

INTERNATIONAL JOURNAL OF MULTIDISCIPLINARY: APPLIED BUSINESS AND EDUCATION RESEARCH

2022, Vol. 3, No. 7, 1423 – 1433

<http://dx.doi.org/10.11594/ijmaber.03.07.21>

Research Article

Positioning of Participants' Mood on Watches' Advertising as Multimodal Discourse

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Article history:

Submission July 2022

Revised July 2022

Accepted July 2022

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ABSTRACT

Advertising is an activity to advertise products or services as central creation into the wider meaning of their messages. Its messages have to be applied which refer to readers' needs and interests in the current trends. Creating appropriated messages in multimodal discourse is a form of technological advances in advertising, such as the existence of multimodal discourse in newspapers. That print media still has a special place for its readers which consider some advantages in building messages. Producers produce some messages at multimodal discourse through newspapers that are used as one of media promotions. This makes producers have to provide extra funds for the promotions' activities. It of course needs to create the messages of products or services in strategically position. Especially, it is during a pandemic situation to a new normal era where everything has to be done completely. Messages should be able to reach wide readers as their prospected customers. The position of message in multimodal discourse should be placed appropriately to build an active interaction with their prospected customers. It could be seen on watches' advertising in newspapers. This research used data of 3 watches' advertisings on *Kompas* as one of the popular daily newspapers in Indonesia. They were published in 2017 and 2018 where products are intended specifically for male and female consumers. Analyzing this research applied qualitative method through systemic functional of Halliday's theories to show interpersonal view between participants. The results of this research appeared the positioning of participants' mood as a description of the interpersonal situations in their roles. Participants' positioning defined their activations in building interaction on multimodal discourse that be purposed for male and female as their prospected consumers.

Keywords: *advertising, multimodal discourse, participants' mood*

How to cite:

Harmayanthi, V. Y. & Hardjanto, N. J. M. T. (2022). Positioning of Participants' Mood on Watches' Advertising as Multimodal Discourse. *International Journal of Multidisciplinary: Applied Business and Education Research*. 3 (7), 1423 – 1433. doi: 10.11594/ijmaber.03.07.21

Introduction

Producers as advertisers need specialized advertising to promote their products or services. There are several media to deliver its messages on advertising. Newspapers are one of traditional mass media which still have specific readers. They are likely to buy products from producers through newspapers' information. It's meant newspapers have a special place from the readers. Newspapers as print media in major traditional mass media have capabilities for reaching readers in remote areas. It is still a medium accessible to wide range of advertisers (Semenik, Allen, O'Guinn & Kaufman, 2012: 463). That's why producer still considering using newspapers as promotional media. Technology in advances of advertising including print media has made the display of writing and images more clear and attractive by using various types of colors and shapes. The context of messages' structure gathering print media with applying both of two modes, writing-image as multimodal discourse is a form of technological advances in newspapers. That is followed by particular content to cover information around the products or services as central creation of producers to customers. Messages are created and built referring to needs and interests of customers as its readers.

Promotions' activities provide extra fund from producers. They need to create their products' messages in the right position following the readers as potential customers. A pandemic period, such as Covid-19 where there are many changes in new situation as a new normal era requires everything to be calculated properly. The placement of Products' messages should be places in appropriated way to reach a wide audience or readers. Inappropriate placement of messages often results in huge losses, especially for producers. Placing of participants' moods who are involved in advertising's messages as a multimodal discourse is important to know more about it. Mood is related to emotional which play the important process to convince customers in making a purchase (Amstrong, 2010: 26). The emotional appeals as one of strategies in products' promotion which have strengthen in building a mood. Halliday (2014: 97) explained, "MOOD is the major interpersonal system of the clause; it provides

interactants involved in dialogue with the resources for giving or demanding a commodity, either information or goods & services."

The positioning of participants' moods in each clause of multimodal discourse is important to know further. Mood would change the atmospheric conditions of the readers. That condition will be seen on watches' advertising as an example of multimodal discourse in newspapers. By looking the important of them, this research provides an overview of the participants' placement through positioning of their moods. They are involved delivering messages' activities in multimodal discourse at newspapers. Combination of writing and images are presented together in a multimodal discourse (Woods, 2006: 10). It is a form of communication which conveys meaning from producers to readers as their prospected customers. The changing of customers' lifestyle included both of men and women as participants' members view a shift of the conditions. It describes the interpersonal situations of participants' mood in their roles. Knowing the positioning of participants' mood will link producers and customers in social values and cultural conditions like as explained and discussed in this depth study.

Material and Methods

The research of this study is describing participants' moods on watches' advertising as multimodal discourse in *Kompas*. It is one of popular daily newspapers in Indonesia. Data of this research used three watches' advertisements that are published in 2017 and 2018. They are analyzed by using systemic functional principles of Halliday's theories which related to participants' moods in multimodal discourse. The theory in this research is applied through qualitative method to show some interpersonal views between participants in their moods. Qualitative research concerned with phenomena relating to a particular subject with analyzes the various factors in particular manners (Kothari, 2004: 3). One of phenomena could be seen on watches' advertising as multimodal discourse in newspapers. It is an overview to shift of conditions. The conditions share participants' roles of men and women to

others and their positioning in functional views.

Data is managed by supporting a corpus tool to know dominant participants in each multimodal discourse on watches' advertising. It's due to get exploring data in more details. Creswell (2018: 44) explained in relating qualitative research' data, "The process of research involves emerging questions and procedures, data typically collected in the participant's setting, data analysis inductively building from particulars to general themes, and the researcher making interpretations of the meaning of the data." Data in this research is processed to be more particular. They are analysed to explore meaning in depth understanding. Corpus carried out language use in discourse which beyond the sentence in particular texts (Biber, Conner & Upton, 2007: 10). It is meant the tool as a way of looking research to be focus on the characteristics of texts in multimodal discourse analysis on watches' advertising. Characteristics of texts appear products' messages that are intended for male and female customers. Analysing is described into three subsections which have linkage to Halliday's theories on participants' moods following systemic functional principles.

Advertising as Multimodal Discourse

Advertising have count of advertisements to the products or services. Their functions are notice announcement of products or services to board audiences. There are several advertising media in many forms. Newspapers are one of the traditional print media that still exist in lift conditions. They still have specific readers as the prospected customers of a product. Development of technology has brought newspapers in extends much further products' messages as a form of multimodal discourse. They applied writing and images as efforts to fulfill customers' needs according both of male and female customers. Paltridge (2012: 170) explained, "Multimodal discourse analysis considers how texts draw on modes of communication such as pictures, film, video, images and sound in combination with words to make meaning."

The texts containing products' messages in multimodal discourse realized meaning by visually which engage images to the readers as

potential customers. Producers as advertisers have to know a way to shape particular modes becoming the potential meaning. Particular modes are both of writing and images have to give special attention for particular readers. We need to construct messages that focus on particular readers, such as readers' emotional who are evoked to reach their attractions. Moods become an important part of emotional that involved in multimodal discourse on advertising. Knowing of moods' positioning to each participant in multimodal discourse examine discourse of advertising to be most powerful. Creating messages in appropriated ways through moods are control thought and actions of readers following their new social needs and desires.

Existing mood in multimodal discourse of advertising has the important roles to stimulate particular readers where texts are placed visually with involved participants. Texts as implication of messages' construction convey an intimate communication from producers to their potential customers. Producers have to be careful in taking placement of participants to readers' emotional. They need to select participants which have domain position in a multimodal discourse of products' advertising. Participants appear particular plays on creating messages for particular readers. Construction of message has to reach attention, memorable and desires of readers as potential customers. They will recognize products by visually that have a uniquely characteristics that can evoke their emotions. It was as revealed in research of Simola, Kivikangas, Kuisma, and Krause (2013: 429) where a discrepancy between attention and memory results suggesting that incongruence increased attention to advertising, whereas congruency improved recognition of advertising. It has shown where a close relationship between readers' memories and attentions in advertising' recognition. Both of them could not be separated to readers' emotions where mood is in it.

Participants' Mood and Systemic Functional Principles on Halliday's Theories

There are some principles of the systemic functional term on Halliday's theories. Those theories are ordered to analyze and explain

meaning in an interaction between participants, such as they are involved in watches' advertising as multimodal discourse. Participants' activities in texts produce and make sense to reach the readers. The texts in multimodal discourse are a focus of doing work between participants to counter products' message. The focus on writing and images texts that shift social and culture's values. It is a fundamental data to be analyzed through expressing clause's structures in the texts as a form of social interactions that have culture values. They consider social and culture that have closeness in systemic functional principles.

There are social processes on social life between participants which show culture's values of a situation. Halliday (Eggins, 2004:3) described, "language as social semiotics – how people use language with each other in accomplishing everyday life social". The description is supported by systemic linguist who explained 4 points as main theoretical principles about language that related to systemic functional term. There are, 1) language use is functional; 2) its function is to make meaning; 3) these meanings are influenced by the social and cultural context in which they are exchanged; and 4) the process of using language is semiotic process. Fontaine supported Halliday, "An overview of the functional-structural view of the experiential strand of meaning is given. It will introduce the relevant structural units related to experiential meaning and consider the relationship between function and structure." It is concluded that functional term relating to language use and systemic term relating to structured language in use.

Proses system in multimodal discourse involves clause as exchange in the internal and external environment. The process has three types as a configuration of component (Halliday and Matthiessen, 2014: 106). There are 1) process itself; 2) participants in the process; and 3) circumstance, such as time, space, manner, and cause. A clause has theme as the first constituent which relating to participants, circumstance or process on its. There are meanings in the clauses and theme could be an actor who has interpersonal functions to present messages, such as in multimodal discourse of advertising. So, clauses are a mode of reflection

to flow events. Participants in behavioral clauses elaborate to process and indicate their behaviors' quality or quantity. Behavior is realized by nominal group of behavioral verb as things with a nominalization and 'perform' as a lexical verb meaning, for example 'give a sweet smile'. Behavioral clauses involved a Behavior and are realized by nominal group being the Senser of a mental clause. Matthiessen, Teruya, and Lam (2010: 64) explained, "Behavioural clauses thus resemble mental ones in having a central participant, Behavior and Senser, respectively, realized by a nominal group denoting a conscious being." Mental clauses represent sensing as an activity with a range of macro-phenomenon, such as: feels, thinks, wants or perceives of participants as human-like. The Sensers as phenomenon including inner experience or imagination are some entity of person, creature, institution, object, substance or abstraction as clauses' perception.

Both of processes in behavioral and mental clauses can't be separated from participants' moods are involved in it. Moods have various responses of participants into particular expressions. Mood consists of two parts. There are 1) Subject which is a nominal; and 2) Finite operator which is a verbal group (Halliday and Matthiessen, 2014: 140). That is meant, mood is the combination between subject and finite as operator. Participants' moods are realized in clauses. Interpersonal views appear participants' moods which followed by the characteristics expression of exchange information. There are three types of moods. They are, 1) declarative as a statement expression in giving information; 2) interrogative as a question expression in demanding information; and 3) imperative as expression of a verb in theme with explicit subject to exchanging goods & services. That can be conveyed in other words that the mood is determines the emotions of readers who wants to be achieved.

Participants' Mood in Multimodal Discourse to Social and Culture Values

Clause is the central messages in multimodal discourse of advertising. It is sequencing of words that contain some expressions of participants' moods. Those expressions actually are sending messages at the current various

responses for readers. Expression of participants' moods add persuasive feature in advertising of products. It is a key point in multimodal discourse. Moods order to make exchange particular participants in clauses with an appropriate positioning. Hackley (2005: 71) explained, "Positioning can also refer to the usage occasion appropriate for a brand. For example, advertising can be used to signal to customers that brand can be used in an alternative way or by different people in relation to the previous norm." Mood linked subject as actor and finite as operator together. Participants' moods are in clause which brings message multimodal discourse. It is giving effects on the readers through their promises that relate to products. Moods claimed benefits of products for readers as a part of their lifestyle in everyday life. They lead readers that are consisting both of male and female to desire the products.

The writing and images are combined together in multimodal discourse to persuade readers through participants' mood as new forms of messages. They employ new form of expressions with appearing products' newness and uniqueness in messages' construction into both of writing and images in multimodal discourse. Participants' mood constructs meaning in delivering messages through clauses exchange. It is aimed to reach largest number of possible readers or customers to buy and purchase products. Participants' mood persuade readers' emotional to think, behave, and feel the products following personal level of readers. There are social and culture values from placing a product for the readers. Messages share information following age and social class in particular residents of readers. It is meant as personally address on messages of products to reach their target readers. That condition sees that multimodal discourse of advertising has any personalization through participants' moods to social and culture values for the readers. Halliday (2002: 189) said relating to interpersonal function on a social role,

"... the identification and expression of specific interpersonal functions within the clause. In this section, we take a look at one of the motivating systems for why the clause functions as it does within the interpersonal strand of meaning. Within the experiential strand of

meaning, the speaker can be thought of as a kind of raconteur, someone who recounts experience. Within the interpersonal strand of meaning, the speaker takes on a social role in the speech situation, and in doing so assigns a role to the addressee".

Social and culture values of participants' mood reflect possession, style, and place of residence of the readers. There are differences in economics, education, individual prestige that indicate range in social class. The characteristic in different economics make a different social status of readers (Salzmann, Stanlaw, and Adachi, 2012: 258). There are included both of male and female readers who among the several sense. They have the different characteristics when see the products. It is a social construction within embracing culture. Its status describes the certain individuals' behavior in a particular culture and society. Differentiation takes culturally circumstances that occur to expression on socialization where readers as society's members. It is the aspects in society's identity of readers. The different patterns of male and female need the different expression of participants' moods in products' messages.

Results and Discussion

Based on the data (see enclosure to advertising 1 to 3) that was analyzed following mood in systemic functional principles on Halliday's theories, this research found some results that explained about the positioning of participants' moods in multimodal discourse of watches' advertising. The results are separated and explained as below,

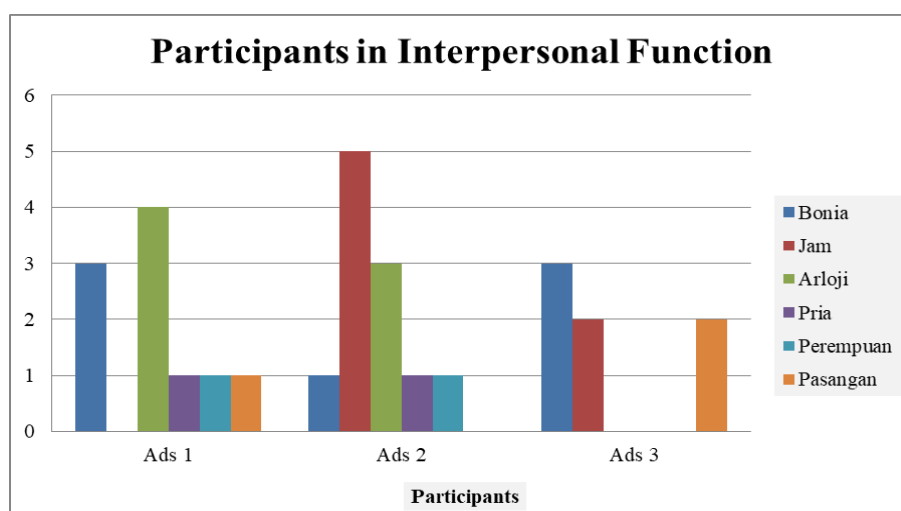
Participants in Multimodal Discourse as Interpersonal Function

Participants in multimodal discourse have the particular purposes that realized by a nominal group. It is applying into some clauses. The present of participants serves a function. Producers use participants in multimodal discourse of advertising within their context. Participants could be presented through both of writing and images that combined together. They are used to reach individual goals or objective following readers' needs or desires. Participants interact with each other in clauses exchange as interpersonal function. Participants

do some activities by using their roles. There are a close relationship between interpersonal function and participants' role in multimodal discourse. They are expressed their roles in each clause to create meaning for the readers, such as readers on newspapers. The previous research which has been done by Atalay (2015) found that visual and lexical choices in a media text contribute to the representation of persons or event, such as in media included newspaper. It showed texts that use visual and lexical choices appear and shape the representation of events and persons in particular ends. Both of them have power relations.

This research saw where getting the right meaning is the most important with

considering participants' roles in interpersonal function on multimodal discourse as part of its power relations. Clauses in message's structure need to be analyzed to know the roles of participants in interpersonal function to be effectively. Result of this research showed 6 participants that are active as interpersonal function on three kind of watches' advertising. It is as shown in Graphic (1). They consist of *Bonia*, *Jam*, *arloji*, *pria*, *perempuan*, and *pasangan*. They interact with each other in functional and structural relations through clauses in multimodal discourse of watches' advertising to persuade readers. Participant *Arloji* is the most dominant of their roles in Ads (1), *Jam* in Ads (2), and *Bonia* in Ads (3).



Graphic 1. Interpersonal Function of Participants in Watches' Advertising

Clauses exchange creates meaning by involving those participants. Both of *Jam* dan *Arloji* together has the roles of telling time. The other hand, *Bonia* indicates the existence of a brand that attached to the other dominant participants. Participant *Arloji* in Ads (1) appears having a dominant role in interacting actively with other participants, such as *Pria*, *Perempuan*, and *Pasangan*. *Arloji* moved dominantly in same direction to both of male and female or counterpart. It is moving more actively to brand '*Bonia*'. Ads (2) *Jam* as participant showed a dominant role in same direction to *Pria*, *Perempuan*, and *Bonia*. *Jam* is moving more actively to *Arloji*. Participant's role of *Bonia* in Ads (3) showed the same direction dominantly to *Jam* and *Pasangan*. Based on

Graphic (1), we can see the interpersonal function of participants' roles having the different patterns. Producer apply product through dominant participants '*Arloji*, *Jam*, and *Bonia*' to take the dominant roles to other participants and reach the attractive attention from the target readers. They are applied with the same direction and range that aimed at male, female, and both of them as a counterpart in interpersonal view between them.

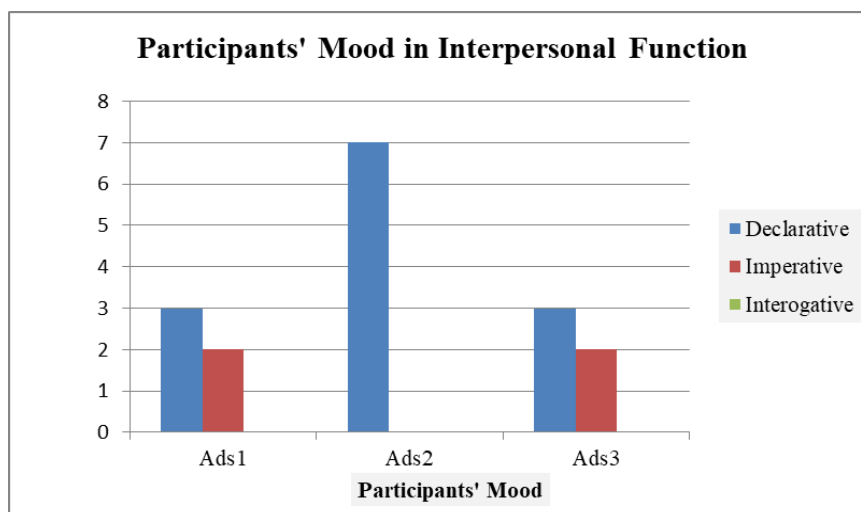
Positioning of Participants' Mood as Interpersonal Function

This research showed positioning of participants into some moods like as the description on Graphic (2). Mood focused on the identification of participants' expression in specific

interpersonal function within clauses. Mood strand meanings from producers to the readers as customers. Based on Graphic (2), we could see declarative moods in the most dominant position. They are more active in taking expression than imperative mood. The other hand, interrogative mood is not found in multimodal discourse of advertising (1) to (3). It is meant the participants create an interpersonal relation with other participants due to give much new information for the readers. There is not demanding information between participants to the readers. The exchanging information is just a little happened between participants to the readers.

Luca (2020) in previous study also found the arriving information where objects in a photograph and words in a text's functions conveying information similarly to the audience. Luca adapted Functional Grammar of Halliday and Matthiessen to analyse audience decode

and evaluate photographs also texts from newspaper. Brayer and Cole (2021) in the other previous research used multimodal analysis through a video literary. That research found a particular perspective of students on the material by using video literary. Students draw the understanding roles of a frame form, signs that they make, and its function in supporting learning. Result shown where students respond to each other's presences and assuming different roles when they work together. There are forms of thinking through body as physical response. Students in its process engaged particular signs, motifs, and gesture as amplified responses of them. The visual has stimulated to students' emotional engagements. Both of previous studies, it can be seen that the presence of writing such as texts or word and images like as picture or gesture in video have triggers to audience or readers' emotional.



Graphic 2. Positioning of Participants' Mood as Interpersonal Function in Multimodal Discourse of Watches' Advertising

Result of this research showed the presence mood that related to participants and readers' emotional is in Ads (1) and (3). They expressed imperative moods to create meaning for the readers. There is an exchange information of goods and services from producers to readers that involving participants. Using participants determine the readers that consist of male, female, and both of them as counterpart. Imperative mood expressed verb in explicit subject or participant who act as actor. Ads (2), the

position of participant is only in declarative moods which provide as much information as possible for the readers. The existence of imperative mood is still visible in Ads (1) and (3). There are exchange goods and services which related to the most dominant participant *Arloji* in Ads (1) and *Bonia* in Ads (3). The target readers of Ads (1) are male and female in particular order and Ads (2) are both of male and female as a couple or counterpart.

Positioning of Participants' Mood to Social and Culture Values

The function of clause is to strand meaning, such as participants' mood in their interpersonal function. Producers take a social situation that related to social and culture values. Interpersonal function defines the role of participants in a situation. Their roles are expressed by their moods in some types. They will choice a type of moods, such as interrogative, declarative, and imperative. The participants created an adaption to make a good interaction with the potential readers. Yu dan Wu (2016) in previous research showed the

differences in choice of use mood and modality to translating texts by different translators. They provide information with more indicative clauses with more high-valued modal expression by American translators and more imperative clauses with median-low expression by Chinese translators. There are an exploration of the possible textual and contextual factors that influence translation process in social distance between translators and target readers. That research given the explanation where moods are related to distance of the readers and social to culture of readers.

Table 1. Mood's Positioning of Dominant Participant's Role in Interpersonal Function

| Interpersonal Function | | | | |
|------------------------|--|------------------------------|---|-------------|
| Ads | Participant | Role of Participant | Clause Exchange | Mood Type |
| 1 | Arloji | Exchanging goods-&- services | Kini, temukan sentuhan elegansi dari desain arloji Bonia | Imperative |
| | S=pria, perempuan C=ukuran design | Giving information | Jika arloji pria dilengkapi bingkai case berukuran 46 milimeter, Bonia pun membuatkan ukuran lebih kecil sebesar 38 milimeter untuk arloji perempuan | Declarative |
| 2 | Jam | Giving Information | Jam tangan ini sekaligus menjadi pernyataan gaya | Declarative |
| | S=sepasang, pria dan perempuan C=gaya | | Sepasang jam tangan berlian untuk pria dan perempuan Jam tangan logam ini menjadi pilihan yang baik Kristal safir antirefleksi melindungi case jam tangan ini Ketangguhannya juga teruji karena jam tangan ini tahan tekanan air | |
| 3 | Bonia | Exchanging goods-&- services | Cobalah lingkari pergelangan tangan dengan jam tangan Bonia | Imperative |
| | S=pria/perempuan C=warna | Giving Information | Sementara, Bonia memilihkan warna putih sebagai warna dasar Jam tangan Bonia ini memakai bahan kulit asli berwarna coklat | Declarative |

Note : S= Social C=Culture

The result of this research explained social and cultures values which brought by participants' moods and their roles in interpersonal function. Participants who have positioning as subject or actor combine with finite to define structure of mood. The structure was created

based on the relationship between subject and finite. There are verbs as the marker of mood. Verbs indicate mood. Third person of participants are often in the indicative mood. It is meant mood as indicators where clause and inflection of verb are proof to indicative mood.

Table (1) explained the positioning mood in the most dominant participant. Types of mood indicate social and culture values for the prospected readers. Karabulut AK (2018) in previous research found, a relationship between existing language and society there are culture as a sum of material and moral values. A life-style manifest the interest, perceptions, attitudes and behaviors which shown by the codes of fashioned life-style.

This research appeared the imperative moods in Ads (1) and (3) where they expressed in positive way, such as *temukan* and *cobalah*. Type of moods requires the readers to do actions and make the purpose clearly. Mood makes the readers easier to recognize messages of the products. There are verbs that explain some actions by participants. Mood creates a set of pattern of verb behavior. Participants as actors do actions to express their experiences. The case on the Table (1) show when clause began in its exchange. Interpersonal function of dominant participant' mode and role in Ads (1) are started with doing exchanging goods-&-services in imperative mood to declarative mood to giving information. The pattern of moods' positioning is same with Ads (3).

Pattern of dominant participant's mood and role in Ads (2) is different with others. Mood and role of dominant participant '*jam*' is only doing in giving information to the readers. The same pattern of positioning participant's mood and role between Ads (1) and (3) still have the different in particular direction and range to their target readers. Ads (1) '*arloji*' showed particular readers '*pria*' and '*perempuan*'. They have the same direction to their positions with different power in declarative mood. Female has the smaller range than male. That showed their behaviors in social value when determining the size range of design as a culture value between them. Ads (3) '*Bonia*' as dominant participant's mood and role showed part of body '*pergelangan tangan*' as part of the target readers when doing exchanging goods-&-services by declarative mood. There are social value when the exchange is done by pointing directly on goods-&-services are placed with completed with colors as a culture value. Ads (2) '*jam*' showed particular counterpart of readers which cannot be separated from one another.

There is more new information in giving interactions as a behavior. Information of benefits is shared in the same portion to the readers as an identity in their social life-style to be a culture for them. The results confirmed that the pattern of participants' moods and roles has relevance to messages' structure through clauses exchange. The dominant participant as actors who has often been exists as theme and the departure's point of message. It indicates need to be selected in determining clause exchange that presented in a multimodal discourse of advertising.

Conclusion

The results of this research appeared the positioning of participants' mood as a describing of interpersonal situation in their roles. Participants '*arloji, jam, and Bonia*' choose declarative and imperative mood to express their roles as dominant roles in their positions. Participants' positioning defined their activations in building interaction on multimodal discourse that be purposed for male, female or both of them as counterpart or couple to be their prospected consumers. Male and female have been replaced in the same position on their occasions with different power in interpersonal function.

Male and female are connected one to another as a pair. The condition showed where the different expression of their moods in interpersonal function has a different degree of engagement with other dominant participants-*arloji, jam, and Bonia*'. The dominant participants' moods and roles in interpersonal function indicate social and culture values. There are several clause exchanges that show existence of dominant participants in the different moods. They are moving from imperative to declarative mood to express in exchanging goods-&-service to giving information. There are describing of attributes and existence place of dominant participant '*arloji and Bonia*' in imperative mood. Describing of material, colour, and benefits are delivered in declarative mood to add the power of dominant participants. All of them are shown to the target readers being their behaviour in social life-style as a culture values.

Acknowledgment

An expression of infinite gratitude to Prof. Njaju Jenny Malik Tomi Hardjanto who has provided direction in this research until to the time. The depth of her knowledge has become a beacon in the times of darkness. It has opened my perspective of thinking while studying at University of Indonesia to be scientifically broad. May she always have been excellent health condition under protection from God's almighty.

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Enclosure
Multimodal Discourse of Watches' Advertising 'Bonia' in Kompas Daily Newspapers

Advertising 1 (Ads1.68.2017)

INTERMESO
WATCHES

BONIA

The Italian Inspiration

Serasi Elegan

TAK dapat dimungkiri, gaya elegan selalu menginspirasi ranah mode dari masa ke masa. Aksentuasi inilah yang berhasil membuat seseorang terlihat lebih impresif dalam sentuhan cita rasa mewah minimalis.

Oleh karena itu, tak ada salahnya Anda menajal gaya ini dengan tampilan serasi bersama pasangan. Kini, temukan sentuhan elegansi dari desain arloji Bonia-Pair Collection BN10319-1547 dan BN10319-2547.

Dalam dominasi warna cokelat pada dial dan strap, arloji ini menarik dipadupadankan dengan beragam gaya. Apalagi sentuhan rona emas kemerahan pada bingkai case dan 12 batu swarovski pada indeks semakin menegaskan akses elegan impresif.

Jika arloji pria dilengkapi bingkai case berukuran 46 milimeter, Bonia pun membuatkan ukuran lebih kecil sebesar 38 milimeter untuk arloji perempuan. Baja antikerat 316L juga dipilih sebagai material yang tangguh pada case.

Ketangguhan lainnya, terletak dari pemakaian material kaca kristal safir, kulit untuk strap, fitur kedap air hingga 10 atmosfer, dan garansi internasional 2 tahun. Sementara itu, untuk menyempurnakan akurasi waktu, Bonia telah menambahkan jendela penanggalan pada angka 3. [AJG]



BN10319

STAR
TIME

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BONIA

The Italian Inspiration

Elegan dan Tangguh

BONIA tidak hanya menciptakan dan merancang arloji yang indah dan berkualitas. Kehadirannya juga mengingatkan kita untuk mengapresiasi waktu. Membawa kita menyusuri masa lalu dan membangkitkan visi akan masa depan. Jam tangan ini sekaligus menjadi pernyataan gaya yang personal.

BN 10320 adalah sepasang jam tangan berlian untuk pria dan perempuan. Arloji ini dihiasi berlian asli pada bagian dial sebagai indeks waktunya. Kualitasnya terjamin dengan mesin dari Quartz, dengan case dari baja antikerat 316L. Gelang arloji seri *diamond collection* ini dipulas dengan warna emas kemerahan, dengan tombol tekan ganda *butterfly buckle*. Jam tangan logam ini menjadi pilihan yang baik untuk tampil elegan.

Kristal safir antirefleksi melindungi case jam tangan ini. Ketangguhannya juga teruji karena jam tangan ini tahan tekanan air sampai dengan 10 atmosfer. [*]



BN10320

STAR
TIME

Plaza Indonesia, Kota Kasablanka, Pondok Indah Mall 1, Gandaria City Emporium Pluit Mall, Puri Indah Mall, Central Park, Plaza Balikpapan
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Aplikasi Serasi

SETIAP orang memiliki ciri berbeda. Demikian pula dengan penampilan.

Padu padan modis yang berhasil menguatkan karakter personal tentu akan bisa menjadi inspirasi tersendiri. Apalagi jika padu padan tersebut dapat diaplikasikan serasi bersama pasangan.

Nah, jika Anda sedang mencari elemen *fashion* yang mampu menguatkan penampilan, cobalah lingkari pergelangan tangan dengan jam tangan Bonia koleksi terbaru BN 10472. Koleksi ini dirancang dalam goresan desain simpel elegan yang klop untuk dikenakan sendiri maupun serasi dengan pasangan tercinta.

Case terbuat dari baja antikerat 316L dipoles warna emas kemerahan yang berkarakter klasik dan modis. Sementara, Bonia memilihkan warna putih sebagai warna dasar bagian dial yang telah dilengkapi fitur jendela penanggalan pada angka 6.

Untuk strap, jam tangan Bonia ini memakai bahan kulit asli berwarna cokelat dengan rubber hitam dan buckle IP rose gold. Untuk menunjang ketahanan pemakaian, fitur kaca kristal safir dan kedap air hingga 10 atmosfer siap diandalkan. [AJG]



BN10472-1512 & 2517

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