



## **VERBAL REPRESENTATION ANALYSIS IN JASARAHARJA AND PRUDENTIAL INSURANCE TV COMMERCIALS**

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### **Abstract**

Multimodality is a study that studies how a meaning is formed from different modes simultaneously both verbally and visually. In this study, we analyze the differences in meaning in verbal analysis on insurance advertisements for Jasaraharja and Prudential insurance advertisements. This study aims to find differences in the verbal meaning of the two insurance advertisements using the Systemic Functional Linguistics theory of Halliday and Manthiessen (2004). The method used in this study is a qualitative descriptive method. The results showed that in Jasaraharaja advertisements, verbal use, both oral and written, was higher than in Prudential advertisements. The results showed that there were some differences in the two advertisements in using Systemic Functional Linguistics, namely the analysis of mental affective process, mental perceptive process, existential processes, exclamative, affect happiness, affect security, affect satisfaction, judgment social esteem negative, appreciation positive, negative appreciation, low probability, low high usuality high inclination, high obligation, conjunctive theme and wh-question theme. The differences are dominated by Jasaraharja insurance advertisements.

**Key words:** systemic functional linguistics, semiotics, advertising

### **A. INTRODUCTION**

Many messages are conveyed not only through one method such as verbal but also through visuals or sounds, and this is called Multimodality. through verbal, a message can be conveyed verbally by way of talking, talking, meeting, and announcing many people such as teachers teaching, campaigns, radio, etc. According to George (2012), multimodality is an approach that relates to meaning made using several modes of communication other than language. Multimodality is the meaning created by the combination of several methods of communication. As in face-to-face communication, you can have methods such as speaking, gesture, and expression in one communication. So that multimodality is the study of how a meaning is formed by using several modes of communication.

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Multimodal discourse analysis is how text is combined with text to express meaning by combining communication modes such as pictures, movies, videos, images and sounds with words. O'Halloran (2011: 120-137) has expanded the definition of multimodal discourse analysis is an emerging pattern in discourse studies that extends language studies to language studies in combination with other resources, such as images, scientific symbolism, gestures, actions, music, movements and sounds. So that a discourse, especially verbal that has a combination with other resources, can have an addition or change in meaning. So multimodal analysis is an analysis that analyzes language and visuals simultaneously to get a meaning which is assisted by SFL and image analysis tools.

Multimodal text is a text in which there are two or more semiotic systems. Bull and Anstey (2010), also state that a text can be said to be multimodal if it consists of more than one semiotic system. So, if a text only has one semiotic system, for example, only verbal, that means we don't need to use a multimodal approach. According to Bull and Anstey (2010), there are five types of semiotic systems. First Linguistics, everything in spoken and written language includes aspects such as vocabulary, generic structure, grammatical. Second Visual, everything that can be captured by the senses of sight such as colors and vectors. Third Audio or sound, all that can be captured by the senses of hearing such as volume and sound effects. Fourth Gesture, all in the form of movement such as movement, speed, and clarity of facial expressions and body language. Finally, location or position, everything in the form of placement such as layout position, far and near, and direction.

Semiotics explores the study of signs and symbols as an important part of communication. Van Leeuwen (2006) states that when the signifier and the signified combine, the message is conveyed. The best way to understand a message is to understand the signifier and the signified. It includes all kinds of signs-visual, auditory, gestural, and so on - whether produced by animals or humans. So, semiotics explores the study of signs and symbols as an important part of communication. So, semiotics is the study of all sign processes.

Systematic functional linguistics is a linguistic approach which considers language as a social semiotic system. According to Halliday and Matthiessen (2004), the systemic functional approach in linguistics is a way to consider grammar in terms of the use and creation of meaning. The aim of SFL is to provide a functional grammar to explain the potential expression of language meaning. Halliday and Matthiessen (2014) also state that Systematic Functional Linguistics (SFL) is a theoretical approach that analyzes the relationship between social context and linguistic aspects. So, the concept of SFL refers to understanding how language is used in context and how language structures are used to create meaning.

In this study, the authors explore the verbal meaning of 3 Dimensional advertisements, namely in Jasaraharja and Prudential insurance advertisements, using the theory of Systemic Functional Linguistics from Halliday and Manthiessen (2004). Researchers are interested in these two advertising videos because multimodality studies on advertisements that are mostly found are two-

dimensional advertisements and no one has conducted multimodality studies on Jasaraharja san Prudential advertisements. This study explores verbal meaning based on three levels, namely ideational, interpersonal and textual metafunction.

## **B. RESEARCH METHOD**

This research used descriptive qualitative research. The researchers collect data, organizes it, classifies it, then interprets the data, and finally, the researcher draws conclusions based on the analyzed data. The data in this study were in the form of utterances found in TV commercial videos. The videos were downloaded from the YouTube application. The data that had been chosen for this study were Jasaraharja insurance and Prudential insurance advertisement videos, which were downloaded from the YouTube channel of each company. Within the two advertisements, there were different ways to offer their services. The purpose of this study is to describe and explain in detail speech phenomena based on semiotic theory and systemic functional linguistic theory.

## **C. RESULT AND DISCUSSION**

### **1. Research Finding**

This study analyzes verbal elements based on Halliday's (2004) theory, systemic functional linguistics which then focuses on ideational, interpersonal, and textual. First, in ideational, the researcher analyzes sentences using transitivity, namely participant, process, and circumstances. Second, in interpersonal is classified in mood analysis in analyzing declarative, imperative, interrogative, and exclamative sentences; assessment in analyzing attitude, graduation, and engagement; modalization to analyze probability and prevalence; and modulation analyze obligations and tendencies. Third in textual, the researcher analyzes the theme and rheme in the sentence. After analyzing the data, the findings of the three metafunctions were obtained to answer the research objectives.

Data from insurance advertisement video, Jasaraharja insurance advertisements are consist of 46 clauses and 29 images, while Prudential insurance advertisements are consisting of 18 clauses and 50 images. These three types of analysis will answer the four research questions. The question is in the form of differences in visual and verbal meaning in the processes that occur at the metafunction level of Halliday's theory; and Kress and Van Leeuwen. Generic structure that composes the two insurance advertisement videos. Finally, look at the congruence between visual and verbal in the two insurance advertisement videos. To answering the question, the researcher found several differences in Jasaraharja and Prudential advertising videos based on Halliday's theory.

**Table 1 shows the comparison spoken language of ideational occurrences found in both video insurance advertisement.**

Spoken language				
Ideational element: Transitivity	Jasaraharja		Prudential	
	F	%	F	%
Material Process	17	63%	1	10%
Behavioral Process	0	0%	0	0%
Mental: Affective Process	2	7%	0	0%
Mental: Cognitive Process	2	7%	5	50%
Mental: Perceptive Process	1	4%	0	0%
Verbal Process	0	0%	0	0%
Relational: Identifying Process	1	4%	2	20%
Relational: Attributive Process	3	11%	2	20%
Existential Process	1	4%	0	0%
$\Sigma$	27	100%	10	100%

Based on table 1, there are many similarities and differences in the use of transitivity in spoken language between Jasaraharja and Prudential insurance advertisements. In both insurance advertisements, the use of material, mental cognitive and relational. The Jasaraharja advertisement has a frequency of using 63% material Process, 7% mental cognitive, 4% relational identifying process, and 11% relational attribute. And the Prudential advertisement has a frequency of using 10% material Process, 50% mental cognitive, 20% relational identifying process, and 20% relational attribute. These two advertisements also do not use behavioral and verbal process. The difference that can be seen in this part is that in the Prudential advertisement, there is no mental affective, mental perceptive, and existential process. It can be proven by several examples below:

#### **Datum 1 (Prudential spoken language)**

So you can go higher

Based on datum 1, the word **go** is a material process. The material process is used to refer to the physical activity. The sentence above requires someone to “go”. Therefore, the sentence above is a material process.

#### **Datum 2 (Jasaraharja spoken language)**

Sayang-sayang nafas

Love your life

Based on datum 2, the word **Love** is a mental process. Mental process is the process used to express a verb that refers to activities that use feeling, thinking, or sensing. The sentence above is a sentence that uses the process of mental affection, which uses feeling.

#### **Datum 3 (Prudential spoken language)**

We all need a rock

Based on datum 3, the word bold is a mental process. The sentence above is a sentence that uses mental cognitive processes, which are activities that use thinking such as the example of the word “need”.

**Datum 4 (Jasaraharja spoken language)**

Coba lihat Mbak Ade

Look at Ms. Ade

Based on datum 4, the word bold is a mental process. The word bold is an activity that uses one of the five senses, from the sentence above the senses used are seeing. So, the sentence above is a sentence that uses mental perception processes, namely those that use senses.

**Datum 5 (Jasaraharja spoken language)**

Ini sabuk bukan Cuma buat pajangan

This seatbelt is not only for display

Based on datum 5, the word bold is a relational process. Process relational is used to describe the state of the participants and provide a sign of ownership. The bold word above is an example of a relational identifying process, which describes the condition of a participant who in this datum is a seatbelt.

**Datum 6 (Prudential spoken language)**

So you can be strong.

Based on datum 6, the word bold is a relational process. The bold word above is an example of a relational attributive process that describes the state of the participants.

**Datum 7 (Jasaraharja spoken language)**

Ini satu lagi, ada dua sejoli

This another one, there are two lovers

Based on datum 7, the word bold is an existential process. The existential process is the process used to express a verb that refers to the presence or presence of someone or something. In this datum shows the presence of someone, namely “two lovers”.

**Table 2 shows the comparison spoken language of interpersonal occurrences found in both video insurance advertisement.**

Spoken language					
Interpersonal		Jasaraharja		Prudential	
		F	%	F	%
<b>Negotiation</b>					
Negotiation	Declarative	24	96%	7	70%
	Imperative	1	4%	1	10%
	Interrogative	0	0%	2	20%
	Exclamative	0	0%	0	0%
Σ		25	100%	10	100%

Based on table 2 above, it can be seen that the two advertisements have similarities in the use of declarative and imperative sentences. The Jasaraharja advertisement has a frequency of using 96% declarative and 4% imperative, and the Prudential advertisement has a frequency of using 70% declarative and 10% imperative. Both advertisements also do not have the use of exclamative sentences. The difference that can be seen in this part is that in the Prudential advertisement, there is no interrogative sentence. It can be proven by several examples below:

#### **Datum 8 (Jasaraharja spoken language)**

Lu gak bisa digantiin  
You cannot be replaced

Based on datum 8, the datum is an example of a declarative sentence. A declarative sentence is a sentence that makes a statement and the subject comes before the finite. Therefore, the sentence above is a declarative sentence.

#### **Datum 9 (Prudential spoken language)**

Overcome anything

Based on datum 9, it is an example of an imperative sentence. The sentence above is an imperative because it requires someone to do something.

#### **Datum 10 (Prudential spoken language)**

Who's your rock?

Based on datum 10, this datum is an example of an interrogative sentence. Interrogative sentences are demanding information, either yes/no type or WH type. In the above sentence using the WH type, namely "who".

**Table 3 shows the comparison spoken language of interpersonal occurrences found in both video insurance advertisement.**

Spoken language					
Interpersonal		Jasaraharja		Prudential	
		F	%	F	%
<b>Attitude</b>					
Affect	Affect Happiness	1	7%	0	0%
	Affect Security	0	0%	2	29%
	Affect Satisfaction	1	7%	0	0%
	Affect Unhappiness	0	0%	0	0%
	Affect Insecurity	0	0%	0	0%
	Affect Unsatisfaction	0	0%	0	0%
Judgment	Judgment Social Esteem Positive	4	26%	4	57%
	Judgment Social Sanction Positive	0	0%	0	0%
	Judgment Social Esteem Negative	4	26%	0	0%
	Judgment Social Sanction Negative	1	7%	1	14%

Appreciation	Appreciation Positive	1	7%	0	0%
	Appreciation Negative	3	20%	0	0%
$\Sigma$		15	100%	7	100%

Based on table 3 above, it can be seen that the two advertisements have similarities in the use of judgment. The Jasaraharja advertisement has a frequency of using 26% judgment social esteem positive and 7% judgment social sanction negative, and the Prudential advertisement has a frequency of using 57% judgment social esteem positive and 14% judgment social sanction negative. The difference that can be seen in this part is that in the Prudential advertisement, there is no affect happiness, affect satisfaction, negative social esteem judgment, positive appreciation, and negative appreciation. In contrast, in the Jasaraharja advertisement, there is no affect security. It can be proven by several examples below:

**Datum 11 (Jasaraharja spoken language)**

Cintai diri untuk melindungi negeri  
Love yourself to protect the country

Based on datum 11, the datum is an example of an affect happiness. affect happiness is part of affect to build empathy and positive suspension. In this sentence lies the word “love”.

**Datum 12 (Prudential spoken language)**

We can rely on

Based on datum 12, the datum is an example of affect security. Affect security also includes the effect to build empathy and suspension positive section and in this case feel safe. In this sentence lies the word “rely”.

**Datum 13 (Jasaraharja spoken language)**

Kali ini gue bantuin  
This time I help

Based on datum 13, the datum is an example of an affect satisfaction. affect satisfaction is also part of the affect to build empathy and positive suspension. In this sentence lies the word “help”.

**Datum 14 (Prudential spoken language)**

So you can be strong

Based on datum 14, the datum is an example of judgement social esteem positive. Judgement social esteem means to judge what people do in social esteem. In this sentence, judgment positive is found in the presence of the word “strong”.

**Datum 15 (Jasaraharja spoken language)**

Daripada lu tensin  
Than you are shy

Based on datum 15, the datum is an example of judgement social esteem negative. Judgement social esteem means to judge what people do in social esteem. In this sentence he is judging negatively by saying to “shy”.

**Datum 16 (Prudential spoken language)**

Maybe, it’s to prove them wrong

Based on datum 16, the datum is an example of judgement social sanction negative. Judgment social sanction negative means to judge what people do negatively. In the example above there is a judgment negative marked by the word “wrong”.

**Datum 17 (Jasaraharja spoken language)**

Lu punya helm cakep  
You have good helm

Based on datum 17, the datum is an example of an appreciation positive. Appreciation is a judgment of objects, texts, appearance, and phenomena. T This sentence is a positive appreciation shown by the judgment of objects “helmet” positively with the word “good”.

**Datum 18 (Jasaraharja spoken language)**

Ini cerita Lakalantas pembunuh terbesar ketiga tiap tahunnya  
This is the story of the third biggest killer accident every year

Based on datum 18, the datum is an example of an appreciation negative. Appreciation negative is a judgment of objects, texts, appearance, and phenomena negatively. This sentence is an appreciation negative by judging “accident” as the “biggest killer”.

**Table 4 shows the comparison spoken language of interpersonal occurrences found in both video insurance advertisement.**

Spoken language					
Interpersonal		Jasaraharja		Prudential	
		F	%	F	%
Graduation	Graduation Up	1	100%	2	100%
	Graduation Down	0	0%	0	0%
Σ		1	100%	2	100%

Base on table 4, In interpersonal, especially in graduation found similarities in the use of interpersonal in spoken language in Jasaraharja and Prudential insurance advertisements. Both insurance advertisements have similarities in the use of graduation, both advertisements are dominant and only use graduation up with a percentage of 100% and both do not use graduation down. It can be proven by example below:

**Datum 19 (Jasaraharja spoken language)**

Yang satu lagi ampun ngantuknya bukan main  
The other one is extremely sleepy



Based on datum 19, datums are examples of graduation up. In Jasaraharja advertisements it is indicated by the word “extremely” and words describe an increase so that included in the graduation up category.

**Table 5 shows the comparison spoken language of interpersonal occurrences found in both video insurance advertisement.**

Spoken language					
Interpersonal		Jasaraharja		Prudential	
		F	%	F	%
Involvement	Naming	0	0%	0	0%
	Swearing	0	0%	0	0%
Σ		0	0%	0	0%

Base on table 5 above, in the spoken language of the two advertisements, there are similarities, namely the use of involvement is not found. The use of involvement, either in the form of naming or swearing, is not found in the two insurance advertisements.

**Table 6 shows the comparison spoken language of interpersonal occurrences found in both video insurance advertisement.**

Spoken language					
Interpersonal		Jasaraharja		Prudential	
		F	%	F	%
Modalization	High Probability	0	0%	0	0%
	High Usuality	2	50%	0	0%
	Medium Probability	0	0%	0	0%
	Medium Usuality	0	0%	0	0%
	Low Probability	0	0%	5	71%
	Low Usuality	0	0%	0	0%
Modulation	High Obligation	2	50%	0	0%
	High Inclination	0	0%	2	29%
	Medium Obligation	0	0%	0	0%
	Medium Inclination	0	0%	0	0%
	Low Obligation	0	0%	0	0%
	Low Inclination	0	0%	0	0%
Σ		4	100%	7	100%

Table 6 shows the similarities between the two advertisements, namely the two advertisements do not use high probability, medium probability, medium usuality, medium obligation, medium inclination, low usuality, low obligation,

and low inclination. While there is a difference in Jasaraharja advertisements, there is no low probability and high inclination. In contrast, in Prudential advertisements, there is no low, high usuality and high obligation. It can be proven by several examples below:

**Datum 20 (Jasaraharja spoken language)**

Tetap waras berkendara sayang-sayang nafas  
Always have a care when driving love your live

Based on datum 20, the datum is an example of high usuality modality. The sentence that belongs to the type of modality usuality has the meaning sometimes, usually, and always. The word “always” is one part of high usuality modality.

**Datum 21 (Jasaraharja spoken language)**

Petaka gak bisa diterka  
Accident can't be predicted

Based on datum 21, the datum is an example of high obligation modality. The sentence that belongs to the type of modality obligation has the meaning required to, supposed to, and allowed to. The word "can't" is one part of allowed to thus making it a high obligation modality.

**Datum 22 (Prudential spoken language)**

So you can be strong.

Based on datum 22, the datum is an example of low probability modality. The sentence that belongs to the type of modality probability has the meaning of possibly, probably, and certainly. The word “can” is one part of possibly thus making it a low probability modality.

**Datum 23 (Prudential spoken language)**

we all need a rock

Based on datum 23, the datum is an example of high inclination modality. The sentence that belongs to the type of modality inclination has the meaning determined to, anxious to, and willing to. The word “need” is one part of determined to thus making it a high inclination modality.

**Table 7 shows the comparison spoken language of textual occurrences found in both video insurance advertisement.**

Spoken language					
Textual		Jasaraharja		Prudential	
		F	%	F	%
Theme					
Topical theme	Marked topical	4	10%	5	29%
	Unmarked topical	27	67.5%	4	24%
Interpersonal theme	Vocative	0	0%	0	0%
	Modal	0	0%	0	0%

	Finite	1	2.5%	1	6%
	WH- Question	0	0%	2	12%
Textual theme	Continuative	3	7.5%	5	29%
	Structural	0	0%	0	0%
	Conjunctive	5	12.5%	0	0%
$\Sigma$		40	100%	17	100%
Rheme					
Rheme		30	91%	10	91%

Base on table 7 above, in textual, found similarities and differences in the use of textual in Jasaraharja and Prudential insurance advertisements. In both advertisements were found to have the use of marked topical, unmarked topical, finite, and continuative. The Jasaraharja advertisement has a frequency of using 10% marked topical, 67.5% unmarked topical, 2.5% finite, and 12.5% continuative. And the Prudential advertisement has a frequency of using 29% marked topical, 24% unmarked topical, 6% finite, and 29% continuative. The difference that can be seen in this part is that in the Prudential advertisement, there is no conjunctive. In contrast, in the Jasaraharja advertisement, there is no wh-question. It can be proven by several examples below:

#### **Datum 24 (Prudential spoken language)**

So you can go higher.

Based on datum 24 above, we can see that both spoken language data on Jasararaharja and Prudential insurance found the use of types of themes, namely marked topical themes. Type marked topical theme is a subject that comes after either (i) an adverbial group or prepositional phrase; or (ii) a nominal group not functioning as Subject. As in the example above, word “you” are topical themes, and are after the conjunction “so”.

#### **Datum 25 (Prudential spoken language)**

We can rely on.

Based on datum 25 above, we can see that both spoken language data on Jasararaharja and Prudential insurance found the use of types of themes, namely unmarked topical theme. Unmarked topical theme is when nominal groups are Head and function as subject. As in the example above, “you” and “we” are nominal groups.

#### **Datum 26 (Prudential spoken language)**

Why do you need a rock?

Based on datum 26 above, we can see that both written language data on Jasararaharja and Prudential insurance found the use of types of themes, namely finite theme. Finite is the small set of finite auxiliary verbs construing primary tense or modality. In the example above seen with “still” and “do” are finite auxiliary verbs.

### **Datum 27 (Prudential spoken language)**

Who's your rock?

Based on datum 27 above, we can see that spoken language data on Prudential insurance found the use of types of themes, namely the wh-question theme. Wh-question theme is when there is a wh-question element in the theme. In the example above, it can be seen that “who” is a wh-question element in Prudential's advertisement.

### **Datum 28 (Prudential spoken language)**

That's why millions of people rely on Prudential's strength, support, and financial guidance to get them there

Based on datum 28 above, we can see that both spoken language data on Jasararaharja and Prudential insurance found the use of types of themes, namely continuative theme. A continuative theme is one of a small set of words that signal a move in the discourse: a response, in dialogue, or a new move to the next point if the same speaker is continuing. And from the example above the words “to” and “that's why” are moves to the next point of information.

### **Datum 29 (Jasararaharja spoken language)**

Tapi jangan pada ngasal

But don't be Reckless

Based on datum 29 above, we can see that spoken language data on Jasararaharja insurance found the use of types of themes, namely the conjunction theme. A conjunction is a word or group that either links (paratactic) or binds (hypotactic) the clause in which it occurs structurally to another clause. And from the example above, the word “but” is a conjunction of clauses with other clauses.

### **Datum 30 (Prudential spoken language)**

So you can be strong

Based on datum 30 above, we can see that both data on Jasararaharja and Prudential insurance found the use of rheme. Rheme always comes after the theme and serves as an explanation of the theme. In datum 30, “so you” as the theme and “can be strong” as an explanation of what happened.

## **2. Discussion**

In **ideational metafunction level**, transitivity, there are some similarities and differences between Jasararaharja and Prudential advertisements. The difference between Jasararaharja's and Prudential's advertisements lies in the use of mental affective, perceptive mentality, and existential processes used in Jasararaharja's advertisements, but not in Prudential's advertisements. This is because prudential advertisements do not include or use the type of process that uses feeling or which shows existence as in the Jasararaharja advertisement. According to Halliday (2014), mental processes are processes of feeling, wanting, thinking and seeing. As can be seen and proven in the data found, Jasararaharja advertisements choose to express feelings or thinking verbally, in contrast to Prudential advertisements which do not show feelings verbally but through other elements. The similarity

between Jasaraharja and Prudential advertisements lies in the use of material, mental cognitive, and relational processes. According to Thompson (2014), the most salient types of process are those involving physical actions: running, throwing, scratching, cooking, sitting down, and so on, these are called material processes. Because Jasaraharja and Prudential advertisements are insurance advertisements that offer services, so they focus on describing activities related to insurance to attract viewers. In describing these activities, the two insurance advertisements use a material process. This is supported by the results of research conducted by Rusdi Noor Rosa (2014), who examined multimodality in sunsilk shampoo advertisements and stated that in experiential functions the use of material processes is very dominant. So that these two insurance advertisements focus more on invitations that are more material in nature, while providing understanding is relational.

In **interpersonal metafunction level**, there are some similarities and differences between Jasaraharja and Prudential advertisements. The difference between Jasaraharja and Prudential advertisements lies in the use of interrogative sentences. Unlike Prudential's advertisement, Jasaraharja's advertisement does not use interrogative sentences. This is because the Jasaraharja advertisement does not show an interaction relationship with the audience as in the Prudential advertisement. Interrogative according to Halliday (2014), is a sentence demanding information which can be yes/no type or WH-type. So that the use of interrogative sentences in Prudential ads shows that there is an interaction that occurs with the audience for demanding information. The similarity between Jasaraharja and Prudential advertisements lies in the use of declarative and imperative sentences, which are in accordance with the purpose of an advertisement, namely to provide information and request information. According to Halliday (2014), declarative sentences are sentences that aim to provide information. Therefore, both insurance advertisements tend to use declarative sentences to provide new ideas or information. This is supported by the results of research conducted by Rusdi Noor Rosa (2014), who said that in his research all clauses use a declarative mood system, which serves to provide specific information about the benefits of SNSG products. The results of research from Gucen (2021), who researched multimodality in commercial television, said that Gojek uses imperatives in their advertisements which aim to provide instructions on how to follow health protocols. Likewise for Jasaraharja and Prudential advertisements which use declarative and imperative, to provide the latest information and ask the audience to do something, which in these two insurance advertisements is to maintain the safety of life.

The difference between Jasaraharja's and Prudential's advertisements lies in attitude, namely the use of appreciation. Prudential's advertisement does not use appreciation like Jasaraharja's advertisement. Jasaraharja advertisements have the use of appreciation both positively and negatively. According to Thompson (2014), Appreciation is appraising something else – a thing, an action, an event, etc., therefore less direct in that the source of the evaluation in our emotions is not made explicit. Because Jasaraharja's ad is doing appraising something, while Prudential's ad is more appraising someone. Thompson (2014), also said the

distinction between these two judgments and appreciation depends on whether we are appraising a person (Judgement) or something else – a thing, an action, an event, etc. (Appreciation). This is because in advertising Prudential prioritizes participants over objects, so that in advertising they do not use judgment on something and judge people more. This is inversely proportional to the findings of Hendra (2022), in his research on instant noodles video advertisement which uses affect satisfaction and appreciation more. So that in his research it is more dominant to judge something and not judge people.

Jasaraharja and Prudential ads have similarities in the use of graduation, involvement and modalization. Both Jasaraharja and Prudential advertisements, both only use graduation up in their advertisements, no graduation down. According to Thompson (2014), graduation is the ways in which speakers and writers can intensify or weaken their evaluations. Graduation attends to grading phenomena wherein feelings are strong or weak and categories blurred. The similarities between Jasaraharja and Prudential advertisements are found in the use of graduation up so that both insurance advertisements provide an amplified feeling to add to the appeal of the audience. In both advertisements, insurance does not use involvement, neither naming nor swearing is used in both advertisements. The similarity between Jasaraharja and Prudential advertisements also lies in the use of modalization, namely the dominant use of high modalization in both insurance advertisements. According to Halliday (2014), a statement the modality is an expression of the speaker's opinion. So the dominant use of high modalization shows that the expression of the speaker opinion is strong. That's because the use of high modalization, especially in an advertisement, is to convince the audience.

In **textual metafunction level**, there are some similarities and differences between Jasaraharja and Prudential advertisements. The difference between Jasaraharja and Prudential advertisements lies in the use of wh-questions and conjunctive themes. Jasaraharja ads do not use a wh-question theme like Prudential ads. This is because Prudential advertising uses a wh-question as an interaction with the audience. According to Halliday (2014), The wh-element is always conflated with one or another of the three functions subject, complement or adjunct. Prudential ads use wh-element as a complement and function is to specify the entity that the questionnaire wishes to have supplied. Another difference between advertisements is that Prudential's advertisements do not use a conjunctive theme like Jasaraharja's advertisements. Jasaraharja ads have used the conjunctive theme because the conjunctive relates the clause to the preceding text by providing a logical link between messages. As according to Halliday (2014), a conjunction is a word or group that either links (paratactic) or binds (hypotactic) the clause in which it occurs structurally to another clause. So, the conjunctive in Jasaraharja advertisements helps them to display or start new ideas. The similarity between Jasaraharja and Prudential advertisements lies in the use of marked topical, unmarked topical, finite, and continuative themes. The most dominant use in both advertisements is the use of topical themes. This is also supported by the results of research conducted by Rusdi Noor Rosa (2014), in the textual function, the unmarked theme (TTM) dominates the type of theme used. This shows that

the clause in the Jasaraharja and Prudential advertisements is dominantly maintained as the Theme of the next clause and is elaborated further within the Rheme.

## **D. CONCLUSION AND SUGGESTIONS**

### **1. Conclusion**

Based on the problems and the analysis of the data obtained, the researcher There are many differences between Jasaraharja and Prudential advertisements. In the Jasaraharja advertisement, the dominant use of the material process and in the Prudential advertisement, the dominant use is mental: cognitive. This means that Jasaraharja advertisements prefer to convey information by describing an ongoing activity, while Prudential advertisements convey information more focused on metal or feeling, thinking, and sensing activities. There was no use of behavioral and verbal processes in both advertisements. Both insurance advertisements predominantly use declaratives, so that both advertisements are more informative in nature. Both advertisements dominant to judge people in a positive way because they are dominant using positive social esteem judgment. Jasaraharja and Prudential's advertisements did not find the use of graduation, both graduation up and graduation down. And there is no obligation of spoken language in the two insurance advertisements. In the theme, the topic without the dominant sign is used in both insurance advertisements.

### **2. Suggestion**

This study studies the multimodality comparison of two video advertisements from different insurance companies and from different countries. This study still has many shortcomings for many reasons, such as this study only uses two video advertisements, only compares the verbal meaning between the two advertisements and other reasons. Therefore, to get more complete study results, do more research in many advertisements. Furthermore, it is recommended to conduct research on other elements such as visuals, the generic structure, audio contained in advertisements, and see congruence between verbal, visual, and audio elements by using advertisements from two advertisements from different fields.

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