

**ABSTRACT**

**Afifah, Alviana Nur.** *A Multimodal Analysis of Antangin Junior and Antangin Jrg Advertisements Indicating Particular Consumers' Age Groups.* A thesis submitted as partial fulfillment of the requirement for the Sarjana Degree of English Department, Faculty of Humanities, Universitas Airlangga, Surabaya.

In most cases, the language used by several age groups is different, including the language used by children and adults. This phenomenon may also appear in television advertisements containing the products for different age groups. Other modes are also important in television advertisements in order to deliver the message. This study aims to analyze the similarities and differences in the use of language, colors and image/moving images in television advertisements for children and for adults which are Antangin Junior and Antangin JRG. In analyzing the data, multimodality approach by Kress and van Leeuwen (2006) and Kress (2010) is used. The result shows that there are similarities and differences in the use of language, colors and image/moving image in both advertisements. There are the same words appears which are *Antangin, madu* and *daun*. There are also differences in both advertisements. Children in Antangin Junior advertisement tend to use simpler word types, less standard forms, and higher pitch than adults do. Meanwhile, adults in both advertisements tend to use more complex words, more standard forms, and lower pitch than children do. In case non-linguistic modes used, there are also similarities and differences. Although there are similar colors used in Antangin Junior and Antangin JRG advertisements, the shades of color are different. The advertisement of Antangin Junior tends to use various and brighter colors, meanwhile the advertisement of Antangin JRG tends to use softer, darker and vintage colors. In case of image mode, there are similarities in the informative function. Meanwhile, the illustrative and decorative functions show the different intention of the advertiser.

**Keywords:** *language, age groups, television advertisements, multimodality approach*