

ABSTRACT

A poster is one of the media used for communicating information. It can be seen as a public announcement form of media in which its main function is a persuasive tool. In the poster, the message is implied in the form of verbal and visual images, and both of them are related to each other. The aim of this study is to analyze the multimodality concept used in these three posters and to find out the changes that occurred in the posters. This study used qualitative approach and is conducted to analyze verbal and visual images used in the posters 'Bali Tolak Reklamasi' made by ForBali. The data were taken from three posters in 2014, 2015, and 2016 which were uploaded in ForBali official website. The data were analyzed by using the framework of multimodality from Kress and Van Leeuwen (2006). They stated that there are three multimodality concepts: ideational metafunction, interpersonal metafunction, and textual metafunction. Results indicated that in the ideational metafunction, the three posters used the narrative process which presents actions, events, and processes of change through participant, tagline, and background. Then, in the interpersonal metafunction, the posters used vertical angle to make the readers easy to understand the posters. It could be seen in the posters from the top to the bottom. In the choice of color, the posters also used three base combination colors. In the last metafunction, the posters had placement top and bottom, while the center became the position for the most salience object. Furthermore, there were differences that occurred between the three posters. First, the increasing in the verbal element of the posters in every year indicated to signify further explanation on the issue of reclamation. Then, there was a change in the headlines. The last, there was also a change in the main actor. So, although there are differences in each poster, both elements visual image and verbal text are still important things in creating the posters.

Keywords: *Multimodality, Poster, Three Metafunctions, ForBali*