



**CONSTRUING IDEATIONAL MEANING IN TEN ELECTRONIC DEVICES  
ADVERTISEMENTS IN *JAWA POS*: A SYSTEMIC FUNCTIONAL  
LINGUISTIC MULTIMODAL DISCOURSE ANALYSIS**

**THESIS**

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**ENGLISH DEPARTMENT  
FACULTY OF LETTERS  
JEMBER UNIVERSITY**

**2014**



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**THESIS**

A Thesis Presented to the English Department, Faculty of Letters,  
Jember University as One of the Requirements to achieve  
Sarjana Sastra Degree in English Studies

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## **DEDICATION**

From the deepest of my heart, this thesis is dedicated to:

1. my beloved parents, Muhajir and Wasiyem for their sincere love, prayers, and supports. I thank you for everything you do;
2. my little sister, Tia Ratna Sari for being my best friend at home. Thank you for the joy;
3. my dearest man, Moh. Zainul Abidin for his supports and prayers. I thank you for always be my side;
4. my Alma Mater.

## **MOTTO**

**“Tuntutlah ilmu mulai dari ayunan hingga ke liang lahat”  
(Hadist Bukhori-Muslim)**

## DECLARATION

I hereby state that the thesis entitled “Construing Ideational Meaning in Ten Electronic Devices Advertisements in *Jawa Pos*: A Systemic Functional Linguistic Multimodal Discourse Analysis” is an original piece of writing. I certify that the analysis and the research described in this thesis have never been submitted for any other degree or any publications. I certainly certify to the best of my knowledge that all sources used and any help received in the preparation of this thesis have been acknowledged.

Jember, January 2014  
The Candidate,

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## APPROVAL SHEET

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Jember, January 2014

Erna Fitria Ningsih

## SUMMARY

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This thesis deals with multimodal discourse analysis which concerns on the analysis of printed advertisements of electronic devices in *Jawa Pos* newspaper. The purpose of this study is to investigate the ideational meaning of some printed advertisements. It is conducted to reveal the Generic Structure Potential of a print advertisement (GSP). The investigation is based on Halliday's (1994) Systemic Functional Linguistics and Cheong's (2004) Generic Structure Potential of a print advertisement (GSP). These theories are as the main tools in analyzing the data to construe the messages of printed advertisements. Halliday's (1994) transitivity is used to analyze the texts in the linguistic elements, whereas Cheong's (2004) concept is used to reveal the GSP of the advertisements analyzed.

The basis of this research is descriptive and interpretative. These methods of analysis are applied on qualitative data through documentary (bibliographical) technique as the method of collecting data. Next, the data of this research are the printed advertisements taken from *Jawa Pos* newspaper. In analyzing the data, they are classified into two parts: visual and linguistic elements.

The finding of this thesis firstly proves that visual elements used in the printed advertisements are Lead, Emblem and Display. Secondly, it proves that linguistic elements always used are Announcement and Emblem (Brand name). Next, this study also uncovers that between visual and linguistic elements of printed advertisement are interconnected in order to construe the intended meaning of the advertiser.



Lastly, the interconnectedness of visual and linguistic elements means that advertisement has high Contextualization Propensity (CP), narrow Interpretative Space (IS), and small Semantic Effervescence (SE).

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