



MULTIMODALITY DISCOURSE ANALYSIS OF COSMETIC PRODUCTS 3D ADVERTISEMENT

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Abstract

Multimodality discourse analysis is an approach that examines how meaning is formed by utilizing various modes of communication in social interactions. This research conducts a multimodal analysis of two Nature Republic video advertisements in collaboration with NCT 127; Sun BlockBuster and Hyalon Active 10 Serum. This study aims to find (1) the similarities and differences of the visual elements of both ads, (2) the similarities and differences of the verbal elements of both ads, and (3) the congruence between the visual and verbal elements of the videos. Utilizing theories from Kress & van Leeuwen (2006), Cheong (2004), Halliday & Matthiessen, (2014), and Leeuwen (2005), the study reveals that differences in visual elements dominate over similarities. The Sun BlockBuster ad emphasizes conceptual symbolic suggestive and narrative actional transactional elements, while the Hyalon Active 10 Serum ad features narrative actional non-transactional elements. Verbal analysis shows Sun BlockBuster utilizes more declarative moods, while Hyalon Active 10 Serum features more judgment in its verbal elements. Both ads exhibit marked contrasts in their thematic structures and the use of marked versus unmarked topical themes. The generic structure analysis of the two advertisements showed similarities in display, congruent, call and visit information, but differences in the generic structure analysis were found in three different sub-indicators: secondary announcement in Hyalon Active 10 Serum, enhancer, and tag owned by Sun BlockBuster. Information linking demonstrates shows that Sun BlockBuster focusing on elaboration and Hyalon Active 10 Serum on a fresh, clean aesthetic.

Key words: Multimodality discourse analysis, SFL, Visual Grammar, Generic Structure Potential, Information Linking, Advertisement

A. INTRODUCTION

In an age where digital media dominates communication, video advertisements have emerged as a powerful tool for conveying messages,

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promoting products, and shaping consumer perceptions. The interplay of various communicative modalities—such as visual elements and verbal language—creates a multimodal experience that can significantly enhance the effectiveness of an advertisement. This thesis focuses on a specific case study which is the video advertisement created by Nature Republic in collaboration with the K-pop group NCT 127. By examining this advertisement through the multimodality discourse analysis, this research aims to find out the comparison and the congruences of the visual and verbal analysis of the selected videos; SunBlock Buster and Hyalon Active 10 Serum.

Seventeen studies were discovered to have been undertaken by previous researchers in 2019-2023 for research related to multimodal discourse analysis on three-dimensional advertising. Based on the research that conducted by Nguyen and Gruba (2019), Amatullah et al., (2019), Syahdini (2019), Gunawan (2020), Prajogo and Suprajitno (2020), Alsalem (2020), Zhou (2020), Ajepe (2020), Figurová (2020), Aleem et al., (2021), Andriani and Hamzah (2021), Suphaborwornrata and Punksirikul (2022), Maurya and Kumar (2022), Yanwei and Hassan (2022), Ummah and Hamzah (2022), Hendra and Hamzah (2022), and Misir (2023), there is currently limited study on the verbal component of interpersonal and textual analysis. There was less use of vectors from a representational metafunction standpoint. In addition to the limited study of the congruences between verbal and visual elements of the advertisement even though both elements are interconnected to each other.

All previous studies that have been discussed previously use the same theory in their analysis, which are Visual Grammar proposed by Kress and Van Leeuwen (2006) and the Generic Structure Potential (GSP) by Cheong (2004) as the basis of the visual analysis. Systemic Functional Linguistics (SFL) by Halliday and Matthiessen (2014) is used to analyse the verbal elements of the selected videos. However, in several studies that analyze the congruence related to visual and verbal elements of advertisements, researchers found that previous researchers used the Clause Complex Relation theory. Meanwhile, the use of information linking theory by Van Leeuwen (2005) in the analysis of congruence between visual and verbal elements in advertisements has not been found. Therefore, in addition for the novelty of this research, the researcher uses Information Linking theory by Van Leeuwen (2005) and by analysing a contemporary advertisement within the popular culture framework of K-pop, especially the video advertisement created by Nature Republic in collaboration with the K-pop group NCT 127. This research focused to analyse the collaboration video advertisement by Nature Republic and NCT 127, which are Sun BlockBuster and Hyalon Active 10 Serum.

The scope of this research is threefold. First, it seeks to conduct a comparative visual analysis of the advertisement to identify similarities and differences in visual representation using the theory of Visual Grammar proposed by Kress and Van Leeuwen (2006) and Generic Structure Potential (GSP) by Cheong (2004). Second, it will perform a verbal analysis to explore the

similarities and differences in the language used throughout the video using the theory of Systemic Functional Linguistics (SFL) by Halliday and Matthiessen (2014). Finally, the study aims to find the congruence between the visual and verbal analyses, examining how these modalities work together to communicate the advertisement's core message using Information Linking theory by Van Leeuwen (2005). By focusing on these specific aspects, this research will contribute to a deeper understanding of how multimodality functions in contemporary advertising.

B. METHODOLOGY

This research utilized a descriptive qualitative approach because the research data are verbal and visual elements of Nature Republic cosmetic advertisements video in collaboration with NCT 127; SunBlock Buster and Hyalon Active 10 Serum. According to Zaim (2014), this approach immediately shows linguistic data collected in the field based on its application. The theories used in this research are the visual grammar proposed by Kress and Van Leeuwen (2006) and the generic structure potential (GSP) by Cheong (2004) as the basis of the visual analysis, systemic functional linguistics (SFL) by Halliday and Matthiessen (2014) to analyze the verbal elements, and the congruence of visual and verbal elements analysis using information linking theory by Van Leeuwen (2005). This research aims to find out the comparison and the congruences of the visual and verbal analysis of the selected videos; SunBlock Buster and Hyalon Active 10 Serum.

The data was collected through three steps: downloading the two video advertisements from the Nature Republic official Instagram account; Sunblock and Hyalon Active 10 Serum, captured each frames of both videos, which consists of image and text, image and the logo brand, text, or image only, and write down the Indonesian subtitle of the utterances. This method consist of three steps: analysed the visual and verbal data, comparing the findings of visual and verbal analysis, found the congruence of visual and verbal analysis, and drew the conclusion of the research.

C. FINDINGS AND DISCUSSION

1. Research Finding

a. Comparison of Visual Elements

1) Visual Grammar

Table 1 The Similarities and Differences of Visual Analysis

Indicators	Sun BlockBuster		Hyalon Active 10 Serum	
	F	%	F	%
Representational				
Narrative Actional Transactional	09	15	03	08
Narrative Actional Non-Transactional	04	07	12	31
Narrative Reactional Transactional	13	22	03	08
Narrative Reactional Non- Transactional	32	56	20	53

Conceptual Symbolic Attributive	06	12	04	13
Conceptual Symbolic Suggestive	41	88	27	87
Interactional				
Offer	28	56	20	67
Demand	22	44	10	33
Personal	18	36	11	41
Social	10	19	02	07
Public	23	45	14	52
Involvement	06	30	01	07
Detachment	02	10	02	13
Viewer Power	02	10	05	33
Equality	05	25	07	47
Representation Power	02	10	-	-
Objectively	03	15	-	-
Compositional				
Foregrounding	65	100	38	100
Backgrounding	65	100	38	100

Based on the analysis of representational metafunction in Sun BlockBuster and Hyalon Active 10 Serum advertisements, no significant similarities or differences were found other than the percentage differences of each sub-indicator of representational metafunction. All sub-indicators of representational metafunction were found in both advertisements.

Sun BlockBuster generally has a higher percentage of four sub-indicators such as 15% narrative actional transactional, 22% narrative reactional transactional, 56% narrative reactional non-transactional, and 88% conceptual symbolic suggestive. In the other two sub-indicators, Hyalon Active 10 Serum has a higher percentage with 31% narrative actional non-transactional and 13% conceptual symbolic attributive.

In the analysis of interactional metafunctions between Sun BlockBuster and Hyalon Active 10 Serum video advertisements, differences were found in two sub-indicators. The differences are the use of sub-indicators' representation power and objectively which are only found in Sun BlockBuster. Meanwhile, Hyalon Active 10 Serum does not have both sub-indicators at all. On the other hand, the similarities in the interactional metafunction analysis of the two advertisements can be found through other sub-indicators; offer, demand, personal, social, public, involvement, detachment, viewer power, and equality that appear in both advertisements even though there are differences in the total percentage.

In the Sun BlockBuster video advertisement, three sub-indicators are more dominant than Hyalon Active 10 Serum. The three indicators are 44% demand, 19% social, and 30% involvement. Meanwhile, Hyalon Active 10 Serum is more dominant in the other six sub-indicators. The six sub-indicators are 67% offer, 41% personal, 52% public, 13% detachment, 33% viewer power, and 47% equality.

Finally, the compositional metafunction analysis that only focuses on the salience indicator shows that there is no difference in the foregrounding and backgrounding sub-indicators because the Sun BlockBuster and Hyalon Active 10 Serum video advertisements both have elements that appear in each scene as something that cannot be separated considering their connection to each other.

2) Generic Structure Potential

Table 2 The Similarities and Differences of Generic Structure Potential

		Sun BlockBuster		Hyalon Active 10 Serum	
		F	%	F	%
Lead	LoA	63	24	31	21
	Comp. LoA	65	25	36	24
Display	Explicit	20	08	07	05
	Implicit	25	10	19	13
	Congruent	-	-	-	-
	Incongruent	10	04	08	06
Announcement	Primary	02	01	07	05
	Secondary	-	-	04	02
Emblem		64	24	36	24
Enhancer		01	01	-	-
Tag		09	03	-	-
Call and Visit Information		-	-	-	-
Σ		259	100	148	100

Based on the analysis results related to generic structure potential in Sun BlockBuster and Hyalon Active 10 Serum, sub-indicator display; congruent, and call and visit information were identified as similarities from the analysis in both advertisements. Both sub-indicators were not found in the two advertisements that were the object of the study. Meanwhile, differences from the analysis were found in the secondary announcement, enhancer, and tag. The primary announcement can only be found in Hyalon Active 10 Serum, while the enhancer and tag can only be found in Sun BlockBuster.

b. Comparison of Verbal Elements

Table 3 The Similarities and Differences of Verbal Analysis

	Sun BlockBuster		Hyalon Active 10 Serum	
	F	%	F	%
Ideational				
Material	04	67	02	50
Behavioral	-	-		
Mental	-	-	01	25
Verbal				
Relational	02	33	01	25
Existential				
Interpersonal				

Imperative	-	-	02	20
Declarative	11	100	05	50
Interrogative	-	-	-	-
Exclamation	-	-	03	30
Affect	03	27	04	20
Judgement	02	18	02	20
Appreciation	06	55	04	40
Gup	06	75	09	90
Gdown	02	25	01	10
Naming	11	73	02	100
Swearing	04	27	-	-
Textual				
Unmarked Topical Theme	05	45	03	30
Marked Topical Theme	06	55	07	70
Rheme	09	82	10	100

Based on the results of the verbal analysis of Sun BlockBuster and Hyalon Active 10 Serum, in the ideational metafunction analysis there are three similarities found from the two advertisements. Three types of processes, namely behavioral, verbal, and existential are equally not found in both advertisements. Meanwhile, the use of mental processes can only be found in Hyalon Active 10 Serum.

In the interpersonal metafunction analysis, the similarity of the analysis is found in the interrogative indicator, where in both advertisements the indicator is not found. While three indicators; imperative, exclamation, and swearing can only be found in Hyalon Active 10 Serum. Meanwhile, based on the results of the analysis of textual metafunction, no significant comparisons were found, either in terms of similarities or differences.

c. The Congruence of Visual and Verbal Elements

Table 4 The Congruence of Visual and Verbal Element

Information Linking	Sun BlockBuster		Hyalon Active 10 Serum		
	F	%	F	%	
Elaboration	Specification	14	56	04	31
	Explanation	-	-	02	15
Similarity	07	28	04	31	
Extension	Contrast	03	12	02	15
	Complement	01	04	01	08
Σ	25	100	13	100	

The table the comparison of the findings of the information linking analysis in the two video advertisements. Sun BlockBuster only has one type of elaboration; specification with the highest percentage, which is 56% while the use of explanation is not found in this advertisement. In the extension category, Sun BlockBuster has all three categories with 28% similarity, 12% contrast, and 4% complement. In Hyalon Active 10 Serum, all categories of linking information can be found. In the elaboration category, 31% of them are specifications while 15% are explanations. For extension, it has 31% similarity, 15% contrast, and 8% complement. Therefore, it can be concluded that the main difference between the linking information in the two advertisements is the explanation that only Hyalon Active 10 Serum has.

2. Discussion

a. Similarities and Differences in Visual Element Analysis

Visual element analysis of Sun BlockBuster and Hyalon Active 10 Serum advertisements using three types of metafunctions of visual grammar. To begin with, representational metafunction, according to Kress and Van Leeuwen (2006) focuses on the content of the image- what is shown and how it relates to reality. Based on the findings of the analysis of representational metafunction in the Sun BlockBuster advertisement, conceptual symbolic suggestive is the sub-indicator that dominates the visual elements in the Sun BlockBuster advertisement. Meanwhile, the findings of representational metafunction of Hyalon Active 10 Serum. Meanwhile, in Hyalon Active 10 Serum advertisement narrative actional non-transactional and conceptual symbolic attributive are the most dominant sub-indicators.

According to Kress and Van Leeuwen (2006), interactional metafunction analyse how visual representations establish connections with their viewers. In the analysis of interactional metafunctions of Sun BlockBuster and Hyalon Active 10 Serum advertisements, the differences found are more dominant than the similarities. In Sun BlockBuster, three sub-indicators (demand, social, and involvement) appear more dominantly in this advertisement than in Hyalon Active 10 Serum (offer, personal, public, detachment, viewer power, and equality). However, based on the analysis of interactional metafunction, two sub-indicators were found that were only owned by Sun BlockBuster, which is representation power and objectively.

The last type of visual grammar is the compositional metafunction, which connects the image's representational and interactional metafunction via salience (Kress and Van Leeuwen, 2006). Based on the findings of this analysis, both Sun BlockBuster and Hyalon Active 10 Serum have the same number of foregrounding and backgrounding. According to Kress and Van Leeuwen (2006), salience (foregrounding and backgrounding) are interrelated so that they cannot be separated.

The next visual comparison analysis based on generic structure. The generic structure refers to the explicit visual and linguistic components of an

advertisement (Cheong, 2004). Based on the similarities are display (congruent) and call and visit information which are not found in both advertisements. Cheong (2004) states that call and visit information only find in the printed (2D) advertisement. On the other hand, the differences in the generic structure analysis of the two advertisements can be found in three different sub-indicators: secondary announcement can only be found in Hyalon Active 10 Serum, the enhancer and tag are only owned by Sun BlockBuster.

b. Similarities and Differences of Verbal Element Analysis

Verbal element analysis is conducted using three types of metafunctions in systemic functional linguistics. Systemic Functional Linguistics (henceforth SFL) is a language theory that describes how language creates meaning in context (Caffarel, 2009). The first type of metafunction is ideational metafunction. According to Norgaard (2003), the most evident purpose of language is the experiential (ideational) metafunction, i.e. the fact that humans use language to express experience. Based on the findings of this metafunction, the similarities were found through behavioral, verbal, and existential process analysis that were not found in these two advertisements. Meanwhile, in terms of differences, mental processes can be found in Hyalon Active 10 Serum. Moreover, in Sun BlockBuster, material processes, and relational processes are more dominant than Hyalon Active 10 Serum. The second type of metafunction is interpersonal metafunction. According to Bartlett & O'Grady (2017), the interpersonal metafunction expresses "the concept that language can be used to communicate information." The findings of this metafunction show that neither Sun BlockBuster nor Hyalon Active 10 Serum use interrogative mood in their verbal elements. Meanwhile, imperative and exclamation moods are only found in Hyalon Active 10 Serum. Furthermore, other sub-indicators such as affect and appreciation in the appraisal analysis dominate Sun BlockBuster more than Hyalon Active 10 Serum which is dominated by only one type of appraisal; judgment. Meanwhile, based on the results of the graduation analysis, Gup dominates Sun BlockBuster more while Hyalon Active 10 Serum is dominated by Gdown, the same as naming in involvement. Textual metafunction is the third type of metafunction. According to Bartlett and O'Grady (2017), the textual metafunction is accomplished by a speaker's or writer's choices in blending the ideas and realities that he or she desires to communicate (ideational) with the connection that he or she wishes to portray and build (interpersonal). Based on its findings, Sun BlockBuster uses more unmarked topical themes compared to Hyalon Active 10 Serum which is dominated by marked topical themes.

c. Congruence Between Visual and Verbal Elements

According to Van Leeuwen (2005), information, whether verbal, visual, or otherwise, is meaningfully linked information, whether it is presented verbally, visually, or in any other form, and is significantly connected to other types of information. Information linking is used to find congruence between visual and verbal elements of Sun BlockBuster and Hyalon Active 10 Serum advertisements. Both of these products are the latest sunblock and serum from Nature Republic

and on this occasion, the company collaborated with NCT 127 as their newest global brand ambassador.

Based on the results of the information linking analysis, where more than half of the duration of the advertisement in both advertisements are dominated by elaboration; and specification which is related to how visual and verbal elements complement each other to provide more specific details between each other or vice versa. Furthermore, in terms of extension; the similarity content of the verbal elements is similar to the visual elements. Likewise, with complement, where the verbal element functions to provide details or further information from the visual element displayed. However, information linking also shows that there is a contrast between verbal and visual elements.

Unlike Sun BlockBuster which has a more intense concept, Hyalon Active 10 Serum carries a fresh and cheerful concept. The setting of Hyalon Active 10 Serum is on the beach, where all NCT 127 members seem to be on vacation there. The members carry out various activities to visualize the advertised product's benefits and content. These activities include walking along the beach, playing water ball throwing, playing with a giant soft blue ball as if inviting the audience to join in playing in the water, and enjoying the freshness of the Hyalon Active 10 Serum product which is sprayed directly into all members using a drone. The activities carried out by the members are a form of all sub-indicators in elaboration and extension.

D. CONCLUSION AND SUGGESTIONS

This research is a multimodal research that focuses on finding comparisons; similarities and differences, from each analysis of visual elements and verbal elements and generic structure of video advertisements. This research also aims to find the congruence between visual and verbal elements of video advertisements because these two elements complement each other. This research was conducted using the theory of Halliday & Matthiessen (2014), Kress and Leeuwen (2006), Cheong (2004) and Leeuwen (2005). Based on the findings, the following are the researcher's conclusions based on the objectives of this study.

The visual element analysis of Sun BlockBuster and Hyalon Active 10 Serum advertisements using three types of metafunctions from visual grammar revealed that the differences in the visual elements of the two advertisements were more dominant than their similarities. In the representational metafunction analysis, four sub-indicators dominate the visual elements in the Sun BlockBuster advertisement, namely conceptual symbolic suggestive, narrative reactional non-transactional, narrative reactional transactional, and narrative actional transactional.

In the Hyalon Active 10 Serum advertisement, two sub-indicators dominate the visual elements, narrative actional non-transactional as the most dominant sub-indicator, and conceptual symbolic attributive. In the interactional metafunction analysis, nine of the eleven sub-categories are found in both advertisements, but

each element appears with a different level of dominance. In Sun BlockBuster, three sub-indicators (demand, social, and involvement) appear more dominantly than in Hyalon Active 10 Serum. However, two sub-indicators (representation power and objectively) were only owned by Sun BlockBuster. Compositional metafunction analysis revealed that both Sun BlockBuster and Hyalon Active 10 Serum have the same number of foregrounding and backgrounding, as the two sub-indicators of salience are interrelated and cannot be separated.

The generic structure analysis of the two advertisements showed similarities in display, congruent, call and visit information, but differences in the generic structure analysis were found in three different sub-indicators: secondary announcement in Hyalon Active 10 Serum, enhancer and tag owned by Sun BlockBuster.

In systemic functional linguistics, verbal element analysis uses three types of metafunctions to compare similarities and differences between two advertisements. The ideational metafunction reveals balanced similarities between the two products, with behavioral, verbal, and existential processes found in both. However, mental processes are absent in Hyalon Active 10 Serum, while material and relational processes are more dominant in Sun BlockBuster.

Interpersonal metafunction reveals that neither Sun BlockBuster nor Hyalon Active 10 Serum use interrogative mood in their verbal elements. However, Sun BlockBuster has a unique mood analysis, with all verbal elements being declarative moods. The sub-indicator swearing is only found in Sun BlockBuster. Sub-indicators like affect and appreciation dominate Sun BlockBuster more than Hyalon Active 10 Serum, which is dominated by judgment. Graduation analysis shows Gup dominates Sun BlockBuster more, while Hyalon Active 10 Serum is dominated by Gdown. Lastly, the textual metafunction reveals that Sun BlockBuster uses more unmarked topical themes compared to Hyalon Active 10 Serum, which is dominated by marked topical themes.

Information linking is used to determine the congruence between visual and verbal elements in Sun BlockBuster and Hyalon Active 10 Serum advertisements. These products are the latest from Nature Republic, and they collaborated with NCT 127 as their newest global brand ambassador. Sun BlockBuster is a sunblock advertisement with an intense monochrome concept, focusing on its UV protection function. The verbal elements are limited, but the presence of visual elements makes the two elements interconnected. Information linking analysis shows that over half of the advertisement's duration is dominated by elaboration and specification, providing more specific details between each other or vice versa.

In terms of extension, verbal elements are similar to visual elements, and the complement function provides further information from the displayed visual elements. For example, the Sun BlockBuster product is explicitly displayed in one scene, and three hashtags are added to emphasize the product content and benefits. However, there is a contrast between verbal and visual elements.

In contrast to Sun BlockBuster's intense concept, Hyalon Active 10 Serum is fresh and clean. The setting of Hyalon Active 10 Serum is set in a way that all members of NCT 127 can easily recognize. Activities such as walking through the beach, playing air balloons, playing with a huge balloons, and demonstrating the Hyalon Active 10 Serum product are performed by all members using a drone.

Research related to the comparison between the analysis of verbal and visual elements and the generic structure of a video advertisement, as the congruence between the visual and verbal elements of the advertisement are interrelated is still limited, especially in terms of comparison which only focuses on the similarities and differences of the two elements in the sunblock and serum advertisements to find their congruence. In addition, for more comprehensive research on related topics, deeper research on various other types of advertisements is needed. Therefore, it is suggested that further research can analyze the comparison and congruence of different advertising genres and with different approaches so that in the future it can be compared with this research to achieve better research in terms of understanding the congruence of visual and verbal elements in the future.

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