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## A Comparative Multimodal Analysis on Selected Advertisements: Lays & Pringles

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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 method 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

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