAMMADIYAH PURWOKERTO
2024**

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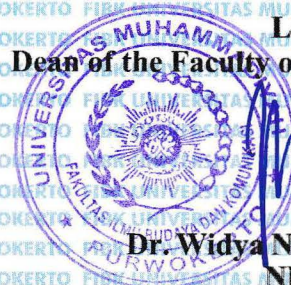
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MOTTO

This too shall pass.



DEDICATION

I dedicate this thesis to me, myself, and I.



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This thesis is the outcome of an extended journey I made while studying at university. I wish to express my sincere appreciation to everyone who supported me, advised, and inspired me when I was writing my thesis.

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ABSTRACT

Wigrantoro, Yasmine Kartika Salsabila. 2109010019. 2024: A Multimodal Discourse Analysis of Representational Meaning in *American Horror Story* TV Series Posters. Undergraduate Thesis of English Literature, Faculty of Cultural Sciences and Communication, Universitas Muhammadiyah Purwokerto.

This study examines the promotional posters of the American Horror Story television series that aired from 2011 to 2024 using Multimodal Discourse Analysis (MDA) in representational meaning based on the theory of Kress and Van Leeuwen. The purpose of this study is to determine how linguistic and visual elements are represented in the promotional posters of the American Horror Story TV series, also to understand the visual elements and linguistic elements that build the representational meaning of the promotional posters of the American Horror Story TV series. The approach used in this study is descriptive qualitative. The data taken are promotional posters of twelve seasons of the American Horror Story TV series from the Internet Movie Poster Awards website. To collect data, the researcher used the observation method. Therefore, the researcher looked for data that was in accordance with the theory categorization and downloaded it from the internet. The total data used was 12 posters. The results of this study found that the visual elements in the posters build representational meaning through various semiotic sources including images, colors, symbols, and layouts. While linguistic elements contribute to the creation of meaning using headlines, titles, font styles, sizes, and references. Posters can be analyzed to see how these elements build representational meaning through participant analysis, processes, and circumstances. This research found that from 12 promotional posters for the TV series American Horror Story contained 17 participants consisting of 11 human figures and 6 non-human figures, as well as 12 activity performance processes supported by circumstances that corresponded to the storyline in each season of the poster.

Keywords: *Multimodal Discourse Analysis MDA, American Horror Story, Poster*

INTISARI

Wigrantoro, Yasmine Kartika Salsabila. 2109010019. 2024: A Multimodal Discourse Analysis of Representational Meaning in American Horror Story TV Series Posters. Skripsi Sastra Inggris, Fakultas Ilmu Budaya dan Komunikasi, Universitas Muhammadiyah Purwokerto.

Penelitian ini mengkaji poster promosi serial televisi American Horror Story yang tayang pada tahun 2011 hingga 2024 dengan menggunakan Multimodal Discourse Analysis (MDA) dalam pemaknaan representasional berdasarkan teori Kress dan Van Leeuwen. Tujuan penelitian ini adalah untuk mengetahui bagaimana unsur linguistik dan visual direpresentasikan dalam poster promosi serial TV American Horror Story, juga untuk memahami unsur visual dan unsur linguistik yang membangun pemaknaan representasional poster promosi serial TV American Horror Story. Pendekatan yang digunakan dalam penelitian ini adalah deskriptif kualitatif. Data yang diambil adalah poster promosi dua belas musim serial TV American Horror Story dari situs web Internet Movie Poster Awards. Untuk mengumpulkan data, peneliti menggunakan metode observasi. Oleh karena itu, peneliti mencari data yang sesuai dengan kategorisasi teori dan mengunduhnya dari internet. Total data yang digunakan adalah 12 poster. Hasil penelitian ini menemukan bahwa unsur visual dalam poster membangun pemaknaan representasional melalui berbagai sumber semiotik termasuk gambar, warna, simbol, dan tata letak. Sementara elemen linguistik berkontribusi pada penciptaan makna menggunakan tajuk utama, judul, gaya huruf, ukuran, dan referensi. Poster dapat dianalisis untuk melihat bagaimana elemen-elemen ini membangun makna representasional melalui analisis partisipan, proses, dan keadaan. Studi ini menemukan bahwa dua belas poster promosi untuk serial TV American Horror Story berisi 17 partisipan yang terdiri dari 11 figur manusia dan 6 figur nonmanusia, serta 12 proses kinerja aktivitas yang didukung oleh kondisi yang sesuai dengan alur cerita di setiap musim poster.

Kata kunci: *Analisis Wacana Multimodal AWM, American Horror Story, Poster*

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