

**A COMPARATIVE MULTIMODAL ANALYSIS ON  
TELEVISION ADVERTISEMENT SLOGAN BETWEEN  
IMPORTED AND LOCAL SNACKS**

**THESIS**

Submitted as A Partial Requirements  
For the degree of *Sarjana* in English Letters



By:

**DWI PERMATA WULAN SARI**

**SRN. 163211061**

**ENGLISH LETTERS  
CULTURES AND LANGUAGES FACULTY  
THE STATE ISLAMIC INSTITUTE OF SURAKARTA  
2020**

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**2020**

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Thank you for the attention

*Wassalamu'alaikum Wr. Wb.*

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## **DEDICATION**

This thesis is dedicated to:

1. My beloved parents
2. My beloved family
3. English Letters 2016
4. English Letters Department
5. My Almamater IAIN Surakarta

## **MOTTO**

"For indeed, with hardship (will be) ease

Indeed, with hardship (will be) ease"

(Q.S.Al-Insyirah: 5-6)

“Allahumma Yassir Wala Tu’assir”

"Be thankful for what you have; you'll end up having more. If you concentrate  
on what you don't have, you will never, ever have enough"

- Oprah Winfrey -

## PRONOUNCEMENT

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I hereby sincerely state that the thesis titled "A Comparative Multimodal Analysis on Television Advertisement Slogan between Imported and Local Snacks" is my real masterpiece. The things out of my masterpiece in this thesis are signed by citation and referred in the bibliography.

If later proven that my thesis has discrepancies, I am willing to take my academic sanctions in the form of repealing my thesis and academic degree.

Surakarta, 23 November, 2020

Stated by,



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Alhamdulillah, all praises be to Allah, the Single Power, the Lord of the Universe, Master of the Day of Judgment, God Almighty, for all His love, blessings, permission, and mercies so the researcher was able to finish this thesis entitled "A Comparative Multimodal Analysis on Television Advertisement Slogan between Imported and Local Snacks". Peace be upon Prophet Muhammad SAW, the great leader and good inspiration of world revolution.

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The researcher realizes that this thesis is still far from being perfect. The researcher hopes that this thesis is useful for the researcher in particular and the readers in general.

Surakarta, 23 November, 2020

The Researcher,

Dwi Permata Wulan Sari

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## ABSTRACT

Dwi Permata Wulan Sari, 2020, *A Comparative Multimodal Analysis on Television Advertisement Slogan between Imported and Local Snacks*, Thesis, English Letters Study Program, Cultures and Language Faculty.

Advisor: Robith Khoiril Umam, S.S., M.Hum

Keywords: Advertisement, Multimodal, Slogan, Implicature, Explicature

Advertisement is the one of the strategies to promote or inform a brand from a company to all the people. Advertisement has some elements to proof the message to the consumers. To showing the elements are realized by Multimodal Analysis. Multimodal describes communication practices that have provided concepts, methods and frameworks for the collection and analysis of the elements for composing messages. Slogan is the part of the advertisement which has an influence towards the brands of the advertisement its self. In delivering the slogan, the advertisement uses the elements of multimodal to visualize the message of the slogan to the consumers.

Addressing this issue, this descriptive qualitative research attempts to reveal (1) the classification of Multimodality contained in Chitato and Lay's snack commercial through television presented (2) How the slogans of the imported and local snacks are advertised through television presented (3) Why the slogans of the imported and local snacks are advertised through televisions presented as such. Multimodal analysis (Kress and Van Leeuwen: 2001) and the theory of Implicature (George Yule: 1996) and Explicature Sperber and Wilson (1986: 182-3) and Carston (1988: 33) were applied to answer these problems. The data of this research were words, phrases, clauses, sentences, color, sound and visualizations, considered to reflect the multimodal analysis which presents on Chitato and Lays advertisement. The data were taken from YouTube. The data were analyzed by employing the theory of Spradley's componential analysis.

Derived from the analysis, this research unveils three types of multimodal analysis namely visual, textual, and audial. The visual divides in image and color, textual is written and verbal and audial is background of music. The elements will be connected by the slogan of Chitato "Life is Never Flat" and slogan of Lay's "Life Needs Flavor" from each snacks. The common data of the research is image. It is because the kind of advertisement is the video and the brands want to deliver the message from what the consumers see. The result of the research is the imported snack has more implicit meaning than the local snack.

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## CHAPTER I

### INTRODUCTION

#### **A. Background of The Study**

Advertisement is one strategy to promote or inform a brand from a company to all the people. It is formed as a kind of promotion message to deliver and notice their products, services, and idea in many different media types. It is usually conveyed through various media, electronic, and printed media. They include magazines, television, newspaper, radio, website, blogs, etc., when the advertisement is aired on radio or television is called by commercial. Advertisement is different from public relations, where an advertiser pays for the control of the promotion message delivered from some kinds of media. The function of advertising is to persuade customers to buy or use their products or brands. This provides good “branding” in the customer’s mind with a particular quality product or image partner in the customer’s mind.

The advertisement contributes to the success that must be designed so that customers pass these four phrases, all of which are equally important. This model implies that advertisements must inject memorable and trustworthy messages to trigger customers to act in specific ways (Brierly, 2002). Advertising is no longer limited to the ad if it ever existed. As advertising becomes more widespread in modern capitalist societies, the extent to which advertising can transcend genre has also become apparent. It’s no longer

possible to avoid television commercials just by waking up using your kettle to do commercial breaks because the sharp distinction between programmed and commercial is becoming increasingly blurred, with advertisements that have now wholly infiltrated the programmers themselves. Popular television shows are sponsored by, or “co-produced,” certain products; Olympic medal winners are interviewed in front of the ‘official partner logo’ wall: and product placements in films and television dramas, although dating from the 1940s, have increased rapidly in recent years (DeLorme & Reid, 1999).

Multimodal is a concept of communication that connects with the social semiotic aspect. This is an interdisciplinary approach that understands communication and representation more than language. Multimodal describes communication practices that have provided concepts, methods, and frameworks for collecting and analyzing visual, aural, realized, linguistic, spatial, and visual resources for composing messages. Related to media, multimodal uses several modes (media) to create a single artifact. The collection of methods or elements contributes to how multimodal influences different rhetorical situations or opportunities to increase audience acceptance of ideas or concepts. Everything from image placement to structured content creates meaning. This results from the shift from the isolated text that is answered as the primary communication source to images that are more commonly used in the digital age.

On the other hand, advertisement has some elements to prove the message to the consumers. According to Van Leeuwen (2016), Goes so far claims that all discourse is inherently multimodal because even text without explicit



visual features will use a unique typeface or handwriting style and be arranged in a certain way on the page. Furthermore, modern technology now allows anyone with minimal computer skills to produce high-quality multimodal documents that combine language, images, and graphics in the comfort of their own homes at a minimal cost. Given that verbal and visual interrogation modes require readers to 'do different semiotic work, offer different entry points to the page' (Hyland, 2009, p.60), it is therefore somewhat surprising that discourse analysis has focused their attention primarily on text-based analysis, marginalizing the role of images and graphics in constructing meaning. According to (Kress and Van Leeuwen: 2001), Multimodal analysis is the idea that different modes in the multimodal text have been highly bound and task frame specialist, such as in films where images can provide action, synchronize a sense of realism that can be heard, the emotions of musical layers, and so with the editing process supplying 'integration code,' a means to synchronize elements through familiar rhythm.

Implicature is one of the sub discussions in pragmatics study. It learns about the speaker's suggests or implies with the speaker's utterances, although it's not in literary expressed. Implicature can be part of the sentences or depends on a contextual conversation which different senses or unconventional. A figurative speech as metaphor, irony, a hyperbola is a familiar example. Implicit serves many purposes through communication; defending an excellent social relationship, misleading without lying, and verbal efficient. The background knowledge of the common implication is retrieved along with the first language of that speaker. According to the

Implicature theory in Pragmatics, that something must be more than the meaning of those words. This is an additional meaning called implicature (George Yule: 1996). According to George Yule, the implicature occurs because of the adage violation. He decided on three types of utterances, such as; quantity, quality, and method. It is essential to recognize these principles as unwritten assumptions that we have in conversation. Researchers assume that people will usually provide the appropriate amount of information (unlike women in [2]; researchers accept that they can tell the truth and be transparent. Because these principles are assumed in regular interactions, speakers rarely mention it. There are several types of expressions that are speakers. Used for arks that might be in danger of not fully complying with principles. This type of expression is called a hedge.

Yule (1996) also defines impulse types into six types: conversation implications, general conversation implications, scalar implications, specific conversation implications, conversation implications, and conventional implications. The importance is that participants follow the principles and principles of cooperation. The implication of general conversation is when no special knowledge in context is needed to calculate the additional meaning conveyed. Next is the scalar implicature. This is certain information that is always communicated by choosing words that express values on a value scale.

In contrast, a particular conversation's implicature is that the implicature has been calculated without specific knowledge about a specific context. The next implication is conversational implicature properties. They are part of

what is communicated and not said; they can always deny that they intend to convey that meaning. And the last is conventional implicature. They are not based on the principle of cooperation or speech. They do not have to appear in conversation, and they do not depend on specific contexts for their interpretation.

Explicature is one of the sections of pragmatics fields that have the negative meaning of the implicature theory. This has one purpose, and some interpretations are derived pragmatically while denying that the term 'implicature' applies to arrangements which are derived pragmatically. Sperber and Wilson (1986: 182-3) and Carston (1988: 33) initially introduced explicature as a correlative technical term for what was said or intended directly. A speaker, therefore, involves something by "explaining" something else. Carston also noted that the general argument against the implicature theory begins with Gricean's premise that computation is the implicature's nature. The explanatory part of the pragmatic explorer thesis allows him to leave behind some implicature theory problems faced with irregular negativity apart from implied rejection and implicature litotes. (Wayne A. Davis).

The research focuses on the parts of the visualization, including the images, verbal, sound, text, background music, and color, which connect with the brands' slogan. This research also analyzes the correlation between the connection of the advertisements' visualizations and the meaning that delivers on the slogan. This thesis aims to interpret a correlation between an advertisement visualized on television and the slogan used. Whether an

advertisement can be conveyed adequately based on the marketing target or whether the advertisement is not related to the slogan used and cannot deliver to the marketing target. This research uses Chitato and Lay's snacks as the objects of analysis, which will be compared. Chitato is one of the local brands, Indonesia, whereas Lay's is the imported snack brand from America. Chitato is one of the brands from Indofood Company. It is one of the big companies in Indonesia, which has many brands with different variations.

According to Indofood Company's site is that the company was built in 1990 until now. Indofood has increasingly turned into a Total Food Solutions company that operates at all levels of food production, from raw material and process results to customer results in the market. Today, the company is well-known as a well-established company and a leading player in every business category in which it operates. In its business operations, Indofood uses economies of scale and business models that respond with four Complementary Business Group Strategies. They have different brands for different types: noodles, milk, snacks, food seasonings, nutrition, and special foods and drinks. Chitato is one of the snack food products, which is one of the old snacks in Indonesia. It is also exported to Asia.

Conversely, Lay is also one of the old brands of PepsiCo Company through Frito-Lay since 1963. Seller Herman Lay began a snack operation in 1932 in Nashville, Tennessee. In 1938, he bought Atlanta, Georgia, a producer of potato chips called "Barrett Food Company," which in 1994 was called "Lay Lay's Lay Lingo Company." According to the PepsiCo website, in 1965, Donald Kendall, CEO of Pepsi-Cola, and Herman Lay, CEO of

Frito-Lay, accepted what they called "marriages made in heaven," a company that offers snacks such as those served with the best colas in this world. Their vision of what has become one of the world's leading food and beverage companies: PepsiCo. For more than 50 years, PepsiCo has grown with them because tastes, trends, and manifestations have changed. Our opportunity to change and grow has transformed our snack and soda companies into a collection of global brands, including Pepsi and Quaker, Gatorade and Tropicana, Frito-Lay, and others. Today, PepsiCo is one of the most valued companies with products sold in more than 200 countries and territories and 22 brands, each generating more than \$ 1 billion for retail sales. PepsiCo Beverages North America (PBNA) roots go back to the 1898 compilation Caleb Bradham, a businessman from New Bern, North Carolina, created Pepsi-Cola and began offering it to his customers.

Lay's has spread in nearly 200 countries in the world, including in Indonesia. In Indonesia, Lay's is a joint venture with Indofood company which is one of the largest food companies in Indonesia. According to the link of Lay's Indonesia <https://www.indofood.com/product/lays> that Indofood Sukses Makmur Tbk Company joint venture with Fritolay Netherlands Holding B.V., an affiliate of PepsiCo in 1990 which the name is Indoffof Fitolay Makmur Tbk. It is the subsidiary of Indofood Company which handles the manufacture of chips snacks in Indonesia and Asia. Before Lay's entry into Indonesian market, the brand had already gained worldwide recognition.



**Figure 1 Visual : Image : Youth : Chitato**

**Coding : 44/Vis/Img/Exp/LINF/C**

The advertisement is visualized by five youths who are still hanging out together in the park from the picture above. They do different activities. Among them are even taking a picture of himself by his phone, listening to the music by the air phone in his ear, playing the music with her vinyl, making a conversation on her phone, and one of them is doing nothing. He is confused about what he will do because his friends are still in their business. Therefore, he takes the “Chitato” snack, and all his friends are interested in smelling the snack.



**Figure 2 Visual : Image : Youth : Lays**

**Coding :61/Vis/Img/Exp/LNF/L**

From the second picture, you see the advertisement is visualized by five youths who are still gathering in the living room. They decide to play a game which fills their activity. One of them takes the snack “Lays,” and suddenly everybody is interested in the snack. After they taste the snack, they feel happy and spirit to continue the game while dancing and enjoying the snack. They also sing a song by playing music.



Figure 3 Visual : Image : Potato : Chitato

**Coding: 45/Vis/Img/Imp-Exp/LINF/C**

An image of a potato visualizes this slide. It is delivered with sound and text. The sound is told about the quality of the potato, which is presented by *“chitato dari kentang asli pilihan dengan wavy cut yang bikin kelezatan bumbu chitato menyatu di setiap lekukan nya.”* “Chitato from the high-quality potatoes with wavy-cut, which makes the delicacy of chitato flavors blend in each curve.” According to the link of [www.potatogoodness.com](http://www.potatogoodness.com) is in 1536, Spanish Conquistadors conquered Peru, discovered the potato's flavors, and carried them to Europe. This potato has much vitamin, which is equivalent to corn and oat. It was popularized by the King Louis XIV in France in the 18th century. According to Multimodal analysis is the idea that different modes in the multimodal text have particular tasks that are limited and tightly framed, such as in movies where images can provide action,

synchronize a sense of realism that can be heard, emotional layers of music, and so on with the editing process that is supplying 'integration code', a means to synchronize elements through general rhythm (Kress and Van Leeuwen: 2001).

Based on the theory of multimodal, the visualization of the advertisement by giving an image of potato can give an action which is synchronic to the target of the advertisement. It provides information about the ingredients of the snack, which persuades the customer. According to the theory of Implicature in Pragmatic, something must be more than just what the terms mean. It is an additional meaning, which is called implicature. (George Yule:1996). Based on the theory of implicature above, the visualization on this advertisement by the image of potato is presented implicitly with the slogan of the advertisement "Life Is Never Flat" because the potato is the kind of vegetable that popular to be consumed by all ages, especially teenagers. It is also kinds of foods which are always available in every place of hangout. So, this advertisement applies the images of potato to make the consumer believe that by eating this snack made of the potato, they feel that their life will be so absorbing.

As you see in pictures 1 and 2, the formula of the visualizations is mostly the same. In picture 1, one of the scenes from Chitato commercial, the youths have the same meaning with their slogan: "life is never flat," where youths' lives are very flexible and never flat. They can do what they want to do, and they can express what they feel. It has an explicit meaning which the youth delivers the meaning of the slogan's brand. On the other hand, picture 2



is one of the parts in Lays scene commercial. The picture of youths who still play together and have fun has the meaning that they are happy to eat the snack while playing together. The brand also has a slogan that sounds “life needs more flavor.” It means that life needs having many things to do. It connects with the type of mental youth, where they need many more choices or many more experiences.

But the contrast between them is in their content of the advertisement's visualization, where the local snack Chitato always mentions their ingredients in every advertisement they made. You can see picture 3, which is one of the ingredients from the Chitato snack. It is different with the visualization of the Lays; they always show their narrative meaning to deliver their advertisement to the customers. The Lays never mentioned their contents in every advertisement they made. The imported always tries to show how the customers would enjoy the snack.

## **B. Limitation of the Research**

In conducting the research, there are many phenomena and theories in the analysis of the advertisement's visualization. To limit the problem and avoid the complexity in the advertisement's multimodal analysis, this research focuses on the advertisement's multimodal analysis, which is Visual, Textual, and audial, connecting the slogan. It also explains the purpose of the advertisement by implicature and explicature analysis. This research uses the theory of multimodal analysis by Kress and Van Luween Kress (2001) and is supported with the context theory by George Yule (1996) and Sperber and Wilson (1986: 182–3), and Carston (1988: 33). It is to analyze the

advertisement's multimodal analysis, which connects with the slogan and the meaning of the advertisement by the theory of implicature and theory of explicature.

### **C. Formulation of The Problems**

The formulations of the problems are the following:

1. What is the Multimodality contained in Chitato and Lay's snack commercial through television presented?
2. How are the slogans of the imported and local snacks advertised through television presented?
3. Why are the slogans of the imported and local snacks advertised through televisions presented as such?

### **D. The Objective of The Research**

In relation to the problems, this study attempts to reach the following objectives:

1. To reveal the classifications of the Multimodal Analysis
2. To reveal the correlation between the visualizations of the advertisement and the slogans.
3. To reveal how the advertisements are delivered on television to the consumer.

### **E. Benefit of The Study**

The study's benefit is divided into two kinds; they are a theoretical benefit and practical benefit. The research is expected to give a development for linguistic knowledge on the pragmatic study, especially:

## 1. Theoretical Benefit

This study is expected to give some linguistic knowledge on Multimodal Analysis and pragmatics study for the students, especially the students of English letters. This research is expected can help to understand Multimodal Analysis and pragmatic. The particular pragmatics focuses on Implicature and Explicature analysis.

## 2. Practical Benefit

For the researcher, this research is intended to develop the researcher's understanding of Multimodal Analysis and pragmatics, particularly in the application of Implicature and Explicature in the advertisement.

For the reader, this research explains the additional information for those interested in Multimodal Analysis on Television Advertisement Slogan and for the comparison research to the relevant research that uses some or different approach.

## **F. Key of The Terms**

In order to make the title is clearer and produces accurate, the researcher gives some key terms about the research; they are pragmatics, the theory of multimodal analysis, the theory of slogan analysis, and the theory of advertisement analysis.

### 1. Implicature

According to the theory of Implicature in Pragmatic; Implicature is the something that must be more than just what the words mean. It is an additional meaning. (George Yule:1996).

## 2. Explicature

According to Sperber and Wilson (1986: 182-3) and Carston (1988: 33), it initially exploded as a correlative technical term for what was said or intended directly. A speaker, therefore, involves something by "explaining" something else.

## 2. Theory of Multimodal Analysis

According to Multimodal analysis is the idea that different modes in the multimodal text have particular tasks that are limited and tightly framed, such as in movies where images can provide action, synchronize a sense of realism that can be heard, emotional layers of music, and so on with the editing process that is supplying 'integration code', a means to synchronize elements through general rhythm (Kress and Van Leeuwen: 2001).

## 3. Theory of Slogan Analysis

Both the brand name and logo can be changed by the recipient who translates it. Therefore, the slogan has a big job in describing the brand. (Dass, Kumar, Kohli, & Thomas: 2014)

## 4. Theory of Advertising Analysis

The advertisement is to contribute to success, it has to be designed so that the customer passes through all these four phrases, with all being equally impotent. The models imply that advertising should inject memorable and believable messages that will make customers triggered to act in a certain way. (Brierly, 2002)

## 5. Chitato

Chitato is one of the Indofood Company Product, which is published in 1990. It is a potato snack brand that has many kinds of flavor.

6. Lays

Lays is a potato snack brand launched in 1932 by salesman Herman Lay at Nashville. In 1963, Lays merged with PepsiCo Company.

## CHAPTER II

### LITERATURE REVIEW

#### **A. Theoretical Description**

##### **1. Pragmatics**

Pragmatics is one of the branch studies of linguistics study. Pragmatics focused on the meaning of an utterance. Pragmatics is the replace study from paradigm theoretical grammar to the paradigm of the language user (Mey, 2001:4). The paradigm theoretical means its structure, but in pragmatics is foremost interested in language use; human language. There are many scopes of pragmatics; they are deixis, implicature, presupposition, speech act, the conversation structure, etc.

According to George Yule, pragmatics is the study of speaker meaning. It is concerned by the speaker's communication to the listener which the listener tries to interpret what the speaker means. It has more to do with analyzing what people mean by their utterance than what the words or phrases in those utterances might mean by themselves. It duly involves interpreting what people mean in a particular context or how the context influenced them.

##### **a. Implicature**

According to David Crystal, pragmatics studies the factors that govern our language choices in social interactions and the effects of our choices on others. Pragmatics allows us to investigate how "meaning beyond words" can be understood without ambiguity. The additional

meaning is there, not because of the semantic effect of the word. Pragmatics deals with the study of meaning communicated by the speaker or writer and interpreted by the listener or reader. This is a study of speakers' meaning where it has more to do with an analysis of what people mean by their speech rather than what is meant by the words themselves. (George Yule: 1996).

Yule (1996) also defines implice types into six types: conversation implicature, general conversation implicature, scalar implicature, specific conversation implicature, conversation implications, and conventional implicature, but the researcher defines it into two types.

**a.) The generalized conversational implicature**

The implicature of public conversation is when no special knowledge is needed to calculate the additional meaning conveyed. In the conversation, it will be called the implicature of public conversation.

Dobbie: *Did you invite Bella and Chatty?*

Married: *I invite Bella*

**b.) The particularized conversational implicatures**

The implicature has been calculated without special knowledge of a particular context. Conclusions are asked to understand the meaning conveyed. This is called a special conversation implicature.

Rick: *Hey, come to the wild party tonight?*

Tom: *My parents visited*

## b. Explicature

Explicature is a branch of linguistics that is concerned with the meaning given from the utterance by its context. According to Carston (1988), the general argument against the implicature theory begins with Gricean's premise that computation is the essential nature of the implicature. He then concluded that "the explicitures are different from the implicatures of speech; they do not overlap in content." Explicature is an interpretation that maintains a pragmatic negation of an interpretation that invalidates an assumption but denies that it is an implicature. Carston (1996: 316). The examples are:

- (1) Mike doesn't eat three cakes. He eats four.

From the sentence, it does not need the interpretation for the meaning. It is clear to understand what the speaker means.

In Horn's view, what the speaker says is what the sentence means. So the speaker uses the negation in the example above to say that Mike doesn't eat at least three cakes, while that means that Mike doesn't eat precisely three cakes. Because of that, Mike doesn't eat exactly three cakes is an implicature: something that is represented by saying something else. As Horn's analysis, it seems to be a standard boundary of implicative implications followed by correction clauses. The horn thus classifies (1) as an irregular negation and advocates a standard implication theory. Carston agrees with Horn that three does not mean "exactly three" in (1), while also denying that it means "at least three."



(2) (a) Elaine eats three cakes, so she eats one less than four.

(b) Elaine eats three cakes, and perhaps four.

Carston argues that all three have the same meaning in (2) (a) and (b). He might observe that (2) (a) would be a gross non-sequitur if three meant "at least three" while (2) (b) would be Moore's paradox if three meant "exactly three." (2) (a) Elaine eats three cakes, so she eats one less than four. (B) Elaine eats three cakes, and maybe four. In Carston's view, the speaker from (2) (a) n still said that Elaine ate exactly three cakes, while the speaker from (2) (b) n said that she ate at least three. Carston argues that (1) and (2) both involve "pragmatic enrichment": to say something more complicated than what a sentence uses. They involve enrichment that is "free" in the sense of language choice and is not controlled (Carston 2004: 639; 2010: 243).

This has one meaning, and some interpretations are derived pragmatically while denying that the term 'implicature' applies to interpretations which are derived pragmatically. Sperber and Wilson (1986: 182-3) and Carston (1988: 33) initially introduced explicature as a correlative technical term for what was said or intended directly. A speaker, therefore, involves something by "explaining" something else.

## **2. Multimodal**

Multimodal analysis is also the dominant visual language that is now controlled by the global cultural or technological empire of mass media,

which disseminates examples set by exemplary designers, and through the spread of image banks and computer imaging technology, using the effect of 'normalization' 'not' normative ' explicitly affects visual communication throughout the world. Although this is the main purpose of this book to describe the current state of 'visual design grammar,' we will also discuss the extent, social history, and cultural conditions that create and re-create visual 'language' (Kress and van Leeuwen, 1996, pp. 4 - 5).

Multimodal discourse is a new theory of communication for the age of interactive multimedia. Over the years, our daily lives have exploded with various communicative modes - language, image, music, sound, texture, and movement. Where before, one form of communication was used to express meaning. Multimodality now surrounds us with various modes that act interactively and separately to talk to us. Multimodality is the use of several semiotic modes in the design of a product or semiotic event and the specific way these modes are combined, as in action films, where the action is dominant, with music adding a touch of vibrant color and synchronizing the sound of a realistic 'presence' touch. Communication is the process by which semiotic products or events are articulated or produced and interpreted, or used.

### 3. Advertisement

This research aims to discuss the advertisement for local and nonlocal snacks. It takes from Indofood Company, the local snack in Indonesia, and Pepsi Co from America. According to (Brierly, 2002), advertising is to contribute to successful advertising must be designed so that customers can pass these four phrases, equally impotent. This model implies that advertisements must inject memorable and trustworthy messages to trigger customers to act in certain ways. The advertisement also has many kinds of purposes, including the potential communication to persuade the customers to consume their particular product in every company. It can also develop preferences about products for repeat purchases, which ultimately results in brand loyalty. Therefore, advertising theory or theory tries to explain how and why advertising effectively influences behavior and achieves its goals. (Hitesh Bhasin: 2017).

Advertising is a type of discourse with some debate in the literature because both kinds of discourse are played with unreal discussion to achieve communicative goals; "Creating a mix that will inspire characterless products with desirable properties" (Cook, 1992: 105). The types of characters and the properties have different modal its self. It connects with Multimodality theory, which has many kinds of models to deliver the aim and purpose. According to Van Leeuwen (2016), claiming that all discourse is inherently multimodal because even text without explicit visual features will use special typeface or handwriting

style and be arranged in a certain way on the page. Besides, modern technology now allows anyone with minimal computer skills to produce high-quality multimodal documents that combine language, images, and graphics in the comfort of their own homes at a minimal cost.

**a. Slogan**

The slogan is the part of the advertisement that influences the brands of the advertisement itself. According to (Dass, Kumar, Kohli, & Thomas: 2014) the brand name and logo can be changed by the recipient who translates it. Therefore, the slogan has a big job in describing the brand. Some brands of products give a slogan in their advertisement or packaging to interest the consumer. It is a strategy of how they can make the consumers remember and adopt their brands. Some brands in Indonesia use the slogan to attractive their brands in the marketplace. “Life is Never Flat” is one of the slogans used by Indofood Company in the Chitato brand.

**b. Chitato**

Chitato is a local snack that contains potatoes as the main ingredient with many kinds of taste. It was built in 1990, sheltered by Panganjaya Intikusama Company, which was renamed as Indofood Company. The slogan “Life is Never Flat” is used from 2008 to now. The first slogan is “The Real Potato King” from 1992 up to 2002. Chitato has three kinds of flavors in 1990 and always increases over time until it had six types of tastes in 2012. It uses a wavy cut on its shape of the snack, and it is always shown in its

commercial on television. Not only in Indonesia, has Chitato spread its business to Asia by using their local food taste like a flavor of Chitato in 2013. The tastes that are used are Korean spicy bulgogi, Japanese okonomiyaki, and Thailand Kung satay.

**c. Lay's**

Lays is also a potato snack, which is published by the Pepsi Company. It is made in 1932 by Herman Lay as a salesman in Nashville. In 1963, Lays is published and sheltered in Pepsi.Co, because of the marriage, both of the CEO of Pepsi.Co Donald Kendall and Herman Lays as a CEO of Frito-Lay. They called as “a couple made in heaven” where they could deliver their salty snack served alongside the best cola on earth. Pepsi.Co is one of America's companies with many kinds of products in the food industry and beverages and others. The total products that Pepsi.Co has are 59 products, which are 22 products are beverages, and 37 products are food. Lay's is one of the top global brands that belong to PepsiCo. Lays had many kinds of flavors, almost as rich as Pepsi.Co history. They claim that Lay's is a brand snack that is guaranteed to smile on consumers' faces.

Lay's has four types of shape which have different flavors such as; Lay's, Lay's wavy, Lay's Poppables, and Lay's Stax. There are 13 types of flavors which have by Lay's, five types of flavors of Wavy Lay's; four types belong to Poppables and five types of flavors

which have by Lay's Stax. In this research, the researcher focuses on the brand snack Lay's, which category is Lay's.

Based on the official website of Lay's from PepsiCo and Lay's from Fritolay Indofood Makmur Company that the type of Lay's in Indonesia which produced by Indofood Company is the type of Lay's in the kinds of types in Lay's from PepsiCo. There is no differences in packaging, the name of brand and the shape of snack with the original Lay's from PepsiCo. Lay's Indonesia has different flavors with the original Lay's from PepsiCo.

## **B. Previous Related Study**

To prove this study's authenticity, the authors present previous researchers who have conducted different studies on social-pragmatic analysis and speech. The author found three researchers who are related to this study. The first previous related study is Chris K Brady, from The University of Birmingham, 2015. His research, entitled "A Multimodal Discourse Analysis of Female K-Pop Music Videos." His research conducts the experiential and interpersonal from the metafunction theory to analyze the visual and music videos from SNSD and 2NE1. It also supports by using the theory of multimodal by Kress and Van Luween (2006).

The second previous related study is Veronica Vivanco, from Polytechnic University of Madrid, 2006. Her research is "Implicatures and Explicatures in English and Spanish Commercial Messages: Pragmatic Level Versus Semantic Level". The results of her analysis are the texts studied show different patterns to act based on consumers' thoughts and behavior: -

fluctuations from implicit to explicit - explicatures combined with sequential sentences - explicatures combined with impulsiveness - the use of full implicature. Spanish advertising messages make full display, not the same as the English publication text. The first language uses the pragmatics level more clearly, while English combines pragmatics with semantics. English shows a tendency to change the implicature by explosion or consecutive sentences

## **CHAPTER III**

### **RESEARCH METHODOLOGY**

#### **A. Research Design**

For the research method, this research uses a descriptive qualitative research method. The qualitative research method is used because the form of data is utterances in the conversation, not percentage or numeral. This research method is used to reveal and explain the comparison of multimodal analysis between imported and local snack in both of their own slogans, followed by pragmatics studies. This research's final result is in the description form, the description, and the explanation of the multimodal analysis involved in their advertisement. The focus of this qualitative research is content analysis. Qualitative content analysis is a research method for the subjective interpretation of text data's content through the systematic classification process of coding and identifying themes or pattern (Hsieh et al., 2005). Research using qualitative content analysis focuses on language characteristics as communication with attention to the content or contextual meaning of the text (Hsieh et al, 2005).

Qualitative methods produce information only on some instances studied (e.g., ethnography paid by government funds that can involve research teams), and more general conclusions are considered propositions (company statements). In qualitative research, researchers argue that understanding a phenomenon or situation or event stems from exploring the totality of a situation (for example, phenomenology, symbolic interactionism), often by



accessing "large amounts of hard data." This might begin as a grounded theory approach with researchers not having a prior understanding of the phenomenon. The study can start at propositions and continue scientifically and empirically through the research process (Bogdan & Taylor, 1990).

## **B. Data and Source of Data**

In a study, data sources refer to the subject from which data was obtained (Arikunto, 2006: 129). Data appears in the form of discourse, sentences, clauses, phrases, words, or even morphemes (Subroto, 1992: 7). Researchers used advertisements for Lay's and Chitato snacks found from the both of their own official YouTube channel as data sources in conducting this research. The data of this research are the elements of multimodal which include in Chitato and Lays advertisement. The data contains image, color, word, phrase, sentence, sound, and music which are taken from the advertisements of the snacks. For the Chitato, the videos was taken from one official youtube channel, whereas for Lays was taken from official Youtube Channel Lays in each countries, such as; Belgium, Pakistan and Indonesia.

## **C. Technique of Collecting Data**

The researcher is using the note-taking technique as a method of collecting the data, according to Nazir (1998). Note-taking is a system for recording information, including the last name of the author, page, and related information. There are several steps that the researcher used within this research, namely:

1. Finding the videos of the advertisement of Chitato and Lays from YouTube

2. Collecting the videos of the advertisement of Chitato and Lays snacks
3. Watching Chitato and Lays' advertisements several times to understand the meaning of the advertisements in delivering the messages.
4. Finding a different manner by delivering the messages of the advertisements on the internet.
5. Finding the multimodal of the advertisements of Lays and Chitato containing the implicature and explicature from the internet.
6. Comparing the multimodal of the advertisements of Lays and Chitato containing the implicature and explicature from the internet.
7. Giving marks to each modal of advertisements containing implicature and explicature.
8. Classifying the data based on the multimodal and implicature explicature.
9. Coding the data.

**1/Vis/Img/Exp/LINF/C**

1 : refers to the number of the datum

Vis : refers to one of the modal, that is visual

Img : refers to image

Exp : refers to explicature

LINF : refers to the slogan "life is never flat"

C : refers to the name of the brand, Chitato

**D. Data Validation**

Data validation is required to check data trust. Data is one of the important things for this research. Before researchers begin to analyze, the data needs to be validated. According to Creswell (2009: 352), "validity in qualitative

methods is that research examines the accuracy of data." Accuracy means that data must be valid to produce significant results. In this study, the researcher asks the lecturer to support the validation of data. After the researcher collected the data from the advertisements of Lays and Chitato snacks, the data are delivered to the expert to gain data's trustworthiness.

This research uses the help of an expert to check and validate the data. The researcher uses a lecturer of linguistic mainstream as a validator of the research. His profession is as a lecturer in one of the universities in Surakarta. The researcher used the expert in checking the data because it is more effective and objective for validating data. The process is used to know whether the data is correct as in its category or not.

#### **E. Technique of Analyzing Data**

The technique of analyzing data is needed to find the result of the research. According to Spradley (1979:94), there are four kinds of analyzing data. There are domain analysis, taxonomic analysis, componential analysis, and theme analysis. The technique of analyzing data as described below:

##### **a. Domain analysis**

The writer established those which are data and not classified as data with domain analysis. The writer collects the data from Chitato and Lay's Advertisement and relates some aspects such as images, color, text, sound, music which contained in their own visualization. To maximize the data, the writers found the multimodal in the advertisement and relate with their own slogan which are implicature or explicature. The writer uses the theory of Kress and Van Luween (2001) for the multimodal

analysis and the theory implicature by George Yule and Sperber and Wilson (1986: 182-3) and Carston (1988: 33).

b. Taxonomic analysis

The writer classifies the data into several group which provided by the structural questions. In taxonomic, the writer classifies the kinds of multimodal based on the theory Kress and Van Luween (2001), how the multimodal relate with the slogan in the advertisements based on the theory of implicature by George Yule and Sperber and Wilson (1986: 182-3) and Carston (1988: 33), and why the slogans of the Chitato and Lay's snacks advertised through televisions presented as such based on the dominant data appeared.

c. Componential analysis

The writer links the aspects or components from the research in componential analysis. The writer draws a table to link each data and classifies it into readable data. By componential data, it will reveal the dominant data in analyzing Chitato and Lay's commercials.

**Table 1 : The Componential Table of Chitato and Lays**

	Implicature					Explicature				
	Visual		Textual		Audial	Visual		Textual		Audial
	Img	Clr	Tex	Ver	BGM	Img	Clr	Wrt	Ver	BGM
<b>Chitato</b>	3	-	-	-	-	47	12	16	34	10
<b>Lays</b>	7	-	-	-	-	48	3	3	27	7

From the table 1 is made to explain about how many multimodals which include in Chitato and Lays based on the classification of the

Multimodal Analysis. This table also shows the implicit and explicit meaning of the multimodal which relates with the slogan of the snack. The table shows the common data from the research.

d. Cultural theme analysis

Discovering the cultural theme is the final step to draw an implicit conclusion by using the dominant data found when analyzing Chitato and Lay's advertisement. To reveal the conclusion, the writer establishes the pattern in the interpretation found in the componential table. Then the dominant data based on the structural question can be found.

## **CHAPTER IV**

### **RESEARCH FINDINGS AND DISCUSSION**

#### **A. Research Findings**

In this chapter, the researcher analyses the object of the thesis through description and discussion of the Multimodal analysis theory of Kress and Van Luween (2001) and using Implicature approach by George Yule (1996) and also Explicature by Sperber and Wilson (1986: 182–3) and Carston (1988: 33). The researcher would be describing findings taken from the data were collected. To identify whether the data or not, was based on the theories used.

Based on the theory of Multimodal, the researcher defines three types of modals, which include the commercial snack brand. They decide into visual, textual, and audial, in which each of them has the kinds of their own types. The visual is arranged in two types: image and color, the textual divided into written and verbal, and the last modal is audial divided in the background of music. They are also supported by the explicature and implicature approach to relating to the slogan of the snack.

**Table 2 : The Classification of Multimodal Analysis from Chitato Snack**

No	Object Research/ Chitato ( C )	Multimodal Analysis					Pragmatics	
		Visual		Textual		Audial	Explicature (Exp)	Implicature (Imp)
		Image (Img)	Color (Clr)	Written (Wrt)	Verbal (Ver)	Background of Music (BGM)		
1.	2006	3	1	-	1	1	4	-
2.	2009	3	1	1	-	1	4	-
3.	2010	3	1	-	3	1	4	-
4.	2011	4	3	2	-	1	6	-
5.	2011	1	1	1	1	-	2	-
6.	2013	6	-	-	6	1	6	-
7.	2013	1	-	-	-	1	1	-
8.	2013	1	-	-	-	1	1	-
9.	2014	6	1	2	6	1	7	-
10.	2014	3	1	2	4	1	4	-
11.	2014	3	1	4	-	-	4	-
12.	2017	4	1	3	2	1	4	2
13.	2019	12	1	1	11	-	13	1

**Table 3 : The Classification of Multimodal Analysis from Lays Snack**

No	Object Research/ Lays ( L )	Multimodal Analysis					Pragmatics	
		Visual		Textual		Audial	Explicature (Exp)	Implicature (Imp)
		Image (Img)	Color (Clr)	Written (Wrt)	Verbal (Ver)	Background of Music (BGM)		
1.	2014	3	-	-	1	1	2	1
2.	2015	5	-	-	-	1	4	1
3.	2015	6	-	-	3	1	4	2
4.	2017	3	1	-	4	-	4	-
5.	2017	4	1	-	3	1	5	-
6.	2017	4	-	-	1	1	4	-
7.	2017	7	-	-	6	-	8	-
8.	2018	5	1	1	2	1	5	1
9.	2018	5	-	-	4	-	4	-
10.	2019	13	-	2	3	1	11	2

**1. The Classification of Multimodal Analysis and The Correlation with the Implicature and Explicature within the Slogan Snack**

The researcher classifies 122 data from 23 videos advertisement into the classification of multimodal theory by Kress and Van Luween (2001) and using Implicature approach by George Yule (1996) and also Explicature by Sperber and Wilson (1986: 182–3) and Carston (1988: 33) as the approach to find the relative meaning between multimodal and the slogan of the snack.



## **2. The Visual**

Visual is the part of the multimodality which includes the layers of digital advertisement. It helps the reader or the viewers of the media to understand what they want to deliver. According to theory multimodal, Different modes in the multimodal text have been strictly limited and frame specific tasks, such as in films where images can give action, sound synchronization a sense of realism, emotion layer music, and so on, with editing processes providing integration code, means of synchronizing elements through the same rhythm, (Kress and Van Lueween: 1985).

The researcher divides the visual modal becomes two parts; image and color. Both of them have the connection, which becomes an inseparable unity. The image always has their color to make it more interesting and easy to be understood to generate maximum impact.

### **1.) Image**

Image is the monomodal of the semiotic within the twentieth-century. The main school of all semiotics tries to develop a a theoretical framework applicable to all semiotic modes, such as costumes of folk to play poetry or the fashion to play a drama in the theater. Based on the theory of multimodal by Kress and Van Leeuwen (1996), the monomodal disciplines are still standing in the world by a sense specialist of the image. Image is used to be the main modal to approach the visual in

explaining something. This picture tells the image on the advertisement through the television:

1. 44|Vis|Img|Exp|LINF|C



Figure 4 : Visual: Image: Youths

This advertisement is realized in 2017, visualized by five youths who are still hanging out together in the park. The visual has modern. The editing and quality of brightness are more interesting than the previous year. The model is visualized by the youths who do their own different activities. Among them are still taking a picture of himself by his phone, listening to the music by the air-phone in his ear, playing the music with her vinyl, making a conversation on her phone, and one of them is doing nothing. He is confused about what he will do because his friends are still in their business. Therefore, he takes the “Chitato” snack, and all his friends are interested in the snack's smelling.

Based on the multimodal theory in the advertisement, it is visualized by the youths who are hangout while eating

“Chitato”. It has an explicit slogan, “Life Is Never Flat,” related to youth visualization because youth has a dynamic mind, act, and feeling. It represents the message of the brand as the target of the snack.

## 2. 45|Vis|Img|Imp|LINF|C



Figure 5 Visual: Image: Potatoes

This slide is also advertised in 2017, which is visualized by the image of a potato. Potato is the main ingredient of Chitato snack. In this visual, the brand wants to tell the consumers what the materials which the Chiato used. The potato becomes the main ingredient of this snack from the beginning of the Chiato snack in 1990-2019. According to the link of [www.potatogoodness.com](http://www.potatogoodness.com) is in 1536, Spanish Conquistadors conquered Peru, discovered the potato's flavors, and carried them to Europe. This potato has many vitamins, which are equivalent to corn and oat. It was popularized by the King Louis XIV in France in the 18<sup>th</sup> century. Potato is the main food that replaces rice and oat, so it is the snack's main ingredient.

Based on the multimodal theory, the advertisement's visualization by giving an image of potato can give an action that is synchronic to the target of the advertisement. It provides information about the ingredients of the snack, which persuades the customer. The visualization on this advertisement by the image of potato is presented implicit and explicit meaning with the slogan of the advertisement “Life Is Never Flat”; because the potato is the kind of vegetable that popular to be consumed by all ages especially teenagers. It is also a kind of food that is always available in every hangout place, so this advertisement applies the image of potato to make the consumer believe that by eating this snack made of the potato. They feel that their life will be so absorbing.

### 3. 5|Vis|Img|Exp|LINF|C



**Figure 6 Visual: Image: Agnez Mo**

In this scene, the picture presents one of the talented Indonesian public figures as the brand ambassador of Chitato, published in 2009. Agnez Mo is a popular actress

and singer in Indonesia. According to Liputan6.com, Agnez Mo is a singer and an actress who gets many kinds of achievements in Indonesia and internationally. She is an Indonesian singer which her song was released on the international chart. She becomes an icon of a talented young artist in the Indonesian music industry. She is also known as an energetic singer because she always dances with her dancer in some of her songs.

Based on the multimodal theory, the visualization of the advertisement by giving an image of Agnez Mo can give an action that is synchronic to the target of the advertisement, the youths. It gives an explicit meaning to the target of the snack that eating Chitato will be an energetic person like an artist, Agnez Mo. It also provides a good branding perspective for consumers to consume Chitato snacks.

#### 4. 5|Vis|Img|Exp|LINF|C



Figure 7 Visual: Image: Trampoline

This data shows the visual modal represented by the youth and the trampoline published in 2013. This scene tells us about the young man experiencing a change in a day. The trampoline is the supporting item to the visual modal in the data that the youth runs to a different condition. The trampoline is one of the tools that are often playing by every youth. This is one of the sports which give the challenge and courage to play this sport. Playing the trampoline, you will feel how it feels bouncing in the air and falling bouncing the air again, and continues like that. This sport gives hysteria for the players, especially for youth who like the challenges.

According to the multimodal analysis, the data consist of visual modal. It delivers by the youth and trampoline, which are giving the message to the consumer that life is always up and down. It has an explicit meaning to the slogan of the snack that the icons of the visual representation of the message of the slogan.

## 5. 24|Vis|Img|Exp|LINF|C



Figure 8 Visual: Image: Youth

This advertisement was published in 2011. This data explains the consumer by showing the youth who is in the mall by eating Chitato. She is in the mall, and when she passes the lobby, she sees the staff still announce someone who is waiting for others in the lobby. But, the staff announced in a boring way. Then, the youth asks him to lend the microphone to announce that person uniquely. She calls him by giving a melody to attract others and being a center of attention.

Based on the theory of multimodal, the visualization of the advertisement by giving an image of the youth can give an action which is synchronic to the target of advertisement. It gives a sign that the snack want to show the message that the youth is the main target of the advertisement. The youth gives a sign that eating the snack makes her feel confident and more creative to face the problem.

## 6. 62|Vis|Img|Exp|LNMF|L



Figure 9 Visual: Image: Youth and Old Woman

This advertisement was published in 2014. This scene shows the visual modal represented by the youths and the old woman at the Lays commercial. The youth is still wresting the snack and when he sees the old woman tries to get the seat. The youth helps her to get the chair in the restaurant, and the old woman is impressed by his act. According to the multimodal theory, this data includes one modal which is visual. The visual shows the image which are represented by the youth and old woman. They imply that the youngest must help the oldest, and it gives a message to the consumer that eating the snack can respect the oldest people. The visual also has an explicit meaning to the slogan because the snack can consume by all ages; both youngest or the oldest are the targets of advertisement.

Based on the theory of multimodal, the datum above is a visual modal. It is included in the image, is represented by the youth and the old woman who has an explicit meaning



with the slogan of the snack, which is Life needs more flavor. It means that the snack is not only intended for the youth but also for the elderly, which is the life needs for flavor or life needs diversity.

## 7. 63|Vis|Img|Exp|IMP|LNMF|L



Figure 10 Visual: Image: Youth, Old Woman, and The Snack

This advertisement is from Lays snack, which is realized in 2014. This scene shows the data representing the old woman who sits in the restaurant and serves a bowl of cassava chips. Meanwhile, the old woman takes and eats Lays, which is held by the youth. She prefers to choose and eat Lays from the youth who helps her get the seat than the cassava chips given by the waiter in that restaurant.

Based on the theory of multimodal, this data shows the visual modal, which is the youth, old woman, and the snack. They imply that Lays is not only consumed by the youth but also older people. It is matched with the slogan of the snack that life needs more flavor. It implies that the snack is not only for the youth, but also it can be consumed by the elderly. And it also implies that Lays more

interesting than the other snack, like cassava chips in front of the old woman.

#### 8. 65|Vis|Img|Exp|LNMF|L



Figure 11 Visual: Image: Lionel Messi

This picture is the advertisement from Lays, which is published in 2015. It shows the popular football player who is Lionel Messi, who becomes the brand ambassador of the snack. In this scene, Messi is walking around while eating Lays; then everybody wants to take a picture with him. In the visual of the commercial, he is so friendly and kind. But, in the middle of his road, he gets surprised that his Lays runs out, and he remembers that it is eaten by the people who asked him to take a picture.

Based on the theory of multimodal, this data consists of two modals which are visual. The visual is shows Messi, who becomes the brand ambassador of this snack and the people around him. In this advertisement, we see that Lays is exciting and tasty food which many people like. It shows how the snack runs out quickly, and Messi doesn't know

that the snack is being eaten by people who invite him to take pictures on his way. It has an explicit meaning to the slogan of the snack that life needs more flavor. It means that Lays is a tasty snack that can be eaten by all people.

## 9. 110|Vis|Img|Imp|LNMF|L



Figure 12 Visual: Image: Youth and Cola

This picture shows the youths are eating the snack with the cola. They are in the club and have fun together. In this scene, the youths are dancing, singing, and playing musical instruments while enjoying 'Lay's' with cola. The youths' expression is very enthusiastic and so happy because they do a holiday together with their friends and make a party in the sea. Cola is a beverage that contains soda on it. According to <http://www.sodaparts.com> the history of soda is longer than you might think. The term "soft drink" is derived from "soda water," dating as far back as 1798. Joseph Priestly invented carbonated water in 1767 when he first discovered a method of infusing water with carbon dioxide by suspending a bowl of water over a vat of fermenting beer in a brewery in Leeds, England in 1771.

According to Multimodal analysis is the idea that the different modes in multimodal texts have strictly bounded. Framed specialist tasks, as in a film where images may provide the action, sync sounds a sense of realism, music a layer of emotion, and so on with the editing process supplying the ‘integration code,’ the means for synchronizing the elements through a common rhythm. (Kress and Van Leeuwen:2001). Based on the theory of multimodal, the visualization of this advertisement by presenting a soda is synchronic to the target of the advertisement. Soda is the kind of beverage that closes with teenagers. They like drinking soda to refresh their brain in a bad feeling or condition. They prefer to drink it to feel fresh.

Based on the theory of implicature, soda, and the slogan of this brand “Life Needs Flavor,” has a relation which has implicit meaning. When someone drinks soda, they feel so fresh and having energy. When we taste the soda, we will frown and feel something different with the sensation from the soda. So, this brand wants the consumer to feel a different sensation when eat the Lays snack.

#### 10. 117|Vis|Img|Imp|LNMF|L



**Figure 13 Visual: Image: Youth and Cola**

This picture shows the young woman holds Lays and firework on the cruise ship in the afternoon. The youths who deliver this visualization are dancing, singing while playing a firework in the seashore at sunset. They make a party after traveling by bus and ship. They spend their time having fun together while eating the snack “Lay’s.” They are so happy, spirit, and active. The snacks make them enjoy their activities. According to <https://www.americanpyro.com/history-of-fireworks> that many historians believe that fireworks originally were developed in the second century B.C. in ancient Liuyang, China. It is believed that the first natural "firecrackers" were bamboo stalks that, when thrown in a fire, would explode with a bang because of the overheating of the hollow air pockets in the bamboo. Fireworks made their way to Europe in the 13th century, and by the 15<sup>th</sup> century, they were widely used for religious festivals and public entertainment. The Italians were the first Europeans to manufacture fireworks, and European rulers were especially fond of the use of fireworks to “enchant their subjects and illuminate their castles on important occasions.”

According to the theory of multimodal, the visualization of giving an image of a firework is synchronic to the target of advertisement. Based on the theory of

implicature, firework has implicit meaning with the slogan of “Live Needs Flavor,” because firework is related to something which makes happiness and colorful. Everybody who sees the firework will feel happy and amazed. So, the purpose of this advertisement is to make the consumer feels amazed and happy as they see a firework.

## 2.) Color

Color is also a monomodal semiotic, which always relates to the image of the visual. Based on the multimodal theory, color is also the layer of multimodality that gives an effect of emotion in digital multimodal. It makes the visual or the image more interesting than there is no color indeed. In this part, the researcher shows the colors that appeared in the advertisement, but the color's focus is just the packaging color of the snack.

### 1. 8|Vis|Clr|Exp|LINF|C

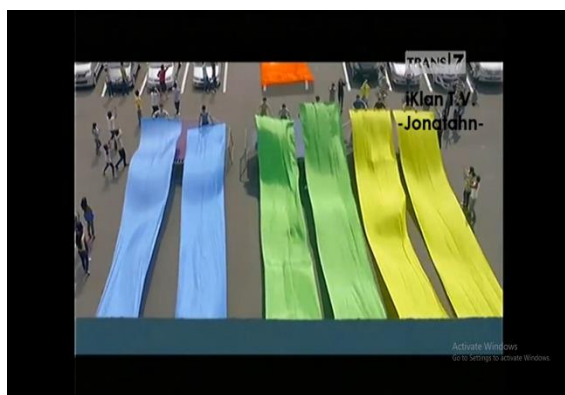


Figure 14 Visual: Color: Flashy

In this scene, the advertisement represents the youths, which is published in 2009. The youths hold long colorful clothes which become the attribute of supporting their team. This modals show the visual, which is the color. The colors are flashy, which consist of blue, green, and yellow. According to the theory of multimodal, this picture shows the colors of the cloths, which are represented as the color of the snack packaging. They include light colors, which are blue, green, and yellow. The color has its own implicit meaning that the flashy color has a spiritual meaning.

Based on the theory of color by Johann Wolfgang von Goethe, Light and darkness, brightness and obscurity, or if the more general expression is preferred, light and absence are required to produce color. The color itself is a level of darkness. Yellow is the color closest to light. It always carries with it the nature of brightness and has a calm, gentle, ravishing character. When yellow is communicated to a dull and rough surface, such as plain cloth, flannel, or the like, where it will appear and shine. It has an explicit meaning to the slogan of the snack that using the light color is a representation of the target of its marketing, which youths. The soul of the youth always uses bright color to shows their energetic vibes.

## 2. 8|Vis|Clr|Exp|LINF|C



Figure 15 Visual: Color: Light

This advertisement is from Chitato snack, which is realized in 2011 on television. In this scene, the datum shows the snack packaging by representing the color of the package. The colors are light, which include purple, green, and yellow. It implicates the characteristics of the youth that they like the bright color. It implies that youth always has a big dream and a big spirit to face their life.

Based on the theory of multimodal, the data above consist of visual. The visual is shown by the color of the snack, which is the light. The colors are purple, green, and yellow, which represent the flavor of the snack. The data have an explicit meaning to the slogan because the color includes the flashy, which has the meaning of happiness. According to the theory of color by Johann Wolfgang von Goethe, Blue gives a cold impression and thus reminds us of shade. The blue color deepens into red and acquires a somewhat active character, although on the passive side. However, the attraction is



different from red-yellow. Those colors have explicit meaning to the slogan that life is never flat. Life does not always monotone; it is better to be colorful.

### 3. 43|Vis|Clr|Exp|LINF|C



Figure 16 Visual: Color: Light

This data shows the visual modal, which represents the color, which is published in 2014. This year, the brand tried to innovate the packaging and shape of the Chitato snack. It can be seen from the packaging that is not usually used in the previous packages. It is more practical and simple to hangout and looks more luxurious. The color of the image is the packaging of the snack and the text of the slogan of the snack. The dominant color of the image is yellow. It represents the light color, which has the meaning of warm and active.

Based on the theory of multimodality by Kress and Van Leeuwen (1985), the multimodal is the idea that the different modes in multimodal texts have strictly bounded and framed specialist tasks, as in a film where images may provide the action, color, sync sounds a sense of realism, music a layer of

emotion, and so on with the editing process supplying the ‘integration code,’ the means for synchronizing the elements through a common rhythm. The color of yellow is a symbol of the character of youth, who is always active. Based on the theory of color by Johann Wolfgang von Goethe, Yellow is the color closest to light. It always carries with it the nature of brightness and has a calm, gentle, ravishing character. When yellow is communicated to a dull and rough surface, such as plain cloth, flannel, or the like, where it will appear and shine.

#### 4. 47|Vis|Clr|Exp|LINF|C



Figure 17 Visual: Color: Flashy

This datum shows the visual modal which is the color of the snack packaging. This advertisement is an Asian Cuisine edition, which is published in 2014. The colors of this edition are pink, yellow, and soft blue. It represents the new version of the snack edition, which is Asian Cuisine. Meanwhile, the snack is available for Asians with the new flavor of the snack ingredient. This snack is supposed to in some countries in Asia. The countries available for this snack are Japan, Thailand, and

Korea; they have different ingredients, which are the traditional foods from those countries.

According to [www.chitato.com](http://www.chitato.com) , Okonomiyaki is the popular food in Japan; Kung Satay is also the popular local food sold in Thailand and Korea with the Spicy Bulgogi. The color selection of this edition of Asian Cuisine is based on the fact that Chitato has experienced a significant increase and is expanding to neighboring countries. The color chosen is also very elegant and sweet because it describes the characteristics of the soul of young people in Asian countries that are known to be friendly and polite. The color can explore the psychological impact of different colors themselves on the mood and emotions displayed. Ideas gleaned from the poet's intuition, which are part of an entertaining story bordering on superstition, part of a future insight reinforced by natural science some two centuries later, and partly a beautiful manifestation of the beauty of language ( Johann Wolfgang Van Goethe, 1749).

##### 5. 60|Vis|Clr|Exp|LINE|C



Figure 18 Visual: Color: Flashy: Chita to

This advertisement was shown on television in 2019. The visual shows the colors of the snack packaging. There is a special version representing the package. Thus the package shows the celebration of Chita to which has been 30<sup>th</sup>. The colors are also more colorful.

Based on the theory of Multimodal is color can give an effect of emotion to the consumer. The colors shown are flashy, even there is a brown, but it looks light because it combines with the yellow. So, it seems still flashy. The flashy color represents the target of marketing, which is youth. It implies the life of the youth, which has a bright hope of a good life.

## 6. 20|Vis|Clr|Exp|LINF|C



**Figure 19 Visual: Color: Light : Chitato**

This picture shows the gravity of Chitato, which is created by the biker community. This advertisement was published in 2011. The colors represent the flashy color, which consists of yellow, orange, green, and blue. In that scene, the picture tells the gravity is made by the community of gravity, which shows their ability to make good art in painting the name

of the snack. In other words, it is not only the gravity community, but also there are other communities, bike, and roller skate. They explore and show their own ability to each other, and then they become united because of Chitato.

Based on the theory of multimodal, the modal, which includes is visual. The color represents the visual, and it is supported by the textual is the writing of the snack's name. They have explicit meaning because both connect and support each other to deliver the message to consumers. It has the meaning that life is never flat, that there are many activities to do and it is good for the youth.

## 7. 82|Vis|Clr|Exp|LNMF|L



Figure 20 Visual: Color: Light

This scene shows the advertisement from Lays, which is published in 2017. This datum shows the visual modal, which is the color of the snack packaging. This package is the edition of Lays in another country. In this picture, the snack packaging is from Thailand, which the flavor is Thai Chili. There are some flavors which are from another country. As we know, Lays is one of the brand snacks built by Pepsi.Co, from America. Lays

is expanding his business in various countries in the world. One of them is Thailand, and many other countries have joined this snack brand, including Indonesia.

For the color, the color selection used in this snack packaging is bright purple. Where the colors used still symbolize brightness and joy in the visuals displayed. Based on the multimodal theory, color is one element that supports visual modal in the digital advertisement. It also gives emotion to the product to seem more interesting to be bought by the consumers.

#### 8. 84|Vis|Clr|Exp|LNMF|L



Figure 21 Visual: Color: Light

This picture shows the packaging of the snack in which the colors are light. This advertisement is published in 2017, where the brand began to spread to other countries from various parts of the world, such as Thailand, Mexico, Greece, India, and many more. However, the flavors offered by Lays also vary from country to country where Lays editions are available. The choice of main ingredients used is different, such as in Mexico there are Mexican Paprika, Tzatziki from Greece, Tikka Masala

from India, and others. The flavors are selected from local foods that are popular in each country.

Based on the multimodal theory, The choice of colors used in snack packaging is in accordance with the slogan on the snack brand, namely life need more flavor, where the colors used in each country are different and the taste presented by Lays.

## 9. 102|Vis|Clr|Exp|LNMF|L



Figure 22 Visual: Color: Dark-Light

In this picture, the advertisement shows the visual modal, which is the color of the snack packaging. This advertisement was published in 2018. This package is for the wavy cut Lays, which is the new shape which is using by Lays. The taste is also spicier than the flavor before. This scene is visualized by the youth who is playing the instrument music by eating Lays as his snack. After eating these Lays, he feels so hot and more spirit because of the taste of the snack. It implies the effect of the snack ingredient, which is chili, so the visualization represents that.

### **3. Textual**

The researcher divides the textual into two elements, which are written and verbal. They are the part of the multimodality that supports the layer of emotion and meaning by the editing process. In this categorize, the researcher divides it into two parts, which are written and verbal. The written includes the typing text on the advertisement, whether on the snack packaging. Meanwhile, the verbal is everything that is said by the narrator or the model.

Different modes in the multimodal text have been strictly limited and frame specific tasks, such as in films where images can give action, sound synchronization a sense of realism, emotion layer music, and so on, with editing processes providing integration code, means of synchronizing elements through the same rhythm, (Kress and Van Lueween: 1985).

#### **1.) Written**

In this part, the researcher focuses on the writing or typing text emerging in the advertisement videos from the local and imported advertisement.

##### **1. 8|Text|Wrt|Exp|LINF|C**

**Life is never flat**



This data is shown by the advertisement of Chitato snack in 2008. This utterance is the slogan of the snack. Thus, this slogan is always mentioned by the narrator or the model in every video of the advertisement. This datum is one of the elements of textual modal which support of the multimodality in the scene of advertisement. It is supposed to make clear understand to the consumers in knowing the information of the snack.

2. 34|Text|Wrt|Exp|LINF|C

*100% kentang asli*

**100% real potato**

This data is represented by the text of the advertisement, which appears at the end of the videos. This datum is from the Chitato advertisement, which is published in 2014 on television. This utterance shows the quality of the snack ingredient, which is made in 100% real potato. It aims to make the consumers believe that the snack is good for them and will not disappoint. It also attracts them to buy the snack; by giving the written text, the brand can deliver the message well.

3. 44|Text|Wrt|Exp|LINF|C

**Asian Cuisine**

This datum shows the textual modal, which is written text. This datum was published in 2014 in the edition of

Asian Cuisine. The visual modal supports this utterance in the videos of the advertisement. It aims to emphasize the title of the edition snack of Chitato.

4. 46|Text|Wrt|Exp|LINF|C

**Bold Taste, Lock Flavor**

This datum represents the written text, which is the information of the quality of the snack ingredient. This advertisement was shown in 2017, where the video is more interesting than the previous videos. This text aims to give an emphasizing the message from the brand to the consumers.

5. 46|Text|Wrt|Exp|LINF|C

**Chitato 30**

This datum is shown in Chitato advertisement in 2019. This text is telling information about the celebration of Chitato, which has been 30 years. It has been a brand snack for 30 years. The video advertisement's visualization shows the changing of the snack packaging in the different year since thirty years ago.

6. 121|Text|Wrt|Exp|LNF|L

**Friends need hangout**

This datum shows the textual modal, which is written text. It is published in 2019, which is visualized by the youth who are hang out together in an event at different times.

They do have fun while eating Lays as their snack. This text aims to emphasize the message of the brand to the consumer that the text is relatable with the snack slogan, Life Needs Flavor.

#### 7. 121|Text|Wrt|Exp|LNF|L

##### **Life Needs Flavor**

This datum is from Lays advertisement, which is published in 2019. This text contents the slogan of the snack, which is Life needs flavor. This text aims to emphasize the advertisement for the snack, so the consumers can easily understand from the video means. It appears at the end of the video of the commercial.

#### 2.) Verbal

In this part, the researcher focuses on all the verbal text or oral which are mentioned or said by the model or narration. It also includes the song which is sung by the model or the narrator.

#### 1. 2|Text|Ver|Exp|LINF|C

##### **I want to dance with my best friend**

This datum shows the verbal, which is sung by the model in the advertisement. This advertisement was published in 2006. The scene tells that in the visual of the advertisement, it is supported by the textual modal. In this case, the textual is the verbal, which is the song which is sung by the model of the advertisement. The models are the

youth who are still doing their fun activities, such as playing a swing in the garden with their friends by eating Chitato snack. This verbal aims to give a message that eating Chitato makes you feel better and never getting flat.

2. 4|Text|Ver|Exp|LINF|C

**Life Is Never Flat**

This datum shows the textual modal, which is a verbal element. This advertisement is published in 2006, which contains the slogan of the snack. This verbal also appears in the written text in the video of the advertisement. It aims to give more emphasis to deliver the message of the advertisement to the consumers or target marketing.

3. 21|Text|Ver|Exp|LINF|C

*Hari-hari yang gue jalanin, kadang diatas, kadang dibawah*

**The days that I face, sometimes up, sometimes down**

This datum is published in 2011, which is represented by the textual modal, which is verbal. The verbal means that the life of the youth is up and downs. It relates to the reality of the life of youth and the slogan of the snack. The snack's slogan is "Life is never flat," which has the meaning that the life of the youth is dynamic and full of adventures and surprise. It also supports the target marketing

of the advertisement, which is youth. So this verbal has explicit meaning to the slogan.

4. 26|Text|Ver|Exp|LINF|C

*“naik turun nya hidup lo, itu lah inspirasi kelezatan Chitato”*

**“The up and down your life, that's the inspiration for the deliciousness of Chitato”**

This datum shows the textual modal, which represents the verbal element. It is published in 2011 on the television. This verbal tells that the inspiration of the delicacy is from the ups and downs of the youth life. It is shown by the shape of the snack and also the bold flavor of Chitato snack. The shape is a wavy cut, that means it is not flat and has an up and down like the slogan of the snack.

5. 26|Text|Ver|Exp|LINF|C

*“Hidup itu kurang kalau gak ada drama”*

**“Life needs a drama.”**

This datum is from Chitato advertisement, which was published in 2014. This verbal supports the visual image in which the youth and the man-crush each other. The youth teases the young woman, and her boyfriend is angry at him. The verbal also shows the connectedness between the verbal element and the slogan of the snack. So, the

consumer can understand well what the message wants to be shared by the brand.

**6. 62|Text|Ver|Exp|LNMF|L**

**“Hey, that’s my Lay’s!”**

This textual modal is represented by the verbal elements from Lays advertisement, which is published in 2014. The verbal means that the youths fight over Lays as their snack. They chase each in along the way until one of them sees the old woman in the restaurant and looking for her seat. He helps her, and she is very thankful to him. The verbal also aims that Lays is a tasty snack which is everyone likes and fights over it.

**7. 79|Text|Ver|Exp|LNF|L**

**Lay’s, life needs flavor**

This modal is shown by the textual modal, which is represented by the verbal element. This datum shows the slogan of this snack, Lays. It aims to give an emphasis on the video of the advertisement. This advertisement was shown in 2017. This verbal support the visual, which is the youths get traffic and they did a funny activity by playing the wheel in the yard. And then, there is a man who is a staff of Lays offers a bigger wheel than theirs. It implies that life needs flavor.

**8. 95|Text|Ver|Exp|LNF|L**

**“Then whisk yourself off Brazil to feast on tasty steak Picanna, hot off the grill!”**

This datum shows the verbal element published in 2017. The verbal tell that along with trips with the flavor of Lays. There are some countries that have a special taste based on their popular food in every country. In this datum, it tells Brazil's flavor, which is Steak Picanna, which the grilled meat. This food is a popular local food in Brazil. This verbal aims to give more understanding to what the advertisement wants to deliver to the consumers.

**9. 97|Text|Ver|Exp|LNF|L**

**Let’s all hang out together cause life needs flavor**

This datum shows the verbal elements, which is published in 2019. The verbal is a song that sings by the youth in the advertisement while engaging with his friends. In the song also, there is a slogan in it to understand to the consumer that life needs flavor by hanging out together with friends and doing some fun activities.

**10. 111|Text|Ver|Exp|LNF|L**

**Cause life needs flavor**

This datum shows the verbal elements where contain the slogan of the snack of Lays. This verbal is published in

2019 on television. It aims to give the emphasizing to the visual advertisement.

#### **4. Audial**

Audial is the part of multimodality that supports all elements in the digital of advertisement through the television. Based on the multimodal of analysis, Different modes in the multimodal text have been strictly limited and frame specific tasks, such as in films where images can give action, sound synchronization a sense of realism, emotion layer music, and so on, with editing processes providing integration code, means of synchronizing elements through the same rhythm, (Kress and Van Lueween: 1985).

In this part, the researcher only focuses on the background of music in the advertisement through the television, which has an impact to make the advertisement more emotional to the consumers and synchronic to all the elements indeed. Based on the theory of music, another sign of the increasing influence of understanding mood on the commercial music industry is the emergence of 1980s scholarly publications exploring the relationship between mood and music. Advertising textbooks mine some literature on music and moods to produce charts that simply relate (for example) "sad" music to minor modes, slow tempo, low notes, "firm" rhythms (which are meaningless to the musician.),



Consonant harmony, and moderate volume, Timothy D. Taylor (2012).

### **1). Background of Music**

Background of Music is a sound or music which supports the visual and textual elements to give an emotional feeling to the consumers.

#### **1. 5|Aud|BGM|Exp|LINF|C**

##### **Energetic**

This datum is shown by the background of music, which is from Chitato advertisement. It is published in 2009, where the video shows Agnez Mo, who becomes a brand ambassador of this snack. Agnez Mo is a popular actress in Indonesia with a myriad of achievements and her multi-talented actress, who can be a singer and actress. So, the background of the music matches with the model of the advertisement, who is Agnez Mo.

Base on the theory of music, this is the primary way consumers are interpellated as consumers, with a voice on the emotional level that advertisers and advertising agencies hope will encourage them to buy goods, Timothy D. Taylor (2012). It means that the background of music is the supports layer in the digital advertisement. The purpose of

this audial is to attract the consumers or target to buy their product, Chitato.

## 2. 108|Aud|BGM|Exp|LNF|L

### **Playful**

This datum is from Lays advertisement which is published in 2019. This background of music fixes the videos and all the elements of the multimodality in this advertisement. This scene tells that the youth still hang out together with his friends by playing games, party, having fun on the cruise ship by eating Lays snack as their food.

Based on the theory of music, this is the primary way consumers are interpellated as consumers, with a voice on the emotional level that advertisers and advertising agencies hope will encourage them to buy goods, Timothy D. Taylor (2012). It means that music's background as the supports layer in digital advertisement matches the all layers included in the video. The purpose of this audial is to attract the consumers or target to buy their product, Lays.

## **B. Discussion**

Finally, the researcher discusses this study based on the research findings above that the classification of Multimodal Analysis which found in Chitato and Lay's snack advertisement through on Television by using the theory of Multimodal Analysis by Kress and Van Lueween (2001). The elements of Multimodal Analysis will have a correlation with the slogan of snacks brand

according to the theory of Implicature and Explicature in Pragmatics study. In this chapter, the researcher will show the comparative Multimodal Analysis between Chitato and Lays snack found on the advertisement through Television and the connectedness between the multimodality in every element with the brands' slogan.

### **1. The Classification of Multimodality contained in Chitato and Lays snack commercial through television presented:**

The researcher found three types of Multimodality Analysis found in the advertisement presented on television based on the theory of Multimodal Analysis; they are; visual, textual, and audial. The elements of them have correlative with the slogan snack, which approves to deliver the message from the brand snack to the consumers.

According to the theory of Multimodal Analysis, the different modes in the multimodal text have been strictly limited and frame specific tasks, such as in films where images can give action, sound synchronization a sense of realism, emotion layer music, and so on, with editing processes providing integration code, means of synchronizing elements through the same rhythm, (Kress and Van Lueween: 1985). Van Leeuwen (2003) goes one step further claims that all discourse is inherently multimodal, even as text without explicit visual features will use a specific typeface or handwriting style and are arranged in a specific way on a page. Furthermore, modern technology now enables anyone with minimal computer skills to produce high-quality multimodal documents that combine language, images, and graphics in files, a

necessity for your own home at a very low cost. Given the integration of verbal and visual modes requires readers to 'understand different semiotics, at different points on each page'.

The researcher found that the Multimodal Analysis types in this thesis are 217 Multimodal Analysis between Chitato and Lays advertisement. For Chitato, there are 62 modals of visual, which are 50 images and 12 colors. 50 modals of textual, which are 16 written texts and 34 verbal, and the last 10 modals of the audial, which includes the background of music presented on the television. For Lays advertisement, the researcher found, there are 58 modals of visual, which are 55 images and 3 colors. 30 modals of textual, which are 3 written text and 27 verbal, and the last 7 modals of the audial, which includes the background of music which presents on the television. The common types found on multimodal analysis in Chitato and Lays snack advertisement are visual modal, which is the image. The visual becomes the dominant data in every element of multimodal. The visual includes image and color, but the common element that always appeared in the image. The image always exists in every scene of both commercial snack brands.

The optional modals of multimodal analysis found in the advertisement are the audial modal for the Chitato, the background of music. The background of music exists once in all of the scenes of the commercial. The music appears to give an additional emotion to the consumers while the advertisement is presented on television. According

to Phil Dusenberry, music in advertising almost always draws on that the idea of giving music on the advertisement will help consumers remember the product, even, or especially, on the point of purchase, and the mechanism for this is emotion. It will be a self-branding to the product snack. For Lays advertisement, the optional types found are the textual modal, which is written.

In Lays commercial, there is very little written text. Consumers who watch the advertisement need to interpret the meaning of the message conveyed from the advertisement with their own understanding or from their own point of view. In this case, in the advertisements presented by Lays advertisement, they prioritize the story or plot to be conveyed, and for the results of this understanding, they want consumers to be able to interpret it themselves. Thus, the advertisements presented by Lays show more visuals, especially images and verbal.

**Table 4 : Multimodal Analysis between Chitato and Lays**

<b>Object</b>	<b>Multimodal Analysis</b>				
	<b>Visual</b>		<b>Textual</b>		<b>Audial</b>
	<b>Image</b>	<b>Color</b>	<b>Written</b>	<b>Verbal</b>	<b>Background Music</b>
<b>Chitato</b>	50	12	16	34	10
<b>Lays</b>	55	3	3	27	7

Based on Table 3, the researcher concludes that the multimodal elements that found both of the advertisement between Chitato and Lays

are dominant in visual types. In Chitato advertisement, all the multimodal elements appear in more than one modal in every scene, but in Lays advertisement, the modal appears in every scene less than two modal. It happens because Lays wants the consumers can get the point on what the brand wants to deliver from the consumers' point of view. So, Lays let the consumers enjoy the advertisement by the story behind the plot of visualization, which is supported by multimodal elements. Therefore, the optional types of multimodal that appeared in the advertisement are textual modal, written text.

## **2. How the slogans of Chitato and Lays snacks are advertised through television presented**

The researcher found that the slogan of the snack has different utterance, which the slogan of Chitato is "Life is Never Flat" and the slogan of Lays is "Life Needs More Flavor or Life Needs Flavor." According to the theory of slogan, both the brand name and logo can be changed by the recipient who translates it. Therefore, the slogan has a big job in describing the brand. (Dass, Kumar, Kohli, & Thomas: 2014). The slogan of two brands snack: Chitato and Lays become the soul of their brand, which the consumers can memorize the slogan of the slogan. Both of the slogans have different interpretations and meanings, in which the way that the two advertisements deliver the message are also different.

See table 4, the table of Chitato advertisement in 2013, how the slogan is a main part of the highlight in delivering the message of the snack. Thus the slogan becomes a soul and branding of the snack to the consumers.

**Table 5 : Chitato advertisement in 2013**

<p><b>26 Vis Img Exp LINF C</b> <b>26 Tex Ver Exp LINF C</b></p>		<p><i>Hari-hari yang gue jalanin, kadang diatas</i></p> <p><b>The days that I face, sometimes up</b></p>
<p><b>27 Vis Img Exp LINF C</b> <b>27 Tex Ver Exp LINF C</b></p>		<p><i>kadang dibawah</i></p> <p><b>sometimes down</b></p>
<p><b>28 Vis Img Exp LINF C</b></p>		




<p>29 Vis Img Exp LINF C</p> <p>29 Tex Ver Exp LINF C</p>		<p>But, That's life!</p>
<p>30 Vis Img Exp LINF C</p> <p>30 Tex Ver Exp LINF C</p>		<p>Just enjoy it!</p>
<p>31 Vis Img Exp LINF C</p> <p>31 Tex Ver Exp LINF C</p>		<p><i>“naik turun nya hidup lo, itu lah inspirasi kelezatan Chitato”</i></p> <p>“The up and down your life, that's the inspiration for the deliciousness of Chitato”</p>

Table 4 shows that the slogan of Chitato snack is represented by the youth who gets the ups and downs situation. At the beginning of the advertisement, the youth, through the happy situation he had had



fun with his friends in the club when he arrived at home, got the bad news that his girlfriend is angry. In this advertisement, the ups and downs situation is represented by showing the trampoline, which is played by the youth. It implies that the youth's life is like a trampoline, which is ups and downs and not flat. It also emphasizes textual modal, which is a verbal element. Thus the message from the meaning of the slogan is delivered clear to the consumers in the advertisement of the Chitato snack.

According to the advertisement theory, the advertisement is to contribute to success. It has to be designed so that the customer passes through all these four phrases, with all being equally important. The models imply that advertising should inject memorable and believable messages that will make customers triggered to act in a certain way (Brierley, 2002). In the table 3, the advertisement is shown by many attributes which presented by the multimodality, which are visual and textual modal. The visual shows the youth as the model of the advertisement, and the textual is supporting the visual to deliver the message to make the consumer understood and interested in the product of the snack. The multimodal elements aim to explain the consumer and make the advertisement clear by plotting the visualization storyline. It helps the slogan to be alive and understood well by the consumers.

Giving the multimodal elements that are visual and textual in one scene implies explicitly to the slogan of the snack. As we see on

the table, while the youth is having fun with his friends in the club, the verbal tells that *“Hari-hari yang gue jalanin, kadang diatas”* **the days that I face, sometimes up**, and when the visual shows the image of his photo with his girlfriend on the screen of the phone which implies that he gets broke up, the verbal also giving emphasis to the visual by giving the narration *“kadang dibawah”* **sometimes down**, which means that the life is never flat. It is originally known as a technical term that relates to what is immediately said or intended. A speaker, therefore, involves something by "explaining" something else. From all elements of multimodality, they have an explicit meaning to slogan where the consumers are never finding the implicit or another meaning in the advertisement; it is clearly understood by showing the visual and textual modal to approach understanding the slogan of the snack.

On the other hand, the visualization of Lays advertisement in presenting the slogan shows the table 5.

**Table 6 : the visualization of Lays Advertisement in Presenting The Slogan**

<p><b>70 Vis Img Exp LNMF L</b></p> <p><b>70 Tex Ver Exp LNMF L</b></p> <p><b>70 Aud BGME Exp LNMF L</b></p>		<p><i>“<b>Signore</b></i> <i><b>Messi”</b></i> <b>Mr Messi!</b></p> <p><b>Please, Don’t</b> <b>move! Look</b> <b>at!</b></p>
--	--	--

		<b>Playful</b>
71 Vis Img Exp LNMF L 71 Tex Ver Exp LNMF L		<b>Ssstt!</b>
72 Vis Img Imp LNMF L		
73 Vis Img Exp LNMF L		
74 Vis Img Exp LNMF L		
75 Vis Img Exp LNMF L 75 Tex Ver Exp LNMF L		<b>“Dipinto?”</b> <b>“Want to be painted?”</b>

From the table 5, the advertisement of Lays snack is dominated by the visual modal which is an image. The textual modal which approaches the image is only in some of the images visualized by the advertisement. The advertisement above was published in 2015, which starring Lionel Messi. He is a famous football player in the

world. He is an Argentine soccer player who currently plays for FC Barcelona, and he is the captain of the Argentine national football team and FC Barcelona, playing as a striker. He is Barcelona's top scorer in history. So, in the advertisement above, Messi is recognized by all people insists on the painter. Messi is a brand ambassador of Lays snack; it aims to give a good branding to the consumers that their idol eats Lays then it persuade the consumers to consume the snack too as Messi eats.

The multimodal which Lays used is fewer than Chitato. It is supposed to make the advertisement deliver the message as a narrative. Lays tries to make the customers understood by enjoying the plot without explaining or emphasizing more by using more verbal elements. As we see at the table 4, when Messi brings the snack and the painter tries to offer him painting his face, but it is just a trick. It is just a reason in other that to get the snack by tricking Messi. He asked Messi to stare at the different side then he can enjoy Lays. After the painting has done, Messi is surprised because the painting is not his face but the snack, then he already realized that his snack also runs out. The painter or the old man smiles at him. It implies that Lays is so tasty and interesting, so the painter cannot stand seeing the snack. He did everything he could to taste the snack, and it turned out that he finished it without realizing it.

Based on the table above, the researcher concludes that Lays includes the implicit meaning to the slogan because the consumers

have to find the meaning of what the brand wants to deliver. Messi's expression because the snack runs out is an implicit meaning that the snack is delicious, so the old man wants to eat the snack too. It implicitly implies with the snack's slogan that the slogan is "Life needs flavor" where the old man also likes the snack and he has to do the trick to taste the snack. It implies that Lays diverts the focus of the painter.

**3. Why the slogans of Chitato and Lays snacks are advertised through televisions presented as such;**

From the analysis between the classification of multimodal analysis on Chitato and snack, and also the way the slogan presented in the advertisement through the television, the researcher, finds the difference and similarities between the Multimodality which are in the two of brands snack, is implying with the meaning of slogan in their own visualization of the advertisement. As previously explained, the two snack advertisements, namely local and imported snacks, have different ways of conveying in acting out the slogan in their respective advertisement visualizations how the slogan can be a branding on the message that these two snacks want to convey, namely Chitato and Lays. Chitato's slogan is Life is never flat and Lays' slogan is Life Needs Flavor or Life Needs More Flavor. Each of them has similarities in the word life, which interprets the role of the slogan in it so that it becomes a soul in the advertising message conveyed.

See the similarities and the differences between the visualization of



multimodal both of the snacks, Chitato and Lays, which has the implicit and explicit meaning based on the slogan of the snack.

**Figure 23 The Brand Ambassador of The Snacks**

From the picture 23, the pictures tell the model which has been the brand ambassador of the snacks. The first picture, which is Agnez Mo, is the model from the Chitato advertisement. The multimodal is the verbal modal, which is the image. The image shows a popular actress in Indonesia who is Agnez Mo. The brand of this snack, which is Chitato tries to persuade the consumers or the target marketing to buy the snack by representing Agnez Mo. They try to show that Chitato is the best quality snack which is consumed by Agnez Mo. The snack also wants to convince the consumers that eating Chitato can be as energetic as Agnez Mo.

For the second picture above, it is the image of Lionel Messi. The image is from Lays advertisement. Messi becomes a brand ambassador of this snack because he is a popular and talented football player who many people fans of him. This snack brand wants to give a good branding to this brand snack that the brand ambassador is a talented and popular person. The brand of snack wants the consumers to prefer

and buy the product by presenting Lionel Messi. It implies that consuming this snack, which is Lays, will be as being a good football player as Lionel Messi.

From the analysis between the brand ambassador of the snacks who are Agnez Mo and Lionel Messi, the researcher concludes that it is the similarity of both of the snacks. Chitato and Lays try to persuade the consumers by presenting a popular and talented model as if the consumer wants and interested in but their product. It also aims to attract target marketing.



Figure 24 The Similarity Both of The Snacks

The figure 24 show the packaging between Chitato and Lays snacks. The snack package tells the Asian edition based on the own version between Chitato and Lays snack. The first picture, which is Chitato, tells the Asian Cuisine edition. The snack has different flavor based on the popular taste of the countries, which are Kung Satay from Thailand, Okonomiyaki from Japan and Spicy Bulgogi from Korea. The colors of the package are also elegant. They are different colors from the previous color of the snack packaging. The brand snack tries to make a new change by giving the flashy elegant color. It is

definitely to attract the consumers, moreover the Asian consumers to like the snack.

For the second picture, it is the image of the packaging of Lays snack. The package is also the country edition. There are also three flavors that represent some countries, which are Japan, Australia, and Korea. For Lays advertisement, representing the new edition in some of the countries is almost happens. It is not only for Asians, but also some other countries, like Brazil, Greek, Indian, and others. The brand also has the idea to make different tastes in each country which has popular food. For example, in China, there is a taste based on popular food, which is Chicken Szechuan. It happens because Lays is more worldwide than Chitato. Creating different flavors based on their own country is the way of the brand to make the consumers prefer to consume Lays. It is also relatable with the slogan of the snack, which is “Life Needs Flavor or Life Needs More Flavor.”

From the analysis above, the researcher concludes that between Chitato and Lays has a similar edition in creating the new different flavor based on the popular food at the country. But the differences between both of them are, Lays is more worldwide in creating the new flavors based on the countries than Chitato. It also connects with the slogans of the snacks, which Chitato just focuses on the youth, but the Lays also thinking of the idea for creating the new flavors. It relates with the slogan of the snack, which is “Life Needs More Flavor.”





**Figure 25 Slogans of The Snacks**

In the picture 25, the picture shows the youths between the two of the advertisements. The first picture is Chitato advertisement, which shows the youths who are still playing a game together. It implies with the slogan of the snack, which is “Life is Never Flat.” The slogan implies the youth as the person who has a dynamic life. The life and the spirit of youth always up and down, so the brand always shows the youths as the role model and the target marketing of the snack.

Whereas the second picture shows the youth and the old woman, which is the advertisement from Lays snack. Showing the youth and the old woman is presented that it is relatable with the slogan of the snack. The slogan is “Life Needs Flavor,” means that the snack is not only for the youths but also for the ages because the target marketing of the snack is all ages. So, it is has a relatable with the slogan. The slogan reflects the characteristics of the snack, and it is also the effort of branding.

Based on the two analyses above, the researcher concludes that the two of the brand snacks have applied the slogan well in visualizing the advertisement. They represent the slogan based on the target of their product. Chitato always shows the youth in their advertisement in every video of the commercial by doing the fun activities which are

represented by the elements of multimodal. Whereas, the advertisement of Lays presents the slogan of the snack by showing the youth and the old person, in which it has the explicit meaning to the slogan that “Life Needs Flavor” is for all ages. The message of the slogan is delivered well in every video of the advertisement. It shows the youth and the old person and the advertisement presenting the kinds of flavor based on the country which chooses. It is shown in the pictures bellows.



**Figure 26 Snack Packaging**

In the figure 26, there are two images showing the snack packaging of the snack. The first image is Chitato snack, in which the colors are flashy. It is also supported by the written text, which is the slogan of the snack. The color represents the youth that the bright color which implies the happy vibe. In Chitato advertisement, this image of the snack packaging and the writing of the slogan always presents in the end of the videos. It intends to remains the consumers about the slogan of the snack which becomes the soul of the snack.

Furthermore, the second picture is also the image of the snack packaging. The image is from Lays advertisement. The image shows the different colors of the package, which are all flashy colors. It also

the same with Chitato, in which the color represents the character of the youth, which has a bright hope. In the second picture also has the written text, which is the slogan of the snack. It also aims to be a reminder for the consumers about the message of what the brand wants to deliver. But, the different part between Chitato and Lays is, the image of showing the packaging and texting the slogan is not always presents in the end of the videos, but it is only some of the advertisement.



**Figure 27** Ingredients between the two snacks

In the figure 27, the picture shows the image of ingredients between the two snacks. The first picture is the image of a beef barbecue from Chitato snack. In Chitato advertisement, the ingredients always show in the visualization of the videos of advertisement. it also supported by the written text or verbal to emphasize the quality or the kinds of the ingredients which the brand use. But in the second of the picture, the image also shows the ingredient of the snack, which is Lays. The food is from Brazil, which the name of the food is Picanna. This food is the local food from Brazilian, which becomes the flavor of the snack because this snack is

edition in Brazil, so the food is matched with the local food in the country.

From the analysis above, the researcher concludes that the similar between Chitato and Lays is showing the ingredients of the snack in the videos of the advertisement, but for Lays, only some of the advertisement which shows the ingredients of the snack. based on the data, the advertisement which shows the flavor or ingredients of the snack is the snack edition in each country. But, for Chitato always shows the ingredients of the snack. It aims to shows the quality of the snack to the consumers.

So from some of the similarities and differences that exist in the multimodal that is displayed in the advertisement of the two snacks, it can be concluded that both of them convey the meaning of the slogan that each snack has, be it Chitato or Lays, conveyed well and in accordance with the meaning of the existing slogan.

For understanding more why the slogan of Chitato and Lays snacks advertised through television presents in the advertisement, we can see the table 6.

**Table 7 : The Implicature and Explicature**

	Implicature					Explicature				
	Visual		Textual		Audial	Visual		Textual		Audial
	Img	Clr	Tex	Ver	BGM	Img	Clr	Wrt	Ver	BGM
<b>Chitato</b>	3	-	-	-	-	47	12	16	34	10

<b>Lays</b>	7	-	-	-	-	48	3	3	27	7
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According to the table 6, there are 3 images in Chitato advertisement which has an implicit meaning to the slogan of the snack and there are 7 images that are from Lays advertisement. The researcher concludes that the advertisement of Lays, which represents by the elements of multimodality, has more implicit meaning than Chiatato. It happens because Chitato always shows their ingredients and mentioning what the brand wants to make the consumers understood about their message. Whereas in the advertisement of Lays, the brand presents the commercial by giving the narrative, and the brand lets the consumers take the message from their perspective. Lays always only shows the images and only little to mention in verbal modal. The advertisement presents like telling the story that there is a model of the commercial, which eat the snack then the snack is interesting in everybody who sees the snack. Lays tries to deliver the message to their targets who are eating Lays makes you happy and tolerant with your friends by showing the narrative in applying visualization on the videos of the advertisement.

Based on the Multimodal Analysis, Different modes in the multimodal text have been strictly limited and frame specific tasks, such as in films where images can give action, sound synchronization a sense of realism, emotion layer music, and so on, with editing processes providing integration code, means of synchronizing

elements through the same rhythm, (Kress and Van Lueween: 1985). Based on the theory of multimodal, the two of advertisements, which are Chitato and Lays, have been presenting the elements of Multimodal well according to the slogan of their products. Even though there are some lacks of elements that are consistent in the videos of the commercials.

According to F. Macagno, R and Botelho Wakim Souza P (2020) that the multimodal argument in advertising presents a fundamental challenge that has a logical and pragmatic dimension. This has to be reconstructed in a very elliptical type of communication. To define and define the arguments which are expressed orally. processed ads through a five-step path, starting with analysis of context, genre of text, and image, leading to the first representation of the message encoded both pictorial and oral. From the table above, the researcher concludes that the role of slogans in snack branding is very important. Where these snacks can be understood, remembered, and enjoyed by consumers or the marketing target of any advertising brand. The delivery of messages from the slogans that are displayed is applied or presented through multimodality elements that can help the advertisement more understandably by its consumers.

## **CHAPTER V**

### **CONCLUSION AND SUGGESTIONS**

#### **A. Conclusion**

After classifying and analyzing the elements of multimodality on the advertisement of Chitato and Lays which has the connectedness with the slogan of the snack, in this chapter, the researcher presents the conclusion and suggestion related to what the researcher has analyzed in the chapter IV. Based on the analysis of multimodal and the slogan of the snack by analyzing the implicature and explicature theory, the researcher concludes that:

1. There are three types of multimodal analysis based on the theory of Multimodal analysis by Kress and Van Lueween (2001), they are; the visual, textual, and audial modal. The researcher divides the three of them being a separated based on the connectedness. The visual divides in two of elements which are image and color. Both of them have the unity which has big impact in visualize something to be more understood by the consumers or the target. The image focuses on the model or the brand ambassador of the advertisement, but the color focuses on the color of the snack packaging in the videos of the advertisement. The second is the textual modal, which divides into two elements, which are written and verbal elements. The written focuses on the written text, which is appeared in the video of the advertisement, and the verbal focus on the oral or narration which is mentioned by the model or the narrator. The

last is the audial modal. It divides is one element which is background of music or sound of the videos in the both of the advertisement.

2. There are similarities and differences between Chitato as the local snack and Lays as the imported snack. The first is in visualizing the model or the target of the marketing. Both of them are presented the youth as the model of the advertisement, but in Lays advertisement, it also shows the old man or woman as the target of the snack. It implies with the slogan of their own brand which the slogan of Chitato is “life is Never Flat,” which means that the characteristic of the life of youth. It implies that the youth should eat the snack in order to make the youth feels better and happy after eating the snack. It also implies Chitato is a good snack to be a friend in the youth activity. In the other side, lays also adjust the meaning of the slogan with the visualization of the advertisement. It presents by showing all ages of the model. It implies that everyone can eat and enjoy lays regardless of ages, which match with the slogan of the snack “Life Needs Flavor or Life Needs More Flavor.” The second is, both of them choose the flashy color as the color of their packaging. It implies that it relates to the character of the target, and it aims to give an eye-catching to the design of the package. The third is, both of them have the countries edition in their flavor, but the difference between Chitato and Lays is, Chitato is not as worldwide as Lays. It is because the background of the company is very influential, and Lays is the oldest than Chitato, so the kinds of edition or flavor are more Lays than Chitato. The last is showing the ingredients between the two of the snack brand in their



advertisement. In Lays advertisement, showing the ingredients is rarely. It happens if the advertisement is the country edition, so the visualization or the elements of multimodal shows the ingredients to tell what flavor which is presented by the brand without telling the quality of the ingredients. Whereas, in Chitato advertisement always shows the ingredients which is supported by written and verbal elements in multimodal. It aims to give emphasis to the consumers by telling the quality of the ingredients which are used.

3. The advertisement of Lays is more narrative than Chitato. It is because Lays wants to deliver the message by letting the consumers think what the message the brand wants to share according to the perspective of the consumers. It is based on the data that the researcher found that Lays has more implicit meaning than Chitato. The dominant data in Lays of advertisement is images, which imply the plot of the narrative message of the advertisement. Whereas, in Chitato of advertisement, the elements of multimodality are more appeared than Lays.

## **B. Suggestion**

The researcher found 122 data of analysis includes the classification of Multimodal Analysis on Chitato and Lays snack based on the theory by Kress and Van Lueween (2001). This classification also is analyzed based on the slogan of the snack, which has the implicit or explicit meaning according to the theory of Implicature by (George Yule: 1996) and the theory of Explicature by Sperber and Wilson (1986: 182-3) and Carston (1988: 33). The most dominant data based on the classification of the Multimodal

Analysis is visual modal, which is the image. Based on the conclusion of A Comparative Multimodal Analysis on Television Advertisement Slogan between Imported and Local Snacks, the suggestions can be drawn as follows:

1. For the Brand of Advertisement

The researcher hopes this analysis can be used as a reference related to the connectedness between the meaning of the slogan and the visualization of the advertisement by applying the elements of Multimodal Analysis. The researcher expects that every advertisement can use the multimodal analysis well in visualizing the advertisement more interesting, and it can deliver the message in a slogan well to the consumers.

2. For Another Researcher

This research can be used as a conception and reference for doing the research related to Multimodal Analysis. The result of this thesis can help the next researchers who want to study or analyze the Multimodal Analysis and the connectedness with the slogan of the brand by using the Implicature and Explicature analysis. By reading this research, the researcher hopes that the next researchers can develop their knowledge about Multimodal Analysis in advertising, the role of using the slogan in advertising, and also the Implicature and Explicature. The researcher hopes that the next researcher can give them a new perspective of Multimodal Analysis in another analysis of the visualization of advertising. The next researchers may take any of analysis procedures of

this research in order to get an overview to conduct another analysis related to Multimodal Analysis.

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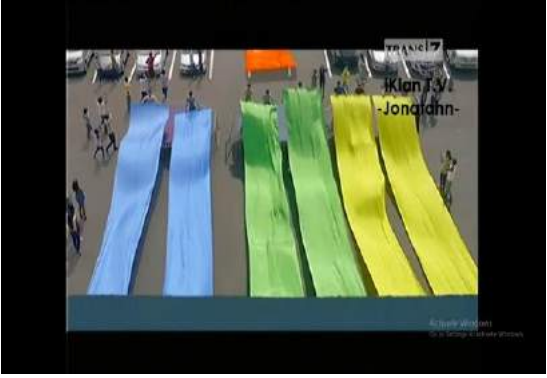



# APPENDICES

**Table Analysis of Chitato**

<p>1 Vis Img Exp LINF C</p> <p>1 Aud BGM Exp LINF C</p>	Visual	Image	 <p>This image shows the shape of the snack which is wavy</p>
		Color	
	Textual	Written	
		Verbal	
	Audial	Background of Music	<p><b>Playful</b></p> <p>This scene is followed by the beat of sound.</p>
	Pragmatics	Explicature	√
		Implicature	
	Analysis		Based on the theory of multimodal, this modal shows the shape of the snack which is unique. It

			aims to attract the consumers to buy the snacks. It implies the explicit meaning to the slogan, because the shape is wavy which is it is not flat.
	Comment		<b>OK</b>
2 Vis Img Exp LINF C 2 Tex Ver Exp LINF C	Visual	Image	 <p>This picture shows the youths playing swing together while eating the snack. At the scene, they show the happiness.</p>
		Color	
	Textual	Written	
		Verbal	<b>I want to dance with my best friend</b> This verbal is said by the narrator with the tone.
	Audial	Background of Music	

	Pragmatics	Explicature	√
		Implicature	
	Analysis		The modal which is shown by the scene is image and verbal. The image shows the youths play the swing and the verbal sounds “I want to dance with my best friend. It shows that the swing and the dance have the same meaning. It shows that the youths feel charmed when eating Chitato, so it has an explicitly meaning within the slogan of life is never flat.
	Comment		<u>OK</u>
3 Vis Clr Exp LINF C	Visual	Image	
		Color	 <p>This modals show the visual is the color of the</p>

			advertisement. The colors are flashy which consist of blue, green and yellow.
	Textual	Written	
		Verbal	
	Audial	Background of Music	
	Pragmatics	Explicature	√
		Implicature	
	Analysis		Based on the multimodal analysis, this scene shows the color of the long shawls. They imply the slogan of the snack which is “life is never flat and the color is colorful and flashy.
	Comment		<b><u>OK</u></b>
4 Vis Img Exp LINF C 4 Tex Ver Exp LINF C	Visual	Image	 <p>In this picture represents the youths who are gathering in the stadium while snacking Chitato</p>

			together. They use the blue T-shirt in attending the soccer champion.
		Color	
	Textual	Written	
		Verbal	<b>Life Is Never Flat</b>  Besides showing the youths, in this picture also shows the verbal text “life is never flat”.
	Audial	Background of Music	
	Pragmatics	Explicature	√
		Implicature	
	Analysis		Based on the theory of multimodal, this modal shows the visual modal which are the youths gathering together while eating Chitato. It is also supported by the verbal modal which is the slogan of the snack. they imply the explicit meaning to the slogan, because the youths represent the slogan of the snack.
	Comment		<u><b>OK</b></u>

5|Vis|Clr|Exp|LINF|C  
 5|Aud|BGM|Exp|LINF|C

Visual

Image



In this scene, the picture presents one of the talented Indonesia public figure as the brand ambassador of Chitato. According to Kompas.com, Agnez Mo is a singer and also the actress who got many kinds of the achievement in Indonesia and also International. She is the one of Indonesian singer which her song released in international chart.

Color

Textual

Written


Verbal

Audial

Background of Music


**Energetic**


So, in that scene the music is also energetic

			based on the character of the artist.
	Pragmatics	Explicature	√
		Implicature	
	Analysis		Based on the multimodal theory, the picture above consists of two modals which are visual and also audial. Both of them are connected because it shows that the snack want to give the message that when the consumers eat Chitato they feel like Agnez Mo who has an energetic and positive vibes.
	Comment		<u>OK</u>
6 Vis Img Exp LINF C 6 Aud BGM Exp LINF C	Visual	Image	 <p>This scene shows the youths dance together in the middle of the road. They dance while eating Chitato.</p>





		Color	
	Textual	Written	
		Verbal	
	Audial	Background of Music	<b>Powerful</b> This scene shows the background of music of the advertisement which is powerful.
	Pragmatics	Explicature	√
		Implicature	
	Analysis		Based on the theory of multimodal, there are two modal consist of the data above. They are, visual which represent the youth and the background of music which is the audial modal. It is to support the visual modal and connect each other based on the theory of advertisement. Both of them have an explicit meaning to the slogan. This data deliver to the consumers that eating Chitato make them so energetic like the youths.
	Comment		<b><u>OK</u></b>

<p>7 Vis Img Exp LINF C</p> <p>7 Aud BGM Exp LINF C</p>	Visual	Image	 <p>This scene shows the youths who eat Chitato snack in front of the receptionist table. They want to book the ticket but the ticket was sold out. And then they eat chitato to up their mood and be happy.</p>
		Color	
	Textual	Written	
		Verbal	
	Audial	Background of Music	<p><b>Powerful</b></p> <p>In that scene shows that they dance too after eating the snack by powerful music which is the beat so fast and match to be dance.</p> <p>It becomes a supporting part in the scene to</p>


			complete the subject activity.
	Pragmatics	Explicature	√
		Implicature	
	Analysis		According to the theory of multimodal, there are two modals consist of the scene above. They are visual and audial which are connecting each other. The visual shows the youth as the object and the audial is delivered by the powerful music which has a fast beat. Both of them are explicature meaning to the slogan life is never flat, because they show the clear meaning to the consumer to eat Chitato snack.
	Comment		<u>OK</u>
8 Vis Clr Exp LINF C 8 Tex Wrt Exp LINF C	Visual	Image	
		Color	

			This picture indicates two modals become one scene. It shows the visual and textual modals. The colors are brown and yellow which represent the ingredients of the snack which are potato and beef BBQ.
Textual	Written		<b>Life is Never Flat</b> And for the textual modal is written “life is never flat” which by followed the piece of snack.
	Verbal		
Audial	Background of Music		
Pragmatics	Explicature		√
	Implicature		
Analysis			Based on the multimodal theory, the colors have an explicit meaning because they represent the ingredients of the snack which become a highlight of the snack. In this scene, the picture also shows the writing of the slogan “life is never flat” which are followed by the piece of snack. It display with the wavy line in the

			writing of the slogan as like the shape of the snack which is wavy cut.
	Comment		<u>OK</u>
9 Vis Img Exp LINF C 9 Tex VerExp LINF C	Visual	Image	 <p>This data shows the youth who eats Chitato in front of the sea. His friends pull him by using the car in order to seem like he is in the beach while enjoying the snack.</p>
		Color	
	Textual	Written	
		Verbal	<p><b>Life is Life, Life is Never Flat, Chitato</b></p> <p>This data also show the narrator by giving the slogan of the snack as the highlight.</p>
	Audial	Background of Music	
	Pragmatics	Explicature	

		Implicature	
	Analysis		<p>According to the theory of the multimodal, this scene includes the visual and textual modals. The visual represents by the youth and the textual is delivered by the narrator. Both of the modal are connecting each other, because they support to give a message to the consumer that eating Chitato snack can make you explore your creativity to make you happy. The modal have an explicit meaning to the slogan of the snack, because there is no a meaning between a meaning. They are so clear.</p>
	Comment		<b><u>OK</u></b>
<p><b>10 Vis Img Exp LINF C</b>  <b>10 Aud BGM Exp LINF C</b></p>	Visual	Image	 <p>This scene shows the visual images to support</p>


			the message. The picture above tells the youth who eats the snack seems like in the beach. His friends pull him with the car. They use the screen which the picture is beach. So, it seems like he is in the beach while enjoying the snack.
		Color	
Textual	Written		
	Verbal		
Audial	Background of Music	<b>Playful</b>	This scene supported by the background of music. It aims to give the emotion to the consumers who watch the advertisement.
Pragmatics	Explicature		√
	Implicature		
Analysis			Base on the Multimodal, this datum has the visual modal which is images. The images show the youth with the car and the screen. It implies that eating the snack will have a creativity to be happy.
Comment			<b><u>OK</u></b>

<b>11 Vis Img Exp LINF C</b> <b>11 Tex Ver Exp LINF C</b>	Visual	Image	 <p>This data represent the image and also the verbal. In the picture, the youth have fun together in the afternoon at the rooftop. They do the different fun activity.</p>
		Color	
	Textual	Written	
		Verbal	<p><b>Never Flat, Life is Never Flat, Chitato</b></p> <p>The verbal delivers the slogan of the snack. It is supported by the narrator who mentions the slogan of the snack.</p>
	Audial	Background of Music	
	Pragmatics	Explicature	√
		Implicature	





	Analysis		<p>According to the theory of multimodal, the data above shows the visual and textual modal. The visual represents by the youth and the textual is mentioning the slogan of the snack. The modal has an explicit meaning to the slogan, because the youth represents the dynamic visual as the icon of the snack and the textual is emphasizing the slogan of the snack.</p>
<p>12 Vis Img Exp LINF C 12 Tex Ver Exp LINF C</p>	Comment		<p><b><u>OK</u></b></p>
	Visual	Image	<div data-bbox="1312 730 1861 1099" data-label="Image"> <p>The image shows four bags of CHIAO snacks arranged in a row. From left to right, the bags are red, light brown, yellow, and blue. Each bag features the brand name 'CHIAO' in a stylized font and an image of the snack. The background is a dark, textured surface.</p> </div> <p>This picture shows the visual modal which is the packaging of the snack which the colors are flashy. The colors consist of red, light brown,</p>

			yellow and blue.
		Color	
	Textual	Written	
		Verbal	<p><b>Life is Never Flat</b></p> <p>Besides the visual modal is supported by the textual modal which is there is a monologue which sounds the slogan of the snack, life is never flat.</p>
	Audial	Background of Music	
	Pragmatics	Explicature	√
		Implicature	
	Analysis		<p>Based on the multimodal theory, the scene tells the visual and textual modal. The visual is delivered by the color of the snack and the textual is mentioning the slogan of the snack. Both of them are matching while the scene shows the snack packaging where it shows the</p>


			color and supports by the slogan. They have an explicit meaning to the slogan, because the colors of the packages are flashy. It is the same with the slogan which is “ <i>life is never flat</i> ”.
	Comment		<u>OK</u>
<b>13 Vis Img Exp LINF C</b> <b>13 Aud BGM Exp LINF C</b>	Visual	Image	 <p>This data consist of the visual and the audial. The visual shows the youths who are enjoying the snack while talking with each other are among of their roller skate community.</p>
		Color	
	Textual	Written	
		Verbal	

	Audial	Background of Music	<b>Playful</b>  This visual also supported by audial which the background of music has beat rhythm to balance the every parts of scene.
	Pragmatics	Explicature	√
		Implicature	
	Analysis		According to the theory of multimodal, the data consist of the visual and audial modal. The visual is shown by the youth and the audial is represented by the background of music. The background of music has a beat rhythm which is a playful sound. It relates with the activity of the youth in the scene. Both of the modal has an explicit meaning with the slogan, because they


			show the obvious meaning.
	Comment		<u>OK</u>
14 Vis Img Exp LINF C	Visual	Image	 <p>This data indicates by two modals which consist of visuals. The youths use their roller skate while playing the music with the stick which hits to the iron. They show their community which is the roller skate community.</p>
		Color	
	Textual	Written	
		Verbal	
	Audial	Background of Music	
	Pragmatics	Explicature	√

		Implicature	
	Analysis		<p>Based on the theory of multimodal, the modal which consist on the scene is visuals. The visuals are represented by the youth and roller skate. The scene tells about the community of the youth which hang out while eating Chitato. The roller skate has the implicit meaning</p>
	Comment		<b><u>OK</u></b>
15 Vis Img Exp LINF C	Visual	Image	 <p>This data consist of visual modal which are bike and the youths. They ride bike in their community by creating the gravity on the</p>


			ground.
		Color	
Textual	Written		
	Verbal		
Audial	Background of Music		
Pragmatics	Explicature		√
	Implicature		
Analysis			<p>Based on the theory of multimodal, the modal which is shown on the scene above are visuals. The visuals represent the youth and the bike. The youth ride the bike while eating the snack. It has the relatable both of them, meanwhile the youth like to ride the bike as their sport. They have explicit meaning to the slogan that eating the snack can give the creativity and happiness while the youth can express their skill and</p>


			hobby.
	Comment		<u>OK</u>
<b>16 Vis Clr Exp LINF C</b> <b>16 Tex Wrt Exp LINF C</b>	Visual	Image	
		Color	 <p>This picture shows the gravity of Chitato which is created by the biker community. The colors represent by the flashy color which consist of yellow, orange, green, and blue.</p>
	Textual	Written	<b>Chitato</b> This modal shows the slogan of the snack by the writing on the floor.
		Verbal	
	Audial	Background of Music	
Pragmatics	Explicature		√



		Implicature	
	Analysis		Based on the theory of multimodal, the modal which includes are visual and textual. The visual is represented by the color and the textual is the writing of the snack's name. They have an explicit meaning, because both of them are connecting and supporting each other to deliver the message to consumers.
	Comment		<u>OK</u>
17 Vis Img Exp LINF C 17 Vis Clr Exp LINF C	Visual	Image	 <p>This data shows the wall of building which is painted by kinds of colors. The colors are</p>

			yellow, purple, green which are represented as the color of the snack packaging.
		Color	<b>Flashy</b> This scene shows the color of the gravity which shown in the wall. The colors imply the color of snack packaging.
Textual	Written		
	Verbal		
Audial	Background of Music		
Pragmatics	Explicature		√
	Implicature		
Analysis			According to the theory of multimodal, the data above consist of visuals. They represents as the color and the wall which has the explicit meaning to the slogan of the snack. Whereas the colors are flashy which has the meaning of colorful as the slogan, life is never flat.

	Comment		<u>OK</u>
<b>18 Vis Clr Exp LINF C</b> <b>18 Tex Wrt Exp LINF C</b>	Visual	Image	
		Color	 <p>This data shows the snack packaging by representing of the color. The colors are light which includes of purple, green and yellow.</p>
	Textual	Written	<b>Chitato, Life is Never Flat</b>  Besides this data also prove by the textual modal which shows the slogan of the snack.
		Verbal	
	Audial	Background of Music	
	Pragmatics	Explicature	√
		Implicature	

	Analysis		<p>Based on the theory of multimodal, the data above consist of visual and textual. The textual is shown by the color of the snack which is light and the textual is delivered by the text of slogan. The colors are purple, green and yellow, which represent of the flavor of the snack. The data have an explicit meaning to the slogan, because the color and the text are balance.</p>
	Comment		<u>OK</u>
<p><b>19 Vis Clr Exp LINF C</b> <b>19 Tex Wrt Exp LINF C</b></p>	Visual	Image	
		Color	 <p>This scene shows the visual by the writing of the name of the snack. The color is yellow which is</p>

			the bright color followed a black as the supporting line.
Textual	Written		<b>Chitato, Potato Chip</b>  And the picture supports by the text of “Chitato, potato chip”
	Verbal		
Audial	Background of Music		
Pragmatics	Explicature		√
	Implicature		
Analysis			According to the theory of multimodal, the modal which appear on the scene are visual and textual. The visual is showing the color of the text and the textual is texting of the name’s brand. The color of the text is yellow and black, meanwhile the yellow represent of the color of the potato and the black is supporting of the yellow.
Comment			<u><b>OK</b></u>

20|Vis|Img|Exp|LINF|C  
 20|Tex|Ver|Exp|LINF|C

Visual

Image



This data explain the consumer by showing the youth who is in the mall by eating the snack then she passes the lobby. The staff of the mall announces people in the mall to find someone. Then, the youth asks him to lend the microphone to announce the people by giving a melody to attract others.

Color


Textual

Written


Verbal

*Pak Aryo dari bintaro, ditunggu di lobby utama*

			<p><b>Mr. Aryo from Bintaro, is waiting in the lobby</b></p> <p>This verbal means the words that the youth said to announce the person.</p>
	Audial	Background of Music	
	Pragmatics	Explicature	√
		Implicature	
	Analysis		<p>The scene has visual and textual modal as the theory of multimodal. Both of them are connecting and supporting each other. They have an explicit meaning to the slogan of the snack. The youth has a different way to announce people to attract others while enjoying the snack.</p>
	Comment		<b><u>OK</u></b>

<p>21 Vis Img Exp LINF C</p> <p>21 Tex Ver Exp LINF C</p>	Visual	Image	 <p>This data shows the youths who gather in a club. They have fun while eating the snack. It is supported by the verbal part which saying “hari-hari yang gue jalanin, kadang diatas”.</p>
		Color	
	Textual	Written	
		Verbal	<p><i><b>Hari-hari yang gue jalanin, kadang diatas</b></i></p> <p><b>The days that I face, sometimes up</b></p> <p>This verbal explains that life is always changing</p>
	Audial	Background of Music	
	Pragmatics	Explicature	√
		Implicature	



	Analysis		<p>According to the theory of multimodal, the data consist of the visual and textual modal. The visual is represented by the youth and textual is delivered by the verbal. The verbal says “hari-hari yang gue jalanin, kadang diatas” which implies the explicit meaning with the slogan of the snack. It is also supported by the youth which has the flexible mind and the up and down experience.</p>
	Comment		<u><b>OK</b></u>
<p>22 Vis Img Exp LINF C 22 Tex Ver Exp LINF C</p>	Visual	Image	 <p>This data tells the photo of a couple which shows the broken relationship.</p>
		Color	
	Textual	Written	

		Verbal	<i>kadang dibawah</i> <b>sometimes down</b> It also support by the verbal narration which sound has a meaning of broken feeling.
	Audial	Background of Music	
	Pragmatics	Explicature	√
		Implicature	
	Analysis		Based on the theory of multimodal analysis, the data consist of two modals which are visual and textual. The visual modal is delivered by the youths and the textual is delivered by the verbal text. Both of them are supporting each other and have an explicit meaning within the slogan of the snack. Thus, the life of the young man is up and down.
	Comment		<b><u>OK</u></b>

23|Vis|Img|Exp|LINF|C

Visual

Image



This data shows the youth and the trampoline. Meanwhile, the trampoline is as the supporting item to the visual modal in the data that the youth runs to the different condition. The advertisement wants to tell the consumer that the life of youth is representation by the trampoline which is up and down

Color

Textual

Written

Verbal


Audial

Background of Music

Pragmatics

Explicature

√

		Implicature	
	Analysis		According to the multimodal analysis, the data consist of visual modal. It delivers by the youth and trampoline which are giving the message to the consumer that life is always up and down. It has an explicit meaning to the slogan of the snack.
	Comment		<u>OK</u>
<b>24 Vis Img Exp LINF C</b> <b>24 Tex Ver Exp LINF C</b>	Visual	Image	 <p>The data represent the couple of youths which are getting mad on their relationship.</p>
		Color	
	Textual	Written	

		Verbal	<p><b>But, That's life!</b></p> <p>In this scene also shows the verbal text by the narrator that the sound is, "<i>but, that's life</i>". It implies that life is always changing.</p>
	Audial	Background of Music	
	Pragmatics	Explicature	√
		Implicature	
	Analysis		<p>Based on Multimodal Analysis, this scene shows the visual and textual which are image and verbal elements. Both of them are completing each other. It implies that life must go on whatever will be. it has an explicit meaning to the slogan that life is never flat and full of surprise.</p>
	Comment		<b><u>OK</u></b>

25|Vis|Img|Exp|LINF|C  
 25|Tex|Ver|Exp|LINF|C

Visual

Image



This picture consists of the visual modals which are delivered by the bike and the youth. The youth uses the bike as the item to enjoy the life as the way to refresh his life from the broken feeling with his girlfriend.

Color

Textual

Written

Verbal

**Just enjoy it!**  
 This scene also supports by the textual modal which sound “just enjoy it!”

Audial

Background of Music

Pragmatics


Explicature

Implicature

√


Analysis


Based on the theory of multimodal, the scene

			above has the two modals which are visual and textual. The visual and textual are relating to the slogan of the snack, meanwhile both of them has an explicit meaning to the slogan of the snack, because between bike and the verbal is connected.
	Comment		<u>OK</u>
<b>26 Vis Img Exp LINF C</b> <b>26 Tex Ver Exp LINF C</b>	Visual	Image	 <p>This scene shows the youth with the Chitato on his hand. He eats the snack by enjoying his up and down situation which he did.</p>
		Color	
	Textual	Written	


		Verbal	<p><i>“naik turun nya hidup lo, itu lah inspirasi kelezatan Chitato”</i></p> <p><b>“The up and down your life, that's the inspiration for the deliciousness of Chitato”</b></p> <p>This scene also mentions the verbal part which emphasizes the correlation with the visual.</p>
	Audial	Background of Music	
	Pragmatics	Explicature	√
		Implicature	
	Analysis		<p>Based on the theory of multimodal, this scene includes two modal which are visual and textual. The textual implies the idea of the ingredients by the life style of the youth. Both of them are connecting each other and have an explicit meaning to the slogan.</p>
	Comment		<b><u>OK</u></b>




<p>27 Vis Img Exp LINF C</p> <p>27 Aud BGM Exp LINF C</p>	Visual	Image	 <p>This data shows the youths who are still cleaning the yard and one of them is watching them by eating the snack.</p>
		Color	
	Textual	Written	
		Verbal	
	Audial	Background of Music	<p><b>Cheerful</b></p> <p>This data also show the audial which is background of the music. It's the rhythm is fast.</p>
	Pragmatics	Explicature	√
		Implicature	


	Analysis		<p>From the theory of multimodal, this scene shows the visual modal which represents the youth. The youth has an explicit meaning with the slogan. Besides the textual implies the an explicit meaning too to the slogan because the sound has a beat which is synchronic with the meaning of the slogan “life is never flat”</p>
	Comment		<b><u>OK</u></b>
<p><b>28 Vis Img Exp LINF C</b> <b>28 Aud BGM Exp LINF C</b></p>	Visual	Image	 <p>This scene shows the youths who are in the middle of the road are eating the Chitato snack. They dance together when the traffic lamp is</p>


			red.
		Color	
	Textual	Written	
		Verbal	
	Audial	Background of Music	<p><b>Playful</b></p> <p>This scene also supports by the audial part which is delivered by background of music.</p>
	Pragmatics	Explicature	√
		Implicature	
	Analysis		<p>According to the theory of multimodal, this data includes the visual and the audial. The visual is represented by the youth and the audial is delivered by the background of the music. The audial helps the visual part to make the youths dance by followed the music which is playful. Both of them have a correlation which an</p>

			explicit meaning to the slogan of the snack.
	Comment		<b><u>OK</u></b>
<b>29 Vis Img Exp LINF C</b> <b>29 Tex Ver Exp LINF C</b>	Visual	Image	 <p>This scene shows the youths in the same place and one of them hold the Chitato snack, and everybody notices him.</p>
		Color	
	Textual	Written	
		Verbal	<p><b><i>“Hidup itu kurang kalau gak ada drama”</i></b></p> <p><b>“Life needs a drama”</b></p> <p>This verbal explains that life must be more colorful in order to not boring</p>
	Audial	Background of Music	
	Pragmatics	Explicature	

		Implicature	
	Analysis		According to the theory of multimodal, this data shows the visual and verbal. The visual is represented by the youths and the verbal is delivered by the narration. The verbal which means to the slogan of the snack. Both of them have an explicit meaning which relates each other to the slogan.
	Comment		<b><u>OK</u></b>
<b>30 Vis Img Exp LINF C</b> <b>30 Tex Ver Exp LINF C</b>	Visual	Image	 <p>This picture tells that the young man wants to get closer to the woman but her boyfriend comes.</p>
		Color	
	Textual	Written	


	Verbal	<p><i>“Kalau perlu mengundang bahaya”</i></p> <p><b>“It’s ok to be in danger”</b></p> <p>This verbal explains that the life’s youth must be brave and never flat.</p>
Audial	Background of Music	
Pragmatics	Explicature	√
	Implicature	
Analysis		Based on the theory of the multimodal, the data has two modal which are visual and textual. The visual shows the youth and the textual is represented by the narrator. They have a connecting meaning that the youth always get a trouble.
Comment		<b><u>OK</u></b>


<p>31 Vis Img Exp LINF C</p> <p>31 Tex Ver Exp LINF C</p>	Visual	Image	 <p>This data shows the young man who is still angry because of his girlfriend is tempted by the strange guy. Besides, his guy uses the piece of snack to replace the young man's mouth. It is supposed to hide the angry expression.</p>
		Color	
	Textual	Written	
		Verbal	<p><b><i>“Yang pasti gak perlu lurus-lurus aja”</i></b></p> <p><b>“Absolutely, is not to be flat”</b></p> <p>This verbal is delivered that the life must be more exciting.</p>
	Audial	Background of Music	
	Pragmatics	Explicature	√
		Implicature	

	Analysis		<p>According to the multimodal theory, this scene consists of visual and textual modal. The visual is young man and the textual is verbal part which is talked by the narrator. The modal has the correlation each other, because the expression of the young man showed as like the verbal part. Both of them has an explicit meaning because they have a clear meaning</p>
	Comment		<b><u>OK</u></b>
<p>32 Vis Img Exp LINF C 32 Aud BGM Exp LINF C</p>	Visual	Image	 <p>In this picture shows the young big man wants to attack the guy but he runs away by the All Terrains Vehicle</p>
		Color	
	Textual	Written	





		Verbal	
	Audial	Background of Music	<p><b>Playful</b></p> <p>This audial is supported to this scene to make the unity of all the modals more colorful and emotional.</p>
	Pragmatics	Explicature	√
		Implicature	
	Analysis		<p>According to the multimodal analysis, this data shows the two modal. The modal are visual and the audial. The visual is showed by the youths and the textual is delivered by the background of music. The guy shows the brave action to the young man which wants to attack him. It implies the explicit meaning to the slogan of the snack and it is supported by the background of music.</p>
	Comment		<b><u>OK</u></b>

<p>33 Vis Img Exp LINF C</p> <p>33 Tex Ver Exp LINF C</p>	Visual	Image	 <p>This data represents the youths who rides the All Terrains Vehicle.</p>
		Color	
	Textual	Written	
		Verbal	<p><i>“Karna hidup lebih seru kalau penuh bumbu”</i></p> <p><b>“Cause life is more exciting if full of flavors”</b></p> <p>This verbal has the meaning that life needs more flavor so, it will not be flat.</p>
	Audial	Background of Music	
	Pragmatics	Explicature	√
		Implicature	
	Analysis		Based on the theory of multimodal, the data consist of visual and textual. Visual is youth and the verbal is a narration which aims to the


			ingredients of the snack which are not flat and bold flavor. Both of them have an explicit meaning to the slogan.
	Comment		<b><u>OK</u></b>
<b>34 Vis Img Exp LINF C</b> <b>34 Tex Wrt Exp LINF C</b> <b>34 Tex Ver Exp LINF C</b>	Visual	Image	 <p>This picture shows the potato which is followed by the textual modal. This potato is as the main ingredient of the snack.</p>
		Color	
	Textual	Written	<p><b><i>100% kentang asli</i></b></p> <p><b>100% real potato</b></p> <p>This text explains the quality of the ingredient.</p>
		Verbal	<p><b><i>“Seperti kelezatan bumbu Chitato yang bikin lama dimulut gue”</i></b></p>

			<p><b>“Like the delicious flavor of Chitato that feels so long in my mouth”</b></p> <p>This verbal tells how the flavor of the snack is delicious. It purposes to persuade the consumers.</p>
	Audial	Background of Music	
	Pragmatics	Explicature	√
		Implicature	
	Analysis		<p>Based on the theory of multimodal, the data include of visual and textual modal. The visual shows the potato as the main ingredient of the snack and the textual consist of written and verbal. The written means the quality of the potato and the verbal emphasizes the flavor of the snack. The potato has an implicit and explicit meaning to the slogan. The implicit meaning comes as the potato has much vitamin which is equivalent with the corn and oat. It was popularized by the King Louis XIV in France in the 18<sup>th</sup> century. According to the link of</p>


			<a href="http://www.potatogoodness.com">www.potatogoodness.com</a> is in 1536) and it becomes the explicit because potato is the main ingredient of the snack.
	Comment		<b><u>OK</u></b>
<b>35 Vis Clr Exp LINF C</b> <b>35 Tex Wrt Exp LINF C</b> <b>35 Tex Ver Exp LINF C</b>	Visual	Image	
		Color	 <p>This data shows the packaging of the snack which concerns with the colors. The colors are light which includes blue, brown and yellow.</p>
	Textual	Written	<p><b>Life is Never Flat</b></p> <p>This data is supported by the written modal which showing the slogan of the snack.</p>
		Verbal	<p><b>Chitato Life is Never Flat</b></p>

	Audial	Background of Music	
	Pragmatics	Explicature	√
		Implicature	
	Analysis		Based on the multimodal theory, the data consist of visual a textual modal. The visual is represented by the color of the packaging which has a light colors. It aims to interest the consumers. The textual shows the written and verbal which mean the slogan of the snack. Both of them have an explicit meaning, because they are clear.
	Comment		<b><u>OK</u></b>
<b>36 Vis Img Exp LINF C</b> <b>36 Tex Wrt Exp LINF C</b> <b>36 Tex Ver Exp LINF C</b>	Visual	Image	 <p>This scene shows the youths who dance together.</p>

		Color	
	Textual	Written	<p><b>Chitato, French Fries, Baru</b></p> <p>It is also supported by the written modal which is mentioning the brand's name.</p>
		Verbal	<p><b>Chitato, French Fries, Baru, 100% kentang asli</b></p> <p>This verbal emphasizes the written modal to make sure that the message is delivered.</p>
	Audial	Background of Music	
	Pragmatics	Explicature	√
		Implicature	
	Analysis		<p>Based on the theory of multimodal, this data includes visual and textual modal. The visual is shown by the youth and the textual are represented by the written and the verbal. The written shows the name of product and the verbal explains more about the new product of the snack. They have explicit meaning, because both of them have correlation each other and</p>


			there are no the hide meaning among them.
	Comment		<b><u>OK</u></b>
<b>37 Vis Img Exp LINF C</b> <b>37 Tex Ver Exp LINF C</b>	Visual	Image	 <p>This picture represents the youths are having fun together while enjoying the new version of Chitato.</p>
		Color	
	Textual	Written	
		Verbal	<p><b>“Crispy nya ngagetin”</b></p> <p><b>“The crispy was surprising”</b></p> <p>This data also accompanied by the verbal modal which says the surprising feeling after eating the snack.</p>
	Audial	Background of Music	
Pragmatics	Explicature		√





		Implicature	
	Analysis		According to the theory of multimodal, the data shows the visual and textual modal. The visual is youths and the textual is verbal. The verbal contains the expression on the flavor of the snack. Both of them have connecting meaning which the movement of the youths synchronizes with the verbal narration. It also has explicit meaning to the slogan, because the modal implies the lack of simplicity of meaning.
	Comment		<b><u>OK</u></b>
38 Vis Img Exp LINF C 38 Tex Ver Exp LINF C	Visual	Image	 <p>This picture shows the shape of snack packaging. This package is a new version of</p>


			Chitato. It aims to make a simple package to the consumers.
		Color	
	Textual	Written	
		Verbal	<b>Dikemas praktis, asik dibawa kemana aja</b> This verbal contains the emphasizing the function of the new package of the snack.
	Audial	Background of Music	
	Pragmatics	Explicature	√
		Implicature	
	Analysis		Based on multimodal theory, the scene shows the visual and textual modal. The visual shows the shape of the snack packaging which is the new version from the snack and the textual is delivered by the verbal which supports the visual modal. Both of them are related and indicate the explicit meaning to the slogan. It is because the visual shows the
	Comment		<b><u>OK</u></b>

39|Vis|Img|Exp|LINF|C  
 39|Tex|Wrt|Exp|LINF|C  
 39|Tex|Ver|Exp|LINF|C


Visual	Image	 <p>This modal shows the color of the packaging which is yellow.</p>
	Color	
Textual	Written	<p><b>Chitato Life is Never Flat, 100% kentang asli</b></p> <p>This data shows the textual modal which is written. The writing consists of the slogan and it mentions the quality of the ingredient.</p>
	Verbal	<p><b>Baru, Chitato Crispy French Fries</b></p> <p>This textual represents the verbal which emphasizing of the written.</p>
Audial	Background of Music	
Pragmatics	Explicature	√
	Implicature	
Analysis		According to the theory of multimodal, this data

			includes the textual modal. They are represented by the textual and verbal. The textual comprise the slogan and mention the quality of the ingredients. Whereas the verbal mention the new version of the product.	
	Comment		<b><u>OK</u></b>	
40 Vis Img Exp LINF C 40 Tex Wrt Exp LINF C	Visual	Image	 <p>This visual shows the image of the youths who are like in Thailand because they eat the taste from traditional food which is Kung satay.</p>	
		Color		
	Textual	Written	<b>Kung satay</b>	This verbal mention the name of the flavor.
		Verbal		
Audial	Background of Music			


	Pragmatics	Explicature	√
		Implicature	
	Analysis		Based on the theory of multimodal, this scene shows visual and textual modal. The visual is shown by the youths and the textual is texting the name of the flavor which is Kung Satay. It is the food from Thailand.
	Comment		<b><u>OK</u></b>
41 Vis Img Exp LINF C 41 Tex Wrt Exp LINF C	Visual	Image	 <p>This visual shows the youths who are like in Japan because they after eating the flavor of Okonomiyaki which is the Japan food.</p>
		Color	
	Textual	Written	<b>Okonomiyaki</b>


			This verbal mentions the flavor of the snack.
		Verbal	
	Audial	Background of Music	
	Pragmatics	Explicature	√
		Implicature	
	Analysis		Based on the theory of Multimodal, this data has two modals which are visual and textual. The visual is represented by the youths who are eating the new taste from Japan and the textual is typed the name of the flavor which is Okonomiyaki.
Comment		<b><u>OK</u></b>	
42 Vis Img Exp LINF C 42 Tex Wrt Exp LINF C	Visual	Image	 <p>The visual shows the youths who are on the</p>

			stage with the boy band of K-pop. It is because they after eating the flavor from South Korean which is spicy Bulgogi.
		Color	
	Textual	Written	
		Verbal	
	Audial	Background of Music	
	Pragmatics	Explicature	√
		Implicature	
	Analysis		According to the theory of multimodal, the data has two modals which are visual and textual. The visual is represented by the youths who are in the stage with Boy band of K-Pop and the textual is explaining of the name's flavor, spicy bulgogi.
Comment		<b><u>OK</u></b>	
<b>43 Vis Img Exp LINF C</b>	Visual	Image	


43 Tex Wrt Exp LINF C		Color	 <p>This visual shows the color of the snack packaging.</p>
	Textual	Written	<p><b>Asian Cuisine</b></p> <p>This textual modal is written which tells the new variant of Chitato.</p>
		Verbal	
	Audial	Background of Music	
	Pragmatics	Explicature	√
		Implicature	
	Analysis		<p>Based on the multimodal theory, this scene shows the visual and textual modal. The visual is represented by the colors of snack packaging and the textual is the writing of the new version of the snack which is Asian Cuisine.</p>




	Comment		<u>OK</u>
<b>44 Vis Img Exp LINF C</b> <b>44 Aud BGM Exp LINF C</b>	Visual	Image	 <p>This advertisement is visualized by five youths who are still hang-out together in the park. They do different activities.</p>
		Color	
	Textual	Written	
		Verbal	
	Audial	Background of Music	<b>Cheerful</b>
Pragmatics	Explicature		√

		Implicature	
	Analysis		Based on the theory of multimodal in the advertisement is visualized by the youths who are hangout while eating “Chitato”. It has and explicit with the slogan “Life Is Never Flat” which is related with the visualization of youth, because a youth has a dynamic mind, act and feeling.
	Comment		<b><u>OK</u></b>
<b>45 Vis Img Exp- Imp LINF C</b> <b>45 Tex Wrt Exp LINF C</b> <b>45 Tex Ver Exp LINF C</b>	Visual	Image	 <p>This slide is visualized by image of potato. Potato is as the main ingredient of Chitato snack</p>
		Color	
	Textual	Written	<b>High Quality Potato</b>  This Written shows the explaining of the quality

			of the ingredient.
		Verbal	<p><i>“chitato dari kentang asli pilihan dengan wavy cut yang bikin kelezatan bumbu chitato menyatu di setiap lekukan nya.”</i></p> <p><b>“Chitato from the high quality potatoes with wavy cut which makes the delicacy of Chitato flavors blend in each curve.”</b></p> <p>It is delivered with the sound and text. The sound is told about the quality of the potato.</p>
	Audial	Background of Music	
	Pragmatics	Explicature	√
		Implicature	√
	Analysis		Based on the theory of multimodal, the visualization of the advertisement by giving an image of potato can give an action which is synchronic to the target of advertisement. It gives information about the ingredients of the snack which persuades the customer. The visualization on this advertisement by the image of potato is presented implicitly with the slogan

			<p>of the advertisement “Life Is Never Flat”, because potato is the kind of vegetable that popular to be consumed by all ages especially teenagers. It also a kind of food which is always available in every places of hangout, so this advertisement applies the image of potato to make the consumer believe that by eating this snack which made of the potato. They feel that their life will be so absorbing.</p>
	<p>Comment</p>		<p><u>OK</u></p>
<p>46 Vis Img Imp LINF C 45 Tex Wrt Exp LINF C</p>	<p>Visual</p>	<p>Image</p>	 <p>This visualization in this slide is the image of barbecue which blends with the flavor of</p>


			Chitato. According to Workman Publishing: 2010. In America, barbecue is the meat cooked over a grill or pit, covered in spices and basting sauce originated in the Carribean. The popularity of barbecues has spread like wildfire. In this slide, the image of barbecue is presented by the flavor of the snack
		Color	
Textual	Written		<b>Bold Taste, Lock Flavor</b>  This scene also shows the textual to support all the scenes.
	Verbal		
Audial	Background of Music		√
Pragmatics	Explicature		√
	Implicature		
Analysis			Based on the theory of multimodal, the visualization of the advertisement by giving an image of barbecue such as the flavor of Chitato gives an action which is synchronic to the target


			<p>of advertisement followed by the sound and the text in the visualization of the advertisement. The visualization on this advertisement by the image of barbecue is presented explicitly with the slogan of the advertisement “Life Is Never Flat”, because barbecue is the kind of food that is usually consumed by teenagers or adults. It is usually served when party. The implication of this image to relate with the slogan is when the consumer tastes this snack, they feel happy and in a good mood as like they are still in the party.</p>
	Comment		<b><u>OK</u></b>
<p>47 Vis Img Exp LINF C 47 Tex Ver Exp LINF C</p>	Visual	Image	 <p>This visualization of this slide is there are five youths who are still playing sky board after</p>


			eating Chitato in the road. They seem to be happy after they eat Chitato.
		Color	
	Textual	Written	
		Verbal	<p><i>“saat nongkrong saat nya chitato.”</i></p> <p><b>“When hangout comes, it’s time to eat Chitato.”</b></p> <p>This visualization is delivered with the sound which identifies the characteristic of the youths such as: <i>“saat nongkrong saat nya chitato.”</i></p> <p>“When hangout comes, it’s time to chitato.”</p>
	Audial	Background of Music	
	Pragmatics	Explicature	√
		Implicature	
	Analysis		Based on the theory of multimodal, the visualization of the advertisement by giving an image of sky-board which played by the youths can deliver a message to the customers by following the description from the sound. The

			sky-board is the kind of sport that usually be played by teenagers. This sport is also played in a happy feeling and enthusiasm. It makes the players feel challenged to play the sport. It must be played by a body balance. This brand wants every consumer who eats this snack has a happiness and high enthusiasm to live a life. The sound also told explicitly to the slogan. Whereas the visualization on this advertisement by the image is presented implicitly with the slogan of the advertisement “Life Is Never Flat”.
	Comment		<b><u>OK</u></b>
<b>48 Vis Clr Exp LINF C</b>	Visual	Image	




48 Tex Wrt Exp LINF C		Color	 <p>This advertisement is colored by flashy color which includes red, green, purple, brown, orange, and blue.</p>
	Textual	Written	<p><b>Life is Never Flat</b></p> <p>This text shows the slogan of the snack.</p>
		Verbal	
	Audial	Background of Music	
	Pragmatics	Explicature	√
	Analysis	Implicature	<p>Those colors identify the characteristic of the teenagers. Basically, the teenagers like the color which flashy, because it describes the</p>


			<p>enthusiasm and diversity of teenagers. The colors of the snack which are flashy can give an action which is synchronic to the target of advertisement. It also help the snack to attractive the consumer by having an interesting packaging. The flashy color is presented explicitly with the slogan of the advertisement “Life Is Never Flat”, because the color which is flashy describes the enthusiasm of teenagers. It implicates that live is not monotonous.</p>
	Comment		<b><u>OK</u></b>
<p><b>49 Vis Img Exp LINF C</b> <b>49 Tex Wrt Exp LINF C</b></p>	Visual	Image	 <p>The visual shows the youths who are playing a roller skate with the friends.</p>
		Color	


	Textual	Written	<b>Chitato 30</b>  This written tells the new look of the snack to celebrate the thirty year of Chitato.
		Verbal	
	Audial	Background of Music	
	Pragmatics	Explicature	√
		Implicature	
	Analysis		Based on the theory of multimodal, the data has two modals which are visual and textual. The visual is represented by the youth who is playing rolling skate on the road with her friends and the textual is texting the 30 years of Chitato.
Comment		<b><u>OK</u></b>	
<b>50 Vis Img Exp LINF C</b> <b>50 Tex Ver Exp LINF C</b>	Visual	Image	 <p>This visual shows the youths who are helping</p>


			together when one of them are fallen.
		Color	
	Textual	Written	
		Verbal	<p><b><i>“Kita sudah temenan dari dulu”</i></b></p> <p><b>“We have been friend for a long time”</b></p> <p>This verbal explains that the experience of friendship and it relates to the thirty years of Chitato.</p>
	Audial	Background of Music	
	Pragmatics	Explicature	√
		Implicature	
	Analysis		Based on the multimodal theory, this scene shows the visual and textual modal. The visual is shown by the image of the youth who are helping each other and the textual is delivered by explanation that they are having friendship for a long time.
	Comment		<b><u>OK</u></b>

51|Vis|Img|Exp|LINF|C

51 Vis Img Exp LINF C	Visual	Image	 <p>The visual shows the youths who are giving a help to his friend because he gets an accident.</p>
		Color	
	Textual	Written	
		Verbal	
	Audial	Background of Music	
	Pragmatics	Explicature	√
		Implicature	
	Analysis		Based on the theory of multimodal, this modal shows the visual which are the youths and the snack. They implies that Chitato has been thirty years old and it must help each other when the other are fallen. It is like they have been like a sibling.

	Comment		<u>OK</u>
<b>52 Vis Img Exp LINF C</b> <b>52 Tex Ver Exp LINF C</b>	Visual	Image	 <p>The visual shows the youth who is in the payphone while eating the snack.</p>
		Color	
	Textual	Written	
		Verbal	<p><b><i>“Dengerin cerita loe”</i></b></p> <p><b>“Listening your story “</b></p> <p>This verbal is supporting the visual that he always listen the story of the person whom he loves by phone in a public communication.</p>
	Audial	Background of Music	
	Pragmatics	Explicature	√
		Implicature	

	Analysis		According to the theory of multimodal, this data consists of two modals which are visual and textual. The visual is represented by the youth who is calling his lovely person while eating the snack and it is supported by the textual modal which has the meaning of the explaining the situation of the image.
	Comment		<b><u>OK</u></b>
<b>53 Vis Img Exp LINF C</b> <b>53 Teks Ver Exp LINF C</b>	Visual	Image	 <p>The visual shows the youth who is in front of the computer while eating the snack.</p>
		Color	
	Textual	Written	
		Verbal	<p><b><i>“Nemenin lo”e</i></b></p> <p><b>“Accompanying you”</b></p>

			This verbal supports the visual modal that the youth always being a friend in every situation which is followed by the snack.
	Audial	Background of Music	
	Pragmatics	Explicature	√
		Implicature	
	Analysis		Based on the theory of multimodal, this data ha two modal which are visual and textual. The visual shows the youth who is in front of the computer who is accompanying his friend while eating the Chitato and it is explained clearer by the textual modal.
	Comment		<b><u>OK</u></b>
<b>54 Vis Img Exp LINF C</b> <b>54 Tex Ver Exp LINF C</b>	Visual	Image	 <p>This visual shows the couple who are students</p>



			in the senior high school. The young man gives an attention to her girlfriend.
		Color	
Textual	Written		
	Verbal	<p><b><i>“Jadi andalan loe”</i></b></p> <p><b>“Be your mainstay”</b></p> <p>The verbal is suitable with the visual which supports to synchronize the scene.</p>	
Audial	Background of Music		
Pragmatics	Explicature		√
	Implicature		
Analysis			According to the theory of multimodal, the data consists of visual and textual. The visual shows youths who are a couple and the boyfriend tries to make his girl happy by giving the snack and it also supported by the textual modal which is delivered by the narrator.
Comment			<b><u>OK</u></b>

55|Vis|Img|Exp|LINF|C  
 55|Tex|Ver|Exp|LINF|C

Visual

Image



The visual shows the youths who are playing a piano together.

Color

Textual

Written

Verbal

**“Semangatin loe”**  
**“Support you”**  
 The verbal is adding an explanation to emphasize the meaning in the image.

Audial

Background of Music

Pragmatics

Explicature


√


Implicature


Analysis


Comment

**OK**


<b>56 Vis Img Exp LINF C</b> <b>56 Tex Ver Exp LINF C</b>	Visual	Image	 <p>The visual shows the youths who are doing a picnic and take photo together</p>
		Color	
	Textual	Written	
		Verbal	<p><b>“Saat semua lagi ngumpul”</b></p> <p><b>“When everybody gathers “</b></p> <p>This verbal also gives an explanation to support the image.</p>
	Audial	Background of Music	
	Pragmatics	Explicature	√
		Implicature	
	Analysis		According to the theory of multimodal, the data consists of visual and textual modal. The visual

			shows the youths who are having a picnic and enjoying it by taking their photos and it also explained more by the textual modal which is explained by the narrator.
	Comment		<u>OK</u>
57 Vis Img Exp LINF C 57 Tex Ver Exp LINF C	Visual	Image	 <p>The visual shows the youths who are paling together in the living room while eating the snack.</p>
		Color	
	Textual	Written	
		Verbal	<p><b><i>“Menang atau kalah kita bareng”</i></b></p> <p><b>“Be the winner or looser “</b></p> <p>This verbal means that the friends always be there for others friend in every situation and</p>


			condition.
	Audial	Background of Music	
	Pragmatics	Explicature	√
		Implicature	
	Analysis		Based on the theory of multimodal, the data has two modals which are visual and textual. The visual is the youths who are playing a game together in the living room while eating the snack and it also supported by the textual modal.
	Comment		<b><u>OK</u></b>
58 Vis Img Exp LINF C 58 Tex Ver Exp LINF C	Visual	Image	 <p>The visual shows the youth who are shouting a triumph because their team is the winner.</p>
		Color	
	Textual	Written	

		Verbal	<p><b>“Kita bangga sama-sama”</b></p> <p><b>“We are proud together”</b></p> <p>This verbal supports the image.</p>
	Audial	Background of Music	
	Pragmatics	Explicature	√
		Implicature	
	Analysis		<p>According to the theory of multimodal analysis, this data shows the visual and textual modal. The visual shows the youths who are supporting their team and shouting their happiness because their team becomes the winner and it also explained by the textual modal.</p>
	Comment		<b><u>OK</u></b>
<p>59 Vis Img Exp LINF C</p> <p>59 Tex Ver Exp LINF C</p>	Visual	Image	 <p>The visual shows the snack package which</p>

			reads the thirty years of Chitato.
		Color	
	Textual	Written	
		Verbal	<p><i>“Trimakasih untuk semua yang sudah kita lewati dan truslah menginspirasi dan inovasi, menciptakan rasa dan pengalaman yang akan selalu di nanti”</i></p> <p><b>“Thank you for all of the things we have been thorough and keep encourage and innovate, creating the taste and the experience that always be waiting”</b></p> <p>This verbal is as the addition to synchronize the image that it has been thirty years of Chitato is a snack brand.</p>
	Audial	Background of Music	
	Pragmatics	Explicature	√


		Implicature	
	Analysis		According to the theory of multimodal, this data has two modals which are visual and textual. The visual is the image of the snack packaging and the textual is the expression of giving thanks to Chitato for thirty years old which has been a brand snack.
	Comment		<u>OK</u>
60 Vis Img Imp LINF C	Visual	Image	 <p>This visual shows the image of the firework which written of thirty.</p>
		Color	
	Textual	Written	
		Verbal	
	Audial	Background of Music	





	Pragmatics	Explicature	
		Implicature	√
	Analysis		Based on the multimodal theory, this data includes the visual modals which are the image of youth and the firework. The youth celebrates the thirty years of Chitato by using the firework. The firework is used to be a part of party which represents of happiness and surprise.
	Comment		<b><u>OK</u></b>
<b>61 Vis Clr Exp LINF C</b> <b>61 Tex Wrt Exp LINF C</b>	Visual	Image	
		Color	 <p>The visual shows the colors of the packaging snack.</p>
	Textual	Written	<b>Chitato, Life is never flat</b>

			This written shows the slogan of the snack.
		Verbal	
	Audial	Background of Music	
	Pragmatics	Explicature	√
		Implicature	
	Analysis		Based on the theory of multimodal, this scene shows the visual and textual modal. The visual shows the colors of the packaging and the textual mentions the slogan of the snacks.
	Comment		<b><u>OK</u></b>


**Table Analysis of Lays**


<p>62 Vis Img Exp LNF L</p> <p>62 Tex Ver Exp LNF L</p>	Visual	Image	 <p>This scene consists of visual which is youth. They have fun together while enjoying Lay's.</p>
		Color	
	Textual	Written	
		Verbal	<p><b>Hey, that's my Lay's!</b></p> <p>This verbal supports the visual modal.</p>
	Audial	Background of Music	
	Pragmatics	Explicature	√
		Implicature	
	Analysis		<p>Based on the theory of multimodal, in this scene has two modal which are visual and textual. The visual is represented by the youths who are wrestling the snack and the textual is delivered by saying "Hey, that's my Lay's!." both of them</p>

			are connected. They have an explicit meaning to the slogan of the snack which the slogan is life needs more flavor. It implies that the youth shows that the snack is loved by everybody.
	Comment		<u>OK</u>
<b>63 Vis Img Exp LNF L</b>	Visual	Image	 <p>This scene shows the youths and the old woman. The youth helps her to get the chair in the restaurant.</p>
		Color	
	Textual	Written	
		Verbal	
	Audial	Background of Music	
	Pragmatics	Explicature	√
		Implicature	√


	Analysis		<p>According to the multimodal theory, this data includes one modal which is visual. The visual shows the image which are represented by the youth and old woman. the old woman prefers to take the Lays than the cassava chips. It means that Lays is more delicious and interesting than the Cassava snack. It also has an explicit meaning to the slogan that Lays can consume to all ages, not only for the youth but also for the old.</p>
	Comment		<u>OK</u>
64 Vis Img Imp LNF L	Visual	Image	 <p>This data represents the old woman who sits in the restaurant and served a bowl of cassava chips. Meanwhile, the old woman takes and eats</p>


			Lays which is hold by the youth.
		Color	
	Textual	Written	
		Verbal	
	Audial	Background of Music	
	Pragmatics	Explicature	
		Implicature	√
	Analysis		Based on the theory of multimodal, this data shows the visual modals which are the youth, old woman and the snack. They imply that Lay's is not only consumed by the youth but also the old people. It is match with the slogan of the snack that life needs more flavor. It implies that the snack is not only for the youth but also it can be consumed by the parents.
	Comment		<u>OK</u>


<p><b>65 Vis Img Exp LNF L</b></p> <p><b>65 Aud BGM Exp LNF L</b></p>	Visual	Image	 <p>This picture shows the popular football player who is Lionel Messi.</p>
		Color	
	Textual	Written	
		Verbal	
	Audial	Background of Music	<p><b>Cheerful</b></p> <p>This scene is supported by the background of music which the tempo is beat. The background of music is Brazilian music because Messi is in Brazil.</p>
	Pragmatics	Explicature	√
		Implicature	
	Analysis		Based on the theory of multimodal, this data consist of two modals which are visual and


			audial. The visual is shown by Messi and the audial is delivered by the cheerful music. Both of them are related where Messi is the football player and the music has a beat tempo.
	Comment		<b><u>OK</u></b>
<b>66 Vis Img Exp LNF L</b>	Visual	Image	 <p>This scene shows the youths with Messi. They take photo together, but one of them steal piece by piece Lay's while Messi still gets serious to take photo.</p>
		Color	
	Textual	Written	
		Verbal	
	Audial	Background of Music	
	Pragmatics	Explicature	




		Implicature	
	Analysis		Based on the multimodal theory, this data shows one modal which is visual. The visual is represented by the youths and Messi who are taking picture together.
	Comment		<u>OK</u>
67 Vis Img Imp LNF L	Visual	Image	 <p>This picture tells that the snack has run out. He does not realize that the snack was taken by the youths who asked him take photos together.</p>
		Color	
	Textual	Written	
		Verbal	
	Audial	Background of Music	
	Pragmatics	Explicature	
Implicature		√	


	Analysis		According to the multimodal theory, the scene shows the visual modal which is represented by Messi and his snack. It implies that it can be easier brings the snack because everybody like the snack so much. So they steal the lays when take photo together.
	Comment		<u>OK</u>
<b>68 Vis Img Exp LNF L</b>	Visual	Image	 <p>This data show us that one of the youth took the Lays snack which belongs to Messi.</p>
		Color	
	Textual	Written	
		Verbal	
	Audial	Background of Music	
	Pragmatics	Explicature	√


		Implicature	
	Analysis		Based on the multimodal theory, this data shows the visual modal which is the photo. The photo is taken by the youths and Messi when Messi took around in Brazil. It implies that everybody loves him and also his snack which he brought. It has an explicit meaning.
	Comment		<b><u>OK</u></b>
<b>69 Vis Img Exp LNF L</b>	Visual	Image	 <p>In this picture, there is an old woman hold Lay's snack and eating Lay's while looking for address. Then, Messi calls her to get the snack.</p>
		Color	
	Textual	Written	
		Verbal	

	Audial	Background of Music	
	Pragmatics	Explicature	√
		Implicature	
	Analysis		Based on the multimodal theory, this scene shows the old woman and Messi. It implies that Lay's consumes by every ages.
	Comment		<b><u>OK</u></b>
<b>70 Vis Img Exp LNF L</b> <b>70 Tex Ver Exp LNF L</b> <b>70 Aud BGM Exp LNF L</b>	Visual	Image	 <p>This picture represents Messi and the painter. The painter calls him to be a model of his painting but actually he wants the snack that Messi holds.</p>
		Color	
	Textual	Written	
		Verbal	<b><i>“Signore Messi”</i></b>


			<p><b>Mr Messi!</b></p> <p><b>Please, Don't move! Look at!</b></p> <p>This scene is supported by the textual modal which is verbal. The verbal contains the command and invitation between the painter and Messi.</p>
	Audial	Background of Music	<p><b>Playful</b></p> <p>In this scene also, there is background music to support and create emotion to the consumers. The background of music is Italian music which has the instrument is delight.</p>
	Pragmatics	Explicature	√
		Implicature	
	Analysis		<p>Based on the multimodal theory, this scene has three modals which are visual, textual and audial. The visual is represented by the image of youth and old man which is painter and textual is delivered by verbal which contains the command and inviting the painter to Messi. And</p>


			for the audial is delivered by background of music which is relatable and supported both of them.
	Comment		<b><u>OK</u></b>
<b>71 Vis Img Exp LNF L</b> <b>71 Tex Ver Exp LNF L</b>	Visual	Image	 <p>The painter enjoys the snack and he becomes addicted by the snacks, till he forgets to paint Messi.</p>
		Color	
	Textual	Written	
		Verbal	<b>Ssstt!</b>  This verbal tells that the painter steal the snack and ask the woman who is on her house rooftop and seeing his acts to silent.
	Audial	Background of Music	

	Pragmatics	Explicature	√
		Implicature	
	Analysis		Based on the multimodal theory, the data includes two modals which are visual and textual. The visual is shown by the old man who is the painter and the textual is delivered by saying the command word to silent. Both of them have explicit meaning to the slogan of the snack, because it is clear.
	Comment		<b><u>OK</u></b>
72 Vis Img Imp LNF L	Visual	Image	 <p>This picture shows the painting of lays which is brought by Messi.</p>
		Color	
	Textual	Written	


		Verbal	
	Audial	Background of Music	
	Pragmatics	Explicature	
		Implicature	√
	Analysis		According to the theory of multimodal, the data consists of visual modals which are Messi and the painting. It implies that the snack is more interesting than Messi for the painter. It also has explicit meaning to the slogan because the visual tells clear to the consumers.
Comment		<b><u>OK</u></b>	
<b>73 Vis Img Exp LNF L</b>	Visual	Image	 <p>This picture shows the expression of Messi and the painter. Messi was surprised that the snack has run out and the painter shows his smile.</p>





		Color	
	Textual	Written	
		Verbal	
	Audial	Background of Music	
	Pragmatics	Explicature	√
		Implicature	
	Analysis		Based on the theory of multimodal, this scene shows the visual modals which are Messi, old man and Lay's. the visual tells that the snack is run out and Messi has realized that it is eaten by the painter when he asked him to be his model.
Comment		<u>OK</u>	
<b>74 Vis Img Exp LNF L</b>	Visual	Image	 <p>This picture shows the man who brings Lays and Messi sees him.</p>

		Color	
	Textual	Written	
		Verbal	
	Audial	Background of Music	
	Pragmatics	Explicature	√
		Implicature	
	Analysis		Based on multimodal theory, this scene has one modal which is visual. The visual is represented by the young man, Messi and Lay's. They tell that Messi has an object to duplicate the painter's trick to get the Lay's.
	Comment		<u>OK</u>
75 Vis Img Exp LNF L 75 Tex Ver Imp LNF L	Visual	Image	 <p>Messi offered him to be a model of his painting. He imitates the trick from the painter who eats</p>


			his snack up.
		Color	
	Textual	Written	
		Verbal	<p><i>Dipinto?</i></p> <p><b>“Want to be painted?”</b></p> <p>This verbal has inviting meaning to the man who brings the snack. Messi meant to ask him as the model in order to he gets the Lay’s as like the painter before.</p>
	Audial	Background of Music	
	Pragmatics	Explicature	√
		Implicature	√
	Analysis		<p>Based on the theory of multimodal, this data has two modals which are visual and textual. The visuals are represented by the man and Messi. The textual is delivered by inviting to be a model of Messi’s painting. Whereas it is just a trick to get Lay’s.</p>

	Comment		<u>OK</u>
<b>76 Vis Img Exp LNF L</b> <b>76 Tex Ver Exp LNF L</b>	Visual	Image	 <p>This scene shows the youths who are in the car. They got a trouble on traffic jam.</p>
		Color	
	Textual	Written	
		Verbal	<p><b>“We’re not going anywhere”</b></p> <p>This verbal explains that the situation, then after they eat Lay’s, they get idea to go the yard near the road.</p>
	Audial	Background of Music	
	Pragmatics	Explicature	√
		Implicature	
	Analysis		Based on the multimodal theory, this data includes two modals which are visual and


			textual. The visual is represented by the youth who got traffic jump and the textual is delivered b the explanation of the situation and condition of the youths. Both of them are synchronic.
	Comment		<u>OK</u>
77 Vis Img Exp LNF L 77 Tex Ver Exp LNF L	Visual	Image	 <p>The picture shows that the youths decide to go out the car and play the wheel on the yard near the road.</p>
		Color	
	Textual	Written	
		Verbal	<p><b>“Let’s go!”</b></p> <p>This modal shows the verbal which is said by one of the youth. He asked his friends to get fun by playing the wheel in the yard.</p>

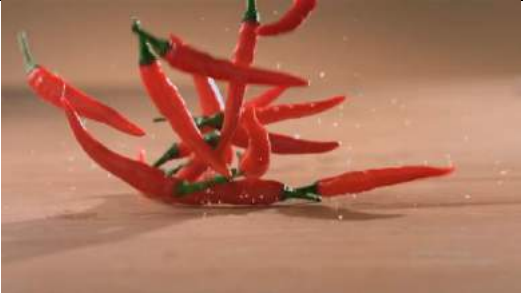
	Audial	Background of Music	
	Pragmatics	Explicature	√
		Implicature	
	Analysis		According to theory of multimodal, this scene shows two modals which are visual and textual. The visual is shown by the youths with the wheel as the tool for having fun after getting the traffic jump and the textual is delivered by verbal which has the contains to invite his friends to refresh their mood.
Comment		<u>OK</u>	
78 Vis Img Exp LNF L 78 Tex Ver Exp LNF L	Visual	Image	 <p>This picture represents the driver of the Lays truck. He lends the wheel to the youths and gives them the snack.</p>


		Color	
	Textual	Written	
		Verbal	<p><b>“I’ve got max”</b></p> <p>This verbal means that the man gives offering to the youths by showing the big wheel. He also says the verbal modal.</p>
	Audial	Background of Music	
	Pragmatics	Explicature	√
		Implicature	
	Analysis		<p>Based on the theory of multimodal, this data consists of two modals which are visual and textual. The visual consist of the man with his big wheel and the textual is delivered by the man which has an offering meaning to the youths by giving his big wheels. Both of the modal have an explicit meaning to the slogan of the snack, because it has much choice and it also makes the happiness.</p>
	Comment		<b><u>OK</u></b>


<p>79 Vis Clr Exp LNF L</p> <p>79 Tex Wrt Exp LNF L</p>	Visual	Image	
		Color	 <p>This data shows the packaging of the snack. There are different shape and colors.</p>
	Textual	Written	<p><b>Lay's, life needs flavor</b></p> <p>This verbal shows the slogan of the snack.</p>
		Verbal	
	Audial	Background of Music	
	Pragmatics	Explicature	√
		Implicature	
	Analysis		<p>According to the multimodal analysis, this data includes two modals which are visual and textual modal. The visual shows the shape of snack packaging and the textual is delivered by the slogan of the snack.</p>




	Comment		<b><u>OK</u></b>
<b>80 Vis Img Exp LNF L</b> <b>80 Aud BGM Exp LNF L</b>	Visual	Image	 <p>This picture shows the writing of the variety of flavor which made from the chili.</p>
		Color	
	Textual	Written	
		Verbal	
	Audial	Background of Music	<b>Playful</b> <p>This audial is the playful background of music which has a beat tempo and enjoyable. It is a Thai music.</p>
	Pragmatics	Explicature	√
		Implicature	
	Analysis		Based on the theory of multimodal, this scene shows the visual and audial modal. The visual is


			represented by the writing of the variety of flavor which made by the chili pour and the audial is delivered by the playful background of music which is the Thai music. It implies an explicit meaning with the slogan of the snack, because the flavor is variation to represent each country.
	Comment		<u>OK</u>
<b>81 Vis Img Exp LNF L</b>	Visual	Image	 <p>This picture shows the ingredient of the snack which is Thai chili.</p>
		Color	
	Textual	Written	
		Verbal	
	Audial	Background of Music	


	Pragmatics	Explicature	√
		Implicature	
	Analysis		According to the multimodal theory, this data shows the main ingredient which be the highlight of the new version.
	Comment		<b><u>OK</u></b>
<b>82 Vis Clr Exp LNF L</b> <b>82 Tex Ver Exp LNF L</b>	Visual	Image	
		Color	 <p>This data shows the package of the snack which the color is purple.</p>
	Textual	Written	
		Verbal	<p><b>“Flavor of your day with the new Lay’s Thai chili”</b></p> <p>This verbal is supported the visual that the narrator persuade the customers to eat Lay’s</p>

			with its new version.
	Audial	Background of Music	
	Pragmatics	Explicature	√
		Implicature	
	Analysis		Based on the theory of multimodal, the data includes the visual and textual. The visual shows the package of the snack which the color is light and the textual is delivered by the narrator which has the meaning to persuade the customers to try the new version of Lay's.
	Comment		<b><u>OK</u></b>
83 Vis Img Exp LNF L 83 Tex Ver Exp LNF L	Visual	Image	 <p>This picture represents the young woman who is Thai person.</p>
		Color	


	Textual	Written	
		Verbal	<p>“Sawadikap “</p> <p>“Hallo”</p>
	Audial	Background of Music	
	Pragmatics	Explicature	√
		Implicature	
	Analysis		<p>According to the multimodal theory, this scene consists of two modals which are visual and textual. The visual is represented by the youth which is Thai woman and the textual is delivered by her which has the meaning is greeting in Thai language.</p>
Comment		<b><u>OK</u></b>	
<p>84 Vis Img Exp LNF L</p> <p>84 Vis Clr Exp LNF L</p> <p>84 Tex Ver Exp LNF L</p>	Visual	Image	 <p>This picture shows the kinds of packaging of the</p>

		snack and the colors
	Color	<b>Flashy</b> The colors of the package are flashy which the colors dominate by the light color.
Textual	Written	
	Verbal	<b>Lay's, Life needs flavor</b> This verbal says the slogan of the snack.
Audial	Background of Music	
Pragmatics	Explicature	√
	Implicature	
Analysis		According to the multimodal theory, this data shows two modals which visual and textual. The visuals show the image and the colors of the snack packaging and the textual is delivered by saying the slogan of the snack.
Comment		<b><u>OK</u></b>


<b>85 Vis Img Exp LNF L</b>	Visual	Image	 <p>This picture shows the one of ingredients of the snack which becomes the highlight of the flavor. It is Mexican paprika.</p>
		Color	
	Textual	Written	
		Verbal	
	Audial	Background of Music	
	Pragmatics	Explicature	√
		Implicature	
	Analysis		Based on the multimodal theory, this data shows the visual modal which shows the Mexican paprika. It is the main ingredient as the new version of Lay's.
	Comment		<b><u>OK</u></b>


<b>86 Vis Img Exp LNF L</b> <b>86 Aud BGM Exp LNF L</b>	Visual	Image	 <p>This picture shows the ingredients of the snack by showing the writing of the ingredient's name.</p>
		Color	
	Textual	Written	
		Verbal	
	Audial	Background of Music	<b>Playful</b> <p>This audial is the playful background of music which has a beat tempo and enjoyable. It is a Mexican music.</p>
	Pragmatics	Explicature	√
		Implicature	
	Analysis		Based on the theory of multimodal, this scene shows the visual and audial modal. The visual is




			represented by the writing of the variety of flavor which made by the paprika pour and the audial is delivered by the playful background of music which is the Mexican music. It implies an explicit meaning with the slogan of the snack, because the flavor is variation to represent each country.
	Comment		<u>OK</u>
87 Vis Img Exp LNF L 87 Tex Ver Exp LNF L	Visual	Image	 <p>This picture shows the packaging of the snack by representing the color of the package. The color is black with the yellow, white and the red as the combination.</p>
		Color	
	Textual	Written	


		Verbal	<p><b>Flavor of your day with the new Lay's Mexican Paprika</b></p> <p>This verbal is supported the visual that the narrator persuade the customers to eat Lay's with its new version.</p>
	Audial	Background of Music	
	Pragmatics	Explicature	√
		Implicature	
	Analysis		Based on the theory of multimodal, the data includes the visual and textual. The visual shows the package of the snack which the color is light and the textual is delivered by the narrator which has the meaning to persuade the customers to try the new version of Lay's.
	Comment		<b><u>OK</u></b>


<b>88 Vis Img Exp LNF L</b> <b>88 Tex Ver Exp LNF L</b>	Visual	Image	 <p>This picture shows the young man who eats Lays and feels so hot. He is a Mexican.</p>
		Color	
	Textual	Written	
		Verbal	<p><b>“Hola!”</b></p> <p><b>“Hallo!”</b></p> <p>This verbal is greeting with Brazilian language which said by the youth.</p>
	Audial	Background of Music	
	Pragmatics	Explicature	√
		Implicature	
	Analysis		According to the multimodal theory, this scene consists of two modals which are visual and

			textual. The visual is represented by the youth which is Mexican man and the textual is delivered by him which has the meaning is greeting in Mexican language.
	Comment		<b><u>OK</u></b>
89 Vis Img Exp LNF L 89 Tex Ver Exp LNF L	Visual	Image	 <p>This picture represents the youths who are in the mini market and eat Lays. They eat the variant of the flavor which is Greece Tzatziki.</p>
		Color	
	Textual	Written	
		Verbal	<p><b>“Longing for a taste of something Greek?”</b></p> <p>This verbal means that the youths taste the flavor from Greek</p>
	Audial	Background of Music	


	Pragmatics	Explicature	√
		Implicature	
	Analysis		Based on the theory of multimodal, this data shows the visual and textual modal. The visual is represented by the youths who are in the supermarket and try the new version of taste from Greek and the textual is delivered by the youth that they eat the flavor from Greek which make them like they are in Greek.
	Comment		<b><u>OK</u></b>
<b>90 Vis Img Exp LNF L</b> <b>90 Tex Ver Exp LNF L</b>	Visual	Image	 <p>This picture shows the Greece food which is the sauce. The name is Tzatziki. It is the traditional appetizer which is usually found in Greece.</p>
		Color	

	Textual	Written	
		Verbal	<p><b>“Creamy tzatziki is a tempting trick!”</b></p> <p>This verbal means the emphasizing of the taste. It makes the tzatziki more interesting to the customers.</p>
	Audial	Background of Music	
	Pragmatics	Explicature	√
		Implicature	
Analysis		<p>According to the theory of multimodal, this data includes the visual and textual modal. The visual is represented by showing the traditional appetizer from Greek which is the authentic food in Greek. According to M. Mohammed Shafi ( Oct 5 2018) in onmanorama.com tzatziki is the classic appetizer which is popular sauce or dip made with yogurt, garlic, olive oil, and dill. For the textual, the verbal is delivered by the youth who explaining and make the flavor more interesting to customers.</p>	


	Comment		<u>OK</u>
<b>91 Vis Img Exp LNF L</b> <b>91 Tex Ver Exp LNF L</b>	Visual	Image	 <p>This picture shows the youths who are eating the Lays in the kitchen which is in China, because they eat the traditional food from China.</p>
		Color	
	Textual	Written	
		Verbal	<p><b>“Then head to China where you’ll stumble upon the zesty heat of chicken Szechuan”</b></p> <p>This verbal shows the explanation by the youth that they are in China with the traditional food which is chicken Szechuan.</p>
	Audial	Background of Music	
	Pragmatics	Explicature	√


		Implicature	
	Analysis		Based on the theory of multimodal, this data consists of the visual and textual modal. The visual is represented by the youths who are eating the flavor from China and the textual explains that they are heading to China with the chicken Szechuan as the authentic food from China.
	Comment		<u>OK</u>
<b>92 Vis Img Exp LNF L</b>	Visual	Image	 <p>This picture shows the traditional food from China which is China Szechuan Chicken.</p>
		Color	
	Textual	Written	
		Verbal	



	Audial	Background of Music	
	Pragmatics	Explicature	√
		Implicature	
	Analysis		<p>According to the multimodal analysis, this scene shows that the modal which is appeared is the chef who is cooking chicken Szechuan from China. According to Wayne Robert (June 19, 2019) in <a href="https://delaneychicken.com/">https://delaneychicken.com/</a>, chicken Szechuan is the originate food from Sichuan, southwestern China. It is savory food in China. It is made from Szechuan meals integrate a great deal of garlic and also chili peppers.</p>
Comment		<b><u>OK</u></b>	
<b>93 Vis Img Exp LNF L</b> <b>93 Tex Ver Exp LNF L</b>	Visual	Image	 <p>This picture also shows the youths who are in</p>

			the kitchen which is Indian. It is because they eat Lay's which the taste is from the India traditional food.
		Color	
	Textual	Written	
		Verbal	<p><b>“In the mood for some Indian spice?”</b></p> <p>This verbal is said by the youth that tells us that they are eating the traditional spice food from Indian.</p>
	Audial	Background of Music	
	Pragmatics	Explicature	√
		Implicature	
	Analysis		Based on the theory of multimodal, the data consists of two modals which are visual and textual. The visual is shown by the image of youth who are eating the traditional food from Indian and the textual is delivered by the youth which mentions the traditional Indian foods.
	Comment		<u><b>OK</b></u>

<p><b>94 Vis Img Exp LNF L</b> <b>94 Tex Ver Exp LNF L</b></p>	Visual	Image	 <p>This picture shows the food which becomes the variant of the snack. The food is the traditional food from India which named Indian Tikka Masala.</p>
		Color	
	Textual	Written	
		Verbal	<p><b>“Tikka masala tastes so nice!”</b></p> <p>This verbal means the expression of the youth at the taste of Tikka Masala from Indian food.</p>
	Audial	Background of Music	
	Pragmatics	Explicature	√
		Implicature	
	Analysis		Based on the theory of multimodal, this data has two modals which are visual and textual. The

			<p>visual is represented by the traditional food from Indian and the textual is giving an expression of the food. According to Vicki William (19 Aug, 2019) published on <a href="https://www.scmp.com/magazines/">https://www.scmp.com/magazines/</a>, that Tikka Masala is from Indian not British. It is made from chicken curry soup which a spicy flavor.</p>
	Comment		<b><u>OK</u></b>
<p><b>95 Vis Img Exp LNF L</b> <b>95 Tex Ver Exp LNF L</b></p>	Visual	Image	 <p>This scene represents the youths who are eating the snack which is in Brazilian. It is because they eat the variant taste from the traditional food from Brazilian.</p>
		Color	
	Textual	Written	

	Verbal	<p><b>“Then whisk yourself off Brazil to feast on tasty steak Picanna, hot off the grill!”</b></p> <p>This verbal explains that the youths are eating the taste from Brazil which named Picanna.</p>
Audial	Background of Music	
Pragmatics	Explicature	√
	Implicature	
Analysis		Based on multimodal theory, this scene shows the visual and textual modal. The visual is represented by the image of the youths who are eating Lay’s with the taste from Brazil and the textual is explains that they are eating the authentic food from Brazil which named is Picanna.
Comment		<b><u>OK</u></b>

96|Vis|Img|Exp|LNF|L

Visual

Image



This picture shows the food which becomes the taste of the snack. It is from Brazilian which the name is Brazilian Picanna. It is the traditional food from Brazilian.

Color

Textual

Written

Verbal

Audial

Background of Music

Pragmatics


Explicature

√

Implicature


Analysis


Based on the theory of multimodal, the data shows the visual modal which is represented by the image of Brazil food which named Picanna meat grill. According to Steven Raichlen ( 9


			Aug, 2016) published in <a href="https://barbecuebible.com/">https://barbecuebible.com/</a> that Picanna is taken from the cutting of the meat which is beef top sirloin with a thick cap of fat. It usually found in Brazilia.
	Comment		<b><u>OK</u></b>
<b>97 Vis Img Exp LNF L</b> <b>97 Tex Ver Exp LNF L</b>	Visual	Image	 <p>This picture shows the youths who are hang out together and sing a song by using the musical instrument.</p>
		Color	
	Textual	Written	
		Verbal	<b>Let's all hang out together, cause life needs flavor</b>


			This verbal is delivered by the man with the tone. The meaning is inviting his friends to hang out together as the slogan of the snack.
	Audial	Background of Music	
	Pragmatics	Explicature	√
		Implicature	
	Analysis		Based on multimodal analysis, this data shows two modals which are visual and textual. The visual shows the image of youth by playing the musical instrument and the textual is delivered by the youth with the tone. Both of them are explicit with the slogan of the snack, because it is clear to understand.
	Comment		<b><u>OK</u></b>




98 Vis Img Imp LNF L	Visual	Image	 <p>This picture shows the eye which belong to one of the youth after eating the snack.</p>
		Color	
	Textual	Written	
		Verbal	
	Audial	Background of Music	
	Pragmatics	Explicature	
		Implicature	√
	Analysis		<p>According to the multimodal theory, the data shows the visual modals which are the eye and the fire. The eye tells that the flavor of the snack is hot as like fire. So the fire is represents the taste of the chili which makes the youth feels hot</p>


			after eating the snack.
	Comment		<b><u>OK</u></b>
99 Vis Img Exp LNF L	Visual	Image	 <p>This picture shows the chili and there is a fire as represents the hot sensation.</p>
		Color	
	Textual	Written	
		Verbal	
	Audial	Background of Music	
	Pragmatics	Explicature	√
		Implicature	
	Analysis		Based on the multimodal theory, this scene consists of visual modals which are the main ingredient of the snack, chili, and the fire. The fire is a symbol of the taste from the snack that


			chili creates a hot feeling as like fire. So, they have a similar meaning.
	Comment		<u>OK</u>
<b>100 Vis Img Exp LNF L</b> <b>100Aud BGM Exp LNF L</b>	Visual	Image	 <p>This picture shows the youth play the guitar with his friends on the roof top.</p>
		Color	
	Textual	Written	
		Verbal	
	Audial	Background of Music	<b>Sound</b>  <b>Instrument bass</b>  This audial is representing by the sound of the bass. The youth feels so hot after eating the snack so he plays very spirit.
Pragmatics	Explicature	√	

		Implicature	
	Analysis		Based on multimodal theory, the data includes two modals which are visual and the textual. The visual shows the youth with his guitar on his hand and the textual is delivered by the sound of the guitar.
	Comment		<b><u>OK</u></b>
<b>101 Vis Img Exp LNF L</b> <b>101 Tex Ver Exp LNF L</b>	Visual	Image	 <p>This picture shows the shape of the piece of snack. The shape is wavy. It is same with the kinds of variety of the snack.</p>
		Color	
	Textual	Written	
		Verbal	<b>Presenting Lay's wavy side back more flavor in a spite gorgeous and a crunchier</b>


			This verbal is delivering the explanation to support the image in visual modal.
	Audial	Background of Music	
	Pragmatics	Explicature	√
		Implicature	
	Analysis		Based on the multimodal theory, the data consists of two modals which are visual and textual. The visual is represented by the image of the snack's shape which is wavy cut and the textual has the meaning to support the visual modal. This data has explicit meaning to the slogan because the wavy cut is the new version of Lay's.
	Comment		<b><u>OK</u></b>
<b>102 Vis Clr Exp LNF L</b>	Visual	Image	


102 Tex Wrt Exp LNF L		Color	 <p>This data shows the package of the snack. It represents of the colors which are orange, red and blue.</p>
Textual	Written	<b>Life needs more flavor</b>	This modal is texting the slogan of the snack.
	Verbal		
Audial	Background of Music		
Pragmatics	Explicature		√
	Implicature		
Analysis			<p>According to the theory of multimodal, the scene has two modals which are visual and textual. The visual shows the colors of the packaging and the textual shows the texting of the slogan's snack.</p>


	Comment		<u>OK</u>
<b>103 Vis Img Exp LNF L</b> <b>103 Tex Ver Exp LNF L</b>	Visual	Image	 <p>This scene represents the youth who eats Lays and feel so excited because of the taste.</p>
		Color	
	Textual	Written	
		Verbal	<p><b>Nikmati Lays baru</b></p> <p><b>Enjoy the new Lays</b></p> <p>This verbal explains that the new version of the snack.</p>
	Audial	Background of Music	
	Pragmatics	Explicature	√
		Implicature	
	Analysis		Based on the multimodal theory, this data shows

			the two modals which are visual and the textual. The visual is youth who is eating the snack and the textual is delivered by the narrator.
	Comment		<b><u>OK</u></b>
<b>104 Vis Img Exp LNF L</b> <b>104 Tex Ver Exp LNF L</b>	Visual	Image	 <p>Tokyo, Japan</p> <p>This data shows the condition of road in Tokyo, Japan. The youths who eat Lays are there, because she eats Lays which the traditional of Japan taste.</p>
		Color	
	Textual	Written	
		Verbal	<p><b><i>Rasa khas Jepang</i></b></p> <p><b>The traditional flavor from Japan</b></p> <p>The verbal explaining the flavor made of.</p>





	Audial	Background of Music	
	Pragmatics	Explicature	√
		Implicature	
	Analysis		Based on multimodal theory, this data shows the visual and textual modal. The visual shows the image of the Japan road which is located in Tokyo and the textual is explaining the flavor.
Comment		<u>OK</u>	
105 Vis Img Exp LNF L	Visual	Image	 <p>This scene also shows the youth who eats the new version of Lays. She eats in the car.</p>
		Color	
	Textual	Written	
		Verbal	
	Audial	Background of Music	


	Pragmatics	Explicature	√
		Implicature	
	Analysis		According to the theory of multimodal, this data consists of visual modals which are youths and the snack. The youths are eating the snack which has the taste from Australia.
	Comment		<b><u>OK</u></b>
<b>106 Vis Img Exp LNF L</b> <b>106 Tex Ver Exp LNF L</b>	Visual	Image	 <p>Then, she is in Sydney with her friends after eating the snacks.</p>
		Color	
	Textual	Written	
		Verbal	<b>Australia</b>  This verbal says Australia as the country which becomes the flavor of the snack.


	Audial	Background of Music	
	Pragmatics	Explicature	√
		Implicature	
	Analysis		According to multimodal theory, this data has two modals which are visual and textual modal. The visual is represented by the youths who are in Sydney, Australia and the textual is explaining that the country they come.
Comment		<u>OK</u>	
107 Vis Img Exp LNF L 107 Tex Ver Exp LNF L	Visual	Image	 <p>This scene shows the youths who are in South Korea and dance with the boy band in the middle of the stage. It happens after they eat the new version of Lays which contains the traditional taste from South Korea.</p>

		Color	
	Textual	Written	
		Verbal	<p><i>Apa Korea?</i></p> <p><b>Or Korean?</b></p> <p>This verbal is offering the other country which is South Korea.</p>
	Audial	Background of Music	
	Pragmatic	Explicature	√
		Implicature	
	Analysis		Based on the theory of multimodal, this scene consists of two modals which are visual and textual. The visual is represented by the youth and the textual is delivered by the narrator who offering South Korea as the choice.
	Comment		<b><u>OK</u></b>


<b>108 Vis Img Exp LNF L</b> <b>108 Aud BGM Exp LNF L</b>	Visual	Image	 <p>This picture shows the youths who are having fun together by playing a game in the living room.</p>
		Color	
	Textual	Written	
		Verbal	
	Audial	Background of Music	<p><b>Playful</b></p> <p>This audial is supported by the background of music which has the beat tempo and nice to play. It is supported to the image which is represented by the youth</p>
	Pragmatics	Explicature	√
		Implicature	
	Analysis		Based on the theory of multimodal, this data


			shows visual and audial modal. The visual presents the youths and the audial is delivered by the background of music to support the image.
	Comment		<u>OK</u>
109 Vis Img Exp LNF L	Visual	Image	 <p>This picture shows the youth is eating the snack with her expression.</p>
		Color	
	Textual	Written	
		Verbal	
	Audial	Background of Music	
	Pragmatics	Explicature	√
		Implicature	
	Analysis		Based on multimodal theory, this scene includes visual modal which shows the youth who is


			eating Lay's while playing the game with her friends. It implies that Lay's is nice to eat when get hang out with her friends.
	Comment		<u>OK</u>
<b>110 Vis Img Exp LNF L</b> <b>110 Tex Ver Exp LNF L</b>	Visual	Image	 <p>This picture shows the youths are eating the snack with the cola. They are in the club and have fun together.</p>
		Color	
	Textual	Written	
		Verbal	<p><b>Let's all hang out together</b></p> <p>This verbal is delivered by repeating the sentence with the tone and the instrument from hitting the coke bottles.</p>
	Audial	Background of Music	


	Pragmatics	Explicature	√
		Implicature	
	Analysis		Based on multimodal theory, this data shows the visual and textual modal. The visual shows the youths, Lays and the coke and the textual is delivered by the sing the sentence which has the meaning of persuading.
	Comment		<b><u>OK</u></b>
111 Vis Img Imp LNF L 111 Tex Ver Exp LNF L	Visual	Image	 <p>This picture shows the snack and the popcorn beside it. Then, the youth prefer to take Lays than popcorn as their snack.</p>
		Color	
	Textual	Textual	
		Verbal	<b>Cause life needs flavor</b>




			This verbal mention the slogan of the snack and it is match with the visual modal which shows the Lays.
	Audial	Background of Music	
	Pragmatic	Explicature	√
		Implicature	√
	Analysis		Based on multimodal theory, this scene includes the visual and textual modal. The visual is represented by Lay's and popcorn and the textual is delivered by the youth and it mentions of the slogan of the snack.
	Comment		<u><b>OK</b></u>
<b>112 Vis Img Exp LNF L</b>	Visual	Image	 <p>This picture shows the youths are playing the cards while eating the snack.</p>


		Color	
	Textual	Written	
		Verbal	
	Audial	Background of Music	
	Pragmatics	Explicature	√
		Implicature	
	Analysis		Based on the theory of multimodal, the data consists of visual modal. The visual shows the youth, the card and the snack. The youth play the cards while eating the snack. It implies that Lay's is suitable in every situation.
	Comment		<b><u>OK</u></b>
<b>113 Vis Img Exp LNF L</b>	Visual	Image	 <p>This scene represents the youths are dancing together while eating Lays and playing the</p>


			instrument.
		Color	
	Textual	Written	
		Verbal	
	Audial	Background of Music	
	Pragmatics	Explicature	√
		Implicature	
	Analysis		Based on the theory of multimodal, this scene includes the visual which are the youths and the snack. The youths dance together by eating the snack and laughing together.
Comment		<b><u>OK</u></b>	
<b>114 Vis Img Exp LNF L</b>	Visual	Image	 <p>This picture shows the youths who are in the truck and they do some fun activities like</p>

			playing instrument and dancing.
		Color	
	Textual	Written	
		Verbal	
	Audial	Background of Music	
	Pragmatics	Explicature	√
		Implicature	
	Analysis		Based on the theory of multimodal, the data represents the visuals which are youths and the music instrument. The youth plays the instrument to entertain themselves in the truck when they are still on the road.
Comment		<b><u>OK</u></b>	
<b>115 Vis Img Exp LNF L</b>	Visual	Image	 <p>This picture shows the game which is played by</p>


			the youth when they have fun. The game is named foosball or table soccer. It is played on the table and played by two people or groups.
		Color	
	Textual	Written	
		Verbal	
	Audial	Background of Music	
	Pragmatics	Explicature	√
		Implicature	
	Analysis		Based on multimodal theory, the data consists of visual modal which is represented by the youths and the foosball or table soccer. The youths have fun by using the football soccer as their game. And they also eat Lay's as their snack.
	Comment		<b><u>OK</u></b>


116 Vis Img Exp LNF L	Visual	Image	 <p>This picture shows the youths are having fun together on the cruise ship for celebrating the party together</p>
		Color	
	Textual	Written	
		Verbal	
	Audial	Background of Music	
	Pragmatics	Explicature	√
		Implicature	
	Analysis		Based on the multimodal theory, the data shows the visual modals which are the youth and the cruise ship. They celebrate party on the cruise ship by eating Lay's as their snack. It implies that Lays can accompany you in every situation


			and everywhere.
	Comment		<b><u>OK</u></b>
117 Vis Img Imp LNF L	Visual	Image	 <p>This picture shows the young woman holds Lays and firework on the cruise ship at afternoon.</p>
		Color	
	Textual	Written	
		Verbal	
	Audial	Background of Music	
	Pragmatics	Explicature	
		Imlicature	√
	Analysis		According to the theory of multimodal, the scene has visual modals which are the youth, Lay's and the firework. The youth holds the Lay's and also the firework. The firework is represents as


			the thing that always uses to celebrate every moment like independence or party. It also gratifies to the connoisseurs.
	Comment		<u>OK</u>
118 Vis Img Exp LNF L	Visual	Image	 <p>This picture shows the instrument of music which is using to entertain everybody on the cruise ship. This instrument is used by a DJ to play the music. The name is turntable.</p>
		Color	
	Textual	Written	
		Verbal	
	Audial	Background of Music	
	Pragmatics	Explicature	√
		Implicature	



	Analysis		Based on theory of multimodal, this data consists of the visuals which are represented by the youth and the music instrument for DJ. The instrument is named turntable. It uses to play and change the music and melody. It also uses to entertain the people when party.
	Comment		<u>OK</u>
119 Vis Img Exp LNF L	Visual	Image	 <p>This scene tells us that the youths in the stadium and supports their own team while eating the Lays on their hand.</p>
		Color	
	Textual	Written	
		Verbal	
	Audial	Background of Music	

	Pragmatics	Explicatures	√
		Implicatures	
	Analysis		Based on multimodal theory, this scene consists of the visual modals which are the youths, the snack and the attributes to support their team.
	Comment		<b><u>OK</u></b>
<b>120 Vis Img Exp LNF L</b> <b>120 Tex Ver Exp LNF L</b>	Visual	Image	 <p>This picture represents the euphoria in the stadium which is full by the youths to supports their team.</p>
		Color	
	Textual	Written	
		Verbal	<p><b>“Cause life needs flavor “</b></p> <p>This verbal is saying the sentence with the tone and it contains the slogan of the snack.</p>

	Audial	Background of Music	
	Pragmatics	Explicature	√
		Implicature	
	Analysis		Based on the theory of multimodal, this data consists of two modals which are visual and textual. The visual shows the picture of the youth who are in the stadium for supporting their team and the textual is delivered by mentioning the slogan of snack.
Comment		<u>OK</u>	
121 Tex Wrt Exp LNF L	Visual	Image	
		Color	
	Textual	Textual	 <p>This scene shows the text of the snack which as the supporting tagline of the brand. The writing</p>

			is “friends need hangouts”
		Verbal	
	Audial	Background of Music	
	Pragmatics	Explicature	√
		Implicature	
	Analysis		According to the multimodal analysis, this scene shows the textual modal which texting the tag line in the end of the advertisement before showing the slogan. The writing has the meaning of that the youths needs hangouts with the friends.
Comment		<u><b>OK</b></u>	
<b>122 Tex Wrt Exp LNF L</b>	Visual	Image	 <p>This scene shows the text of the snack which as the slogan of the snack which is “life needs</p>

			flavor”
		Color	
	Textual	Textual	
		Verbal	
	Audial	Background of Music	
	Pragmatics	Explicature	√
		Implicature	
	Analysis		Based on the multimodal analysis, this data shows the textual modal which is the writing of the slogan’s snack. It writes in the end of the advertisement without saying by the narrator.
	Comment		<b><u>OK</u></b>