

**COMPARATIVE MULTIMODAL ANALYSIS ON SELECTED
ADVERTISEMENTS: *LAYS & PRINGLES***

A THESIS

**Presented in a Partial Fulfillment of the Requirements for Completing the
Sarjana Degree in Department of English Literature**



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2024**

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This is to certify that the Sarjana Thesis of **ALMEIDA PRASTIWI** entitled "**COMPARATIVE MULTIMODAL ANALYSIS ON SELECTED ADVERTISEMENTS: LAYS & PRINGLES**" has been approved by thesis advisor for further approval by the Examining Committee.

Surabaya, 20th June 2024

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This is to certify that the Sarjana Thesis of **ALMEIDA PRASTIWI** entitled **“COMPARATIVE MULTIMODAL ANALYSIS ON SELECTED ADVERTISEMENTS: LAYS & PRINGLES”** has been approved by thesis advisor for further approval by the Examining Committee.

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ABSTRACT

Advertisement is a type of communication that aims to promote or provide information about products, services, or ideas to the general public to influence their actions or views, the purpose of advertisements is to increase sales, build brand awareness, and inform that there is a new product. Using the multimodal theory from Anstey & Bull (2010) which is semiotic system, this research finds out the semiotic system on Lays and Pringles advertisements and the similarities and differences of semiotic system on Lays and Pringles advertisements. The part that will be analyzed is the comparative of semiotic system on Lays and Pringles advertisements. This study, employed qualitative approach and using table to compare the semiotic system that exists in Lays and Pringles advertisements. The data were taken from scenes in Lays and Pringles advertisements on YouTube. Semiotic system that exists in Lays and Pringles based on theory of Anstey & Bull (2010) is linguistic analysis, visual analysis, audio analysis, gesture analysis, and spatial analysis. The total of findings from this study is 48. In the two advertisements that have been researched, all semiotic systems including 15 linguistic analysis, 10 visual analysis, 11 audio analysis, 9 gesture analysis, and 3 spatial analysis. The result show that there are five aspects of semiotic systems based on Anstey & Bull (2010) theory. All similarities and differences also appear except the audio analysis. The similarities of audio analysis did not appear because the two advertisements have been using different music for the audio.

Key words: Comparative, Lays, Multimodal, Pringles, Semiotic System

ABSTRAK

Iklan merupakan salah satu jenis komunikasi yang bertujuan untuk mempromosikan atau memberikan informasi mengenai produk, jasa, atau ide kepada khalayak ramai untuk mempengaruhi tindakan atau pandangan mereka, tujuan dari iklan adalah untuk meningkatkan penjualan, membangun brand awareness, dan menginformasikan bahwa ada produk baru. Dengan menggunakan teori multimodal dari Anstey & Bull (2010) yaitu sistem semiotika, penelitian ini mencari tahu sistem semiotika pada iklan Lays dan Pringles serta persamaan dan perbedaan sistem semiotika pada iklan Lays dan Pringles. Bagian yang akan dianalisis adalah perbandingan sistem semiotika pada iklan Lays dan Pringles. Penelitian ini menggunakan pendekatan kualitatif dan menggunakan tabel untuk membandingkan sistem semiotika yang ada pada iklan Lays dan Pringles. Data diambil dari adegan-adegan dalam iklan Lays dan Pringles di YouTube. Sistem semiotika yang terdapat dalam iklan Lays and Pringles berdasarkan teori Anstey & Bull (2010) adalah analisis linguistik, analisis visual, analisis audio, analisis gerak tubuh, dan analisis spasial. Total temuan dari penelitian ini adalah 48. Pada kedua iklan yang telah diteliti, seluruh sistem semiotika yang meliputi analisis linguistik berjumlah 15, analisis visual 10, analisis audio 11, analisis gestur 9, dan analisis spasial 3. Hasil penelitian ini menunjukkan bahwa terdapat lima aspek sistem semiotika berdasarkan teori Anstey & Bull (2010). Semua persamaan dan perbedaan juga muncul kecuali analisis audio. Kesamaan analisis audio tidak muncul karena kedua iklan tersebut menggunakan musik yang berbeda untuk audionya.

Kata Kunci: Lays, Multimodalitas, Perbandingan, Sistem semiotika

