

A Multimodality Analysis Used in *Dancow* Printed Advertisements from 1980 to 2010

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ABSTRACT

An advertisement is seen as a public announcement form of media in which its main function as persuasive tool. In the advertisement, the message of the advertisement is implied in the form of verbal and visual image, and both of them are relate each other. Then, this present study is intended to analyze verbal and visual elements in the *Dancow* printed advertisements. The data are taken from four *Dancow* printed advertisement in 1980 to 2010. The data were analyzed from the verbal element to the visual image using the framework of multimodality. It uses multimodality concept by Kress and van Leeuwen (2006) as the theoretical framework. These are ideational, interpersonal and textual metafunction. The result shows that advertiser of *Dancow* printed advertisements tend to adopt both of the verbal text and visual image in order to convey a good message as persuasive power to the audiences. Furthermore, the decrease in the verbal element of the printed advertisement in the year of 2000 and 2010, due to the development of technology and the audience have known about *Dancow* more than in the previous period in the year of 1980 and 1990. So, although the verbal texts are less than before, both elements visual image and verbal text are still important things in create the advertisement.

Keywords: Advertisement; Context Analysis; *Dancow* Advertisement; Multimodality; Printed Advertisement.