

## ABSTRACT

**Triristina, Nensy.** *The Multimodality Concept Used in Cigarette Advertisement Billboards in Central Surabaya*. Undergraduate thesis, Faculty of Humanities, Airlangga University Surabaya

Cigarette advertisement billboards have a persuasive tool to attract the consumers through the verbal and visual elements. The relationship between the verbal and visual elements is recommended to the advertisers in order to support the visualization of the advertisement to capture the attention of the target market. Therefore, this study is intended to know how the advertisers have used these two elements in cigarette advertisement billboards.

This study is conducted to analyze verbal and visual communication used in cigarette advertisement billboards. This study uses the multimodality concept by Kress and van Leeuwen (2006) as the theoretical framework. Besides, it relates to van Leeuwen's information linking (2005) and persuasion concept by Messaris (1997) as the supporting approach. The sources of data were the cigarette advertisement billboards displayed on JL. Urip Sumohardjo Surabaya. Those data are U Mild, Djarum L.A Lights, and A Mild cigarette advertisements.

The finding of this study is that the cigarette advertisements revealed the ideational metafunctions; all of the three advertisements choose the image of narrative patterns. From the interpersonal metafunctions analysis; two of the three advertisements choose the image which offered information to the audience, while the others is demanding information. In the textual metafunctions, all advertisements use the multimodality text; given and new relationship. The best advertisement to use the multimodality concept is Djarum L.A Lights. In persuading the target market, Djarum L.A Lights uses the component of the images which related to their meanings viewed from the subject posing, camera angle, camera shot, framing, color, and verbal text.

**Keyterms:** advertisement, billboard, information linking, multimodality