

CONTENTS

APPROVAL PAGE	ii
ABSTRACT.....	iii
ABSTRAK.....	iv
(PERNYATAAN KEASLIAN TULISAN).....	v
PREFACE.....	vi
ACKNOWLEDGEMENT	vii
MOTTO	ix
CONTENTS	x
LIST OF FIGURES	xii
LIST OF TABLE.....	xiv
CHAPTER I INTRODUCTION	1
1.1 Background.....	1
1.2 Statement of Problem	8
1.3 Research Objective	8
1.4 Research Significance	9
1.5 Definition of Key Terms	10
CHAPTER II LITERATURE REVIEW.....	11
2.1 Multimodal.....	11
2.2 Systemic Functional-Multimodal Discourse Analysis	13
2.2.1 Register and Genre	18
2.2.2 Intersemiosis and Resemiotisation	19
2.3 Systemic Functional Linguistics	20
2.3.1 Interpersonal metafunction	23
2.3.2 Textual metafunction.....	38
2.4 Verbal Elements.....	42
2.4.1 Independent Clause	42

2.4.2	Dependent Clause	43
2.4.3	Complex Clause	43
2.5	Visual Metafunctions	44
2.5.1	Interpersonal metafunction	45
2.5.2	Textual metafunction.....	52
2.6	New Media	55
2.7	Instagram.....	56
2.8	Nivea.....	58
CHAPTER III RESEARCH METHOD.....		60
3.1	Research Design	60
3.2	Sample of Data	63
3.3	Source of Data.....	67
3.4	Technique of Collecting Data	68
3.5	Technique of Data Analysis	70
3.6	Organization of Writing	73
CHAPTER IV FINDINGS AND DISCUSSIONS.....		74
4.1	Visual and Verbal Elements that Contained in Nivea’s official Instagram Account posts.....	75
4.2	Relationship between Visual and Verbal Elements in the Uploaded Posts	113
CHAPTER V CONCLUSIONS AND SUGGESTION.....		137
5.1	Conclusion.....	137
5.2	Suggestion	139
REFERENCES		140
APPENDIX.....		144