

**MULTIMODAL DISCOURSE ANALYSIS
IN PANTENE ADVERTISEMENT CAMPAIGN**

THESIS

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**DEPARTMENT OF ENGLISH LITERATURE
FACULTY OF HUMANITIES
UNIVERSITAS ISLAM NEGERI MAULANA MALIK IBRAHIM
MALANG
2023**

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THESIS

Presented to

Universitas Islam Negeri Maulana Malik Ibrahim Malang
in Partial of the Requirements for the Degree of Sarjana Sastra (S.S.).

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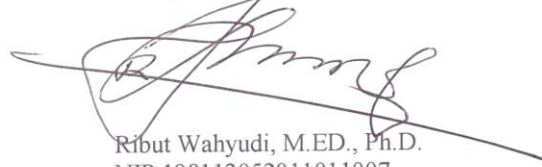
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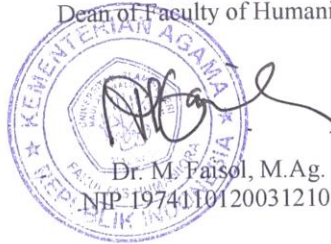
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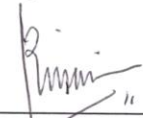
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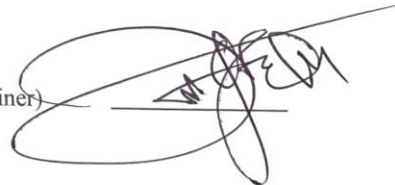
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MOTTO

مَنْ سَارَ عَلَى الدَّرْبِ وَصَلَ

“Whoever walks the right path, will reach it.”

DEDICATION

This thesis is dedicated to my lovely grandmother, Siti Sundari
my beloved parents, Lilin Sulistiyowati and Imam Komari, my beloved siblings,
Ida Anggraini, Indah Fadillah Rahmadani, Syifana Rahamawati and all of my
family, friends, teachers who always pray, motivate, and support me.

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Alhamdulillah, all praise be to Allah swt., who has given mercy and grace so that we can enjoy the taste of iman and ihsan. With his blessing, I completed my thesis entitled “Multimodal Discourse Analysis in Pantene Adverstisment Campaign”. Sholawat and salam we give to Our master, the great Prophet Muhammad SAW who has brought us from the dark ages to the bright times like today.

My success in writing this thesis certainly cannot be separated from people who have spent a lot of energy to help me finish this thesis. I thank Mr. Zainur Rofiq, M.A., as my supervisor in supervising this thesis. Thanks to his criticism, suggestions, patience and sincerity, so this thesis was completed on time. I also would like to thank my examiners, Mrs. Rina Sari, M.Pd, Mr. Zainur Rofiq M.A, Mr. Agus Eko Cahyono, M.Pd. I also thank my mother, who always gives me her prayer, spirit, and always be my support system in any situation, my father who also always gives his prayer to my successful life and my beloved grandmother, Siti Sundari, who always prayed for me, be my closed friend and be my best advisor of my life after my mom, I just want to say “I miss you so much, and always miss you. I believe that all of these achievements cannot be separated from the prayers I have asked for.” I thank my siblings, Indah and Syifa, who I love, have supported and always entertain me when I was in the low, my uncle Sujai and Suyanto who are also like my father, thank you very much for the prayer and support and for also be my inspiration to always keep me up to reach my dream.

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I know and realize that this thesis could be better. However, the next researchers who are interested in this topic can improve this thesis. Therefore, I accept criticism and suggestions.

Malang, 9 October 2023

The researcher,

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ABSTRACT

Masrukin, Alfina Lailatul. (2023). *Multimodal Discourse Analysis in Pantene Advertisement Campaign*. Undergraduate Thesis. Department of English Literature, Faculty of Humanities, Universitas Islam Negeri Maulana Malik Ibrahim Malang. Advisor: Zainur Rofiq, M.A.

Keywords: *Multimodal, Ideational Meaning, Representational Meaning, Pantene Advertisement*

The aim of this study is to investigate the representation of campaign advertising videos regarding how hair can bring beautiful family by using Multimodal Discourse Analysis. This study focuses on verbal data in the form of utterance and visual data from the scene video of Pantene advertisement campaign. The theories used in this study are Systematic Functional Linguistics by Halliday (2004) and Multimodality introduced by Kress and Leeuwen (2006) in the analysis of verbal and visual data. The discourse on the three campaign advertisements came from Pantene, which collaborated with Family Equality in commemorating National Adoption Month. Methodologically, this study used descriptive qualitative as a research design with the aim of providing in-depth data analysis. All the discourse in the three campaign advertising videos were selected as data, to know the ideational meaning and representational meaning. This study realizes ideational meaning using a transitivity system framework which is divided into three sub-parts, namely participant, process, and circumstances. This study reveals that participants are dominated by attribute and sener, while the process is dominated by attributive relational processes and mental processes. Then, for circumstances, it is dominated by the circumstances of matter. The advertiser attempts to show how the creation of a beautiful family is. The meaning of representation in visual data displays conceptual and narrative representations. Conceptual representation is dominated by symbolic processes. Conceptually, it represents a symbol of the meaning of the actions of the family in creating a beautiful and ideal family life, such as love, care and self-confidence as shown in the campaign advertisement. Meanwhile, narrative representation is dominated by the action process. Action process is a process that represents the existence of action. The process of this action is presented by the member of family, namely those who act as parents, while the actions carried out include combing hair, washing hair, styling hair and singing.

ABSTRAK

Masrukin, Alfina Lailatul. (2023). *Analisis Wacana Multimodal dalam Kampanye Iklan Pantene*. Skripsi. Program Studi Sastra Inggris, Fakultas Humaniora, Universitas Islam Negeri Maulana Malik Ibrahim Malang. Dosen Pembimbing: Zainur Rofiq, M.A.

Kata Kunci: *Multimodal, Makna Ideasional, Makna Representasional, Iklan Pantene*

Tujuan penelitian ini adalah untuk mengetahui representasi video iklan kampanye mengenai bagaimana rambut dapat menghadirkan keluarga bahagia dengan menggunakan Analisis Wacana Multimodal. Penelitian ini berfokus pada data verbal berupa ujaran dan data visual dari video adegan kampanye iklan Pantene. Teori yang digunakan dalam penelitian ini adalah Linguistik Fungsional Sistematis oleh Halliday (2004) dan Multimodalitas yang diperkenalkan oleh Kress dan Leeuwen (2006) dalam analisis data verbal dan visual. Wacana ketiga iklan kampanye tersebut datang dari Pantene yang berkolaborasi dengan Family Equality dalam memperingati Bulan Adopsi Nasional. Secara metodologis, penelitian ini menggunakan deskriptif kualitatif sebagai desain penelitian dengan tujuan memberikan analisis data yang mendalam. Seluruh wacana dalam ketiga video iklan kampanye dipilih sebagai data, yang akan diwujudkan dengan menganalisis makna ideasional dan makna representasional. Kajian ini merealisasikan makna ideasional dengan menggunakan kerangka sistem transitivitas yang terbagi menjadi tiga sub bagian, yaitu partisipan, proses, dan keadaan. Penelitian ini mengungkapkan bahwa partisipan didominasi oleh atribut dan senser, sedangkan prosesnya didominasi oleh proses relasional atributif dan proses mental. Kemudian, untuk keadaan, didominasi oleh keadaan materi. Pengiklan berusaha menunjukkan bagaimana terciptanya sebuah keluarga yang bahagia. Makna representasi dalam data visual menampilkan representasi konseptual dan naratif. Representasi konseptual didominasi oleh proses simbolik. Secara konseptual mewakili simbol makna tindakan keluarga dalam menciptakan kehidupan keluarga yang indah dan ideal, seperti cinta kasih, perhatian, dan kepercayaan diri seperti yang ditampilkan dalam iklan kampanye, sedangkan representasi naratif didominasi oleh proses aksi. Proses tindakan merupakan suatu proses yang merepresentasikan adanya tindakan. Proses tindakan ini dihadirkan oleh anggota keluarga yaitu pihak yang berperan sebagai orang tua, sedangkan tindakan yang dilakukan antara lain menyisir rambut, mencuci rambut, menata rambut dan bernyanyi.

مستخلص البحث

مسروقين، ألفينا ليلتول (٢٠٢٣) تحليل الخطاب متعدد الوسائط في حملة بانتين الإعلانية على اليوتيوب. أطروحة جامعية. قسم الأدب الإنجليزي، كلية العلوم الإنسانية، جامعة الإسلام نيجري مولانا مالك إبراهيم مالانج. المستشار زينور رفيق، م.أ.

الكلمات المفتاحية: متعدد الوسائط، المعنى الفكري، المعنى التمثيلي، إعلان بانتين

الهدف من هذه الدراسة هو التحقيق في تمثيل مقاطع الفيديو الإعلانية للحملات فيما يتعلق بكيفية تأثير الشعر على جلب الأسرة الجميلة باستخدام تحليل الخطاب متعدد الوسائط. تركز هذه الدراسة على البيانات اللفظية في شكل كلام وبيانات مرئية من مشهد الفيديو لحملة إعلان بانتين. النظريات المستخدمة في هذه الدراسة هي اللغويات الوظيفية المنهجية التي وضعها هاليداي (٢٠٠٤) وتعدد الأساليب التي قدمها كريس وليوين (٢٠٠٦) في تحليل البيانات اللفظية والمرئية. وجاء الحديث عن إعلانات الحملات الثلاث من شركة بانتين، التي تعاونت مع منظمة المساواة الأسرية في الاحتفال بشهر التبنى الوطني. من الناحية المنهجية، استخدمت هذه الدراسة الوصفية النوعية كتصميم بحثي بهدف توفير تحليل متعمق للبيانات. تم اختيار كافة الخطابات في الفيديوهات الإعلانية لحملة الثلاثة كبيانات، لمعرفة المعنى الفكري والمعنى التمثيلي. تحقق هذه الدراسة المعنى الفكري باستخدام إطار نظام العيور الذي ينقسم إلى ثلاثة أجزاء فرعية، وهي المشارك والعملية والظروف. تكشف هذه الدراسة أن المشاركين تهيم عليهم السمات والحس، في حين تهيم على العملية العملية العلانية المنسوبة والعملية العقلية. ثم بالنسبة للظروف تغلب عليها ظروف المادة. يحاول المعلن إظهار مدى تكوين أسرة جميلة. يعرض معنى التمثيل في البيانات المرئية تمثيلات مفاهيمية وسردية. تهيم العمليات الرمزية على التمثيل المفاهيمي. ومن الناحية المفاهيمية فهو يمثل رمزاً لمعنى تصرفات الأسرة في خلق حياة أسرية جميلة ومثالية، مثل الحب والرعاية والثقة بالنفس كما يظهر في إعلان الحملة. وفي الوقت نفسه، تهيم عملية الفعل على التمثيل السردية. عملية الفعل هي عملية تمثل وجود الفعل. يتم تقديم عملية هذا الإجراء من قبل أفراد الأسرة، أي أولئك الذين يقومون بدور الوالدين، في حين تشمل الأعمال التي يتم تنفيذها تمشيط الشعر وغسل الشعر وتصفيف الشعر والغناء.

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CHAPTER I

INTRODUCTION

This chapter provides the introduction that includes the background of the study, research question, significance of the study, scope and limitations, and definition of key terms.

A. Background of the Study

Nowadays, advertising is recognized as a global media worldwide that employs attractive and distinctive language. According to Dyer in (Azizah & Refnaldi, 2022), advertising is a powerful communication tool to persuade people to buy the advertised product. In general, advertisements consist of images or visuals, both static and dynamic, accompanied by a dissertation in language, both spoken and written, in the form of slogans, orders or solicitations (Agustian, 2021) and it can also be used by advertisers to promote ideas about specific issues, by emphasizing social justice as one of them (Adrian, 2022). One example of social justice is gender identity in a Pantene advertisement representing Family is Beautiful LGBT. In advertisements, they have a complex meaning in conveying messages that are presented through linguistic or verbal elements as well as through visual elements. Multimodal studies are required in advertising to understand the complexity of meaning because the purpose of the multimodal analysis is to understand the power and meaning of a text that contains multiple modes, such as verbal, visual, and aural (Amatullah et al., 2019).

As part of discourse studies, multimodal discourse analysis (MDA) combines language study with other semiotic resources to make meaning. Multimodality refers to the way people communicate using more than one mode at the same time (Kress & van Leeuwen, 1996), or in other words it is defined as “the use of several semiotic modes in product design, or semiotic events simultaneously, and in some way these modes are combined to reinforce, complement, or exist in a particular order” (Kress & van Leeuwen, 2001). This theory arose from Kress and van Leeuwen's desire to understand the importance of other semiotic modes, especially the visual mode, in making meaning alongside the verbal mode. To understand the meaning-making process of visual modes, Kress and van Leeuwen put forward three functions: representational metafunction, interactive metafunction, and compositional metafunction. The metafunction was adapted by Halliday's three-language metafunction. The language metafunctions are ideational metafunction, interpersonal metafunction, and textual metafunction (Kautsar & Bustam, 2021). These three metafunctions are generated in all languages.

Several previous studies on Multimodal discourse analysis in advertisements have been carried out. The objects discussed are also varied, such as health video advertisement (Tanjung, 2021), skincare advertisement (Alhadi et al., 2022; Xu & Tan, 2020), body care advertisement (Hardini & Gustiawan, 2020), cigarette advertisement (Sari, 2021), tourism video advertisement (Ansori & Taopan, 2019; Yanwei & Hassan, 2022; Yao & Zhuo, 2018), and campaign advertisement (Adrian, 2022; Ema, 2022).

In healthy advertisement context, Tanjung (2021), for instance, examined the visual mode and ideational metafunction of Covid-19 advertisement in multimodal. This study employs Halliday's (2004) theory to identify the linguistic functions, whereas Kress and Van Leeuwen's model was used to identify the visual element via Cheong's (2004) model of generic structure potential (GSP). The results demonstrated that covid-19 advertisements contain visual and linguistic elements that depict the GSP process. Even so, the weakness in this study is that this study does not mention or analyze the meaning of what representation is in the covid -19 advertisement.

Second, the study of multimodal discourse analysis on skincare advertisement by Alhadi et al. (2022) focuses on determining the ideational meaning of intermodal relationships in terms of representation, interaction, and composition in Korean skin care advertisements designed for men. This research follows the Multimodal theory of Kress and van Leeuwen (1996, 2006) by referring to Systemic Functional Linguistics by Halliday (1985). The results demonstrated that the intermodal relationships of Korean male cosmetics advertisements were dependent on the connotations conveyed by the selected images. The images displayed a masculinity representative of Korean cultural identities. Then, the study by Xu and Tan (2020) using Kress and Van Leeuwen's (1990,1996) framework of 'reading images' and systemic functional grammar (Butt, 2012; Halliday, 1994), This study investigates how the beauty advertiser SK-II constructs ideal images of women in advertisements using discursive strategies and uncovers possible ideologies underlying the advertising discourse.

By examining the texts and images in the advertisements, this study was able to determine the various strategies used by the cosmetics company SK-II to engage audiences and market its products. Meanwhile this study only focuses on analyzing the ideational meaning and representational meaning.

Third, the study multimodal discourse analysis on body care which is perfume advertisement by Hardini and Gustiawan, (2020) focuses on identifying visual and verbal ideational meaning to look for the meaning of femininity representation in these advertisements. This study analyzes two modes, verbal and visual, using the SFL theory (functional grammar) of Halliday (1994, 2004) and the visual grammar theory of Kress and van Leeuwen (1996, 2006). The results demonstrated that French perfume advertisements visually represent femininity through the use of action and reaction processes, while verbally they do so through the material, mental, and relational processes.

Fourth, the study of multimodal analysis on cigarette advertisement by Sari (2021) focuses on identifying the relationship between language metafunction and visual metafunction of Djarum 76 advertisements as a multimodal text. This study applied Halliday's (1985) theory of Systemic Functional Linguistics, Kress and Leeuwen's (2006) theory of visual communication grammar, intersemiosis (Liu & O'Halloran, 2009), and Iedema's (2003) theory of resemiotization. The result demonstrates that text elements in the advertisement provide new information to visual elements and vice versa, and that the visual is also used as a marketing strategy to attract the audience's attention.

Fifth, the study of multimodal discourse analysis on tourism promotional video by Yao and Zhuo (2018) focuses on how the message about the city of Hangzhou is conveyed through the visual layout, text, and sound in the promotional video. The theory used in this study is Systemic Functional Linguistics (SFL), which is proposed and developed by Halliday (1978, 1994) and multimodality by Kress and van Leeuwen (2006). Meanwhile the study by Ansori and Taopan (2019) and Yanwei and Hassan (2022) focus on investigate the ideational and representational meaning of the tourism promotional video by using a transitivity analysis on the verbal data based on Systemic Functional Linguistics by Halliday (1994), and the visual data based on Visual Grammar by employing Kress and Leeuwen's theory (2006). The results of the three journals equally show a positive image of their tourist destinations by representing history, natural beauty and beautiful in people's hearts. However, the object of the three journals are different, while in this study the researcher wants to analyze the advertising campaign from Pantene Family Is Beautiful LGBT.

Last, the study multimodal discourse analysis on campaign advertisement by Adrian (2020) and Ema (2022), which focus on how multimodal elements construct the discourse of Nike campaign advertisement. Those studies employ a systemic functional approach Halliday and Matthiesen (2004), as well as Kress and van Leeuwen's (2006) grammar of visual design. The finding shows that all the modes in the Nike advertisement campaign influence each other to form the meaning that is in Nike advertisement.

Based on the previous research, this study's multimodal advertisement still needs to be expanded in discussing the social issue in the form of campaign advertisement. One of them is in the Pantene advertisement campaign with the branding *Family is Beautiful LGBT*. There are a lot of studies that discuss advertisement in the form of representing their product, while the studies that discuss about the campaign in advertisements are less, so research on the Pantene advertisement campaign *Family is Beautiful LGBT* needs to be explored. The researcher shares the object under study, namely, using an object of an advertisement campaign. The emergence of the phenomenon of the Pantene ad campaign with the hashtag *Family is Beautiful LGBT* is because it coincides with the month of national adoption in November. This research has never been studied before. Therefore, the researcher wants to examine this phenomenon by using Halliday's Systematic Functional Linguistic (2004) theory on verbal elements and Multimodal discourse Analysis (2006) theory from Kress and Leeuwen on visual elements.

This phenomenon has its uniqueness. Advertisements are usually used to promote products or influence someone to buy the product. Pantene's campaign advertisement about *Family is Beautiful LGBT* was made to highlight how hair is tied to our feelings and identities and how hair is part of special moments that can bring the family closer together. This is what underlies why this research is essential to follow up to get the meaning of the Pantene campaign advertisement about *Family is Beautiful LGBT*, which focuses on ideational and representational meanings.

Based on the description above, this research departs from the assumption that researcher has yet to find much research related to Pantene's campaign ads about *Family is Beautiful LGBT*. Advertisements, in commonly display an interesting character to influence someone to buy the product they see. However, the advertisement in this study displays an idea about social issues that exist in society. Thus, the purpose of this study is to reveal the ideational and representational meanings in Pantene advertisement campaign. Here, investigating Ideational meaning is important because it may show readers how humans interact with language. The researcher employs the transitivity system made up of three components: process, participant, and circumstances. Meanwhile, scrutinizing the representation meaning aims to describes what the participants in the visual did within their internal relationships and the external environment. The meaning of a representation is classified into two sorts based on its visual characteristics: narrative representation and conceptual representation.

In short, this study focuses on analysing the Pantene's campaign advertisements about *Family is Beautiful LGBT* with the theory of Systematic Functional Linguistics by Halliday (2004), which focuses on the ideational meaning of verbal elements and Multimodal Discourse Analysis by Kress and Leeuwen (2006) which focuses on the representational meaning on visual elements.

B. Research Question

According to the study's background, the following questions are being investigated:

1. How is ideational meaning constructed through verbal sources in the Pantene advertising campaign with the hashtag *Family is Beautiful LGBT*?
2. How does the visual of the Pantene advertisement campaign with the hashtag *Family is Beautiful LGBT* construct the representational meanings?

C. Significance of the Study

Based on the focus, this research can practically be used as additional or supplemental literature for all English language and literature classes. The results of this research may also be useful in developing the work of multimodal discourse analysis practitioners, such as lecturers and students. The research results of this study can be used to demonstrate Kress and Van Leeuwen's use of *Multimodal Discourse Analysis* (2006) and Halliday's *Systematic Functional Linguistics* (2004). Furthermore, the results of this research can also be used by the students to understand better Kress and Van Leeuwen's *Multimodal Discourse Analysis* and Halliday's *Systematic Functional Linguistics* theory and how to apply it to the campaign advertisements objects, as well as reference material for future research on various objects.

D. Scope and Limitation

The scope of the research is focused on analyzing the ideational meaning by using Halliday's *Systematic functional linguistics* theory (2004) and analyzing the representational meaning by MDA model from Kress and Leeuwen's (2006) on Pantene advertisement campaign #familyisbeautifulLGBT. The object is taken from the same channel, which is Pantene's YouTube channel. The limitations of this study are related to the limited data taken in the form of branding with the

hashtag #FamilyisbeautifulLGBT. The researcher uses Halliday's Systemic functional linguistics theory (2004) to investigate the ideational meaning of verbal elements through system transitivity and analyzes the representational meaning of visual elements by using Kress and Leeuwen's Multimodal Discourse Analysis (2006).

In collecting data, the researcher took every scene picture from Pantene's YouTube from 2020-2021. The data source was posted during National Adoption Month. Based on all this information, the researcher only selected a few of Pantene advertisement video campaigns connected to the hashtag #FamilyisBeautifulLGBT to reveal the meaning of it.

E. Definition of Key Terms

In this study, the researcher defines several terms that are frequently used. The terms listed below appear frequently in this study.

1. Multimodal Discourse Analysis (MDA) is a new paradigm in discourse studies that studies language in close collaboration with other resources such as pictures, scientific symbolism, gestures, actions, music, and sounds.
2. Systemic Functional Linguistics (SFL) is a Linguistic approach that seeks to understand how a text's meaning develops in context.
3. Ideational Meaning are sign or semiotic systems that represent objects related to the world outside the representational system or within the semiotic system of culture.
4. Representational meaning refers to the interpretation of exhibition objects and their relationships by a semiotic system outside of the cultural context.

5. Pantene Advertisement is a non-personal communication of hair care information through various media that are usually paid for which are identified by the pantene product itself.

CHAPTER II

REVIEW OF RELATED LITERATURE

This chapter presents review of related literature which consists of Systematic Functional Linguistic, the Framework of Transitivity System, Multimodal Discourse Analysis, and advertisement.

A. Systematic Functional Linguistics

Systematic functional linguistics or what is also called Systemic Functional Grammar is an approach to linguistics developed by Halliday (1960). One of the foundations of this analysis is the existence of text as each example of language that is easily understood by users in its context. According to Halliday's Systemic Functional Linguistics, language is a network of systems or interconnected sets of options for making meaning. This shows that language use is influenced by situational and cultural context. So, SFL views language as functional because in its perspective, every language component has a function. Apart from that, systemic refers to the language network system that builds meaning, and functional refers to the concept that language is used to express goals.

According to Halliday (1994), language in a situational context consists of three elements, field, tenor and mode. These three elements bring meaning to a conversation. Field refers to what is happening, tenor refers to the social relationships between participants in discourse, and mode is closely related to the

language style used. These three elements are related to the three meaning functions of the language used, namely ideational meaning, which is language used to present the reality of physiological, logical and psychological aspects of human experience. Then, interpersonal meaning describes the social relationships between participants. Finally, textual meaning views language as a symbol that embodies reality and social reality. Thus, Field (field) is concerned with ideational meaning, tenor (involved) is concerned with interpersonal meaning, and mode (means) is concerned with textual meaning in discourse. In this study, the researcher tries to apply a systemic functional linguistic approach (SFL) focusing on ideational meanings to examine the verbal form represented in Pantene advertising campaign videos with the hashtag #FamilyisBeautifulLGBT.

B. Ideational Meaning

The ideational meaning represents the contextual value of field (what is going on), It construes human experience. It describes how we make sense of "reality." It is concerned with resources for analyzing experience--what is going on. The ideational meaning is further divided into the logical meaning and the experienced meaning. According to Thompson (1996, p. 28), "ideational meaning is the use of language to discuss experience in the world, including mental worlds, in order to describe events, states, and entities associated with them." Furthermore, according to Gerot and Wignell (1995, p. 14), "ideational meaning are meanings about phenomena-about things (living and not living, abstract and concrete), about goings-on (what the things are or do), and about the surroundings of these goings-on." As a result, it can be said that ideational meaning is meaning

that constructs human experience and language concerned with developing and preserving a theory of experience in the world. It can be realized by the transitivity.

C. Transitivity System Framework

The transitivity system defines experiences as a form of process having a participant and a circumstance element. Transitivity is able to demonstrate how humans define their experiences in relation to the reality that surrounds them and within themselves (Guswita & Suhardi, 2020). Furthermore, Eggins (2004) claims that transitivity is related to the particular process chosen as well as the function of the participant that is realized in the reality of experience. A clause can indicate several processes that try to define how someone does something and by whom or to whom the actions are performed. There are three elements of transitivity system, participant, process, and circumstances.

1. Participants

Participants are entities attached to the process as mandatory elements of transitivity. In a clause, the participant is showed by a noun. Each process has its participants. Its form can be human or non-human (Fatinova et al., 2019). Furthermore, based on Halliday (1985) in (Abbas, 2022) reveals that in describing the types of process selected, it has the different role participants in each clause, includes: actor, senser, behavior, sayers, extent, and carrier.

2. Process

Process is the way a verb or a group of verbs carry out an action, an event, or a condition. Each process displays the activities, events, or conditions that are

taking place (Holiday & Matthiessen, 2014, p. 220). The six categories of processes are below:

a. Material process

The material process is the process of activity, creation, and occurrences. Material process is an activity that involves a thing associated with a physical and real action that performed by the subject. Material process implies that an entity engages in an activity that can be repeated or imposed on another (Halliday & Matthiessen, 2014, p. 224). The actor as the first participant and the goal as the second participant in this process.

b. Mental process

Mental process reveals human activities involving the senses, perceptions, cognitions, desires, and emotions. Mental processes occur in humans and are associated with the mental aspects of life. Here, Participants who have these senses such as seeing, feeling, thinking are called sensor. Then, the second participant who is in the form of perceived objects or facts are called phenomenon. (Halliday & Matthiessen, 2014, p. 245)

c. Relational process

Relational process is a type of process with the goal is to connect two entities (Halliday & Matthiessen, 2014, p. 259). Relational process can take the form of a relationship between one entity and another entity, known as an attribute relational, which have two participants: carrier and attribute, and a relationship between an entity and its environment, known as an identification relationship which also have token and value as participant.

d. Behavioral process

Behavioral process is physiological activity that describes the physical behavior of an entity, which in this case is the human. (Halliday & Matthiessen, 2014, p.301) The behavior process only relates to human physical activities that are concerned with or concern themselves. The participant in this process is known as a behavior.

e. Verbal process

The verbal process is a process that displays activities related to information (Halliday & Matthiessen, 2014, p.304). There are two participants in verbal process participant who says that are called as sayer, and messages that said to be called verbiage. In addition, to participant and verbiage, there are two additional participants identified as receiver. Receiver is participant that receive messages or verbiage (Sinar, 2012).

f. Existential process

Existential process is a process that expresses that something exists, and it is realized through verbs such as am, is, are, are, are, were, be, been, being and other verbs such as exist, arise or other verb that expresses the existence of nouns or phrases of objects. The participant in this process is existent (Halliday & Matthiessen, 2014, p.307).

3. Circumstances

In most case, clause contain the elements of process, participant, and circumstance. Circumstantial elements can be identified by looking at the kinds of

circumstances connected to the six transitivity processes mentioned above. According to Halliday and Matthiessen (2014, p. 314), the English transitivity system includes nine categories of circumstance: extent, location, manner, cause, contingency, accompaniment, roles, matter, and angle. Circumstances are the environment, nature, or location in which a process takes place (Anwar, 2021).

D. Multimodal Discourse Analysis

Multimodality refers to how people communicate simultaneously through multiple modes (Kress & van Leeuwen, 1996), or it can be explained as "the use of multiple semiotic modes in product design, or semiotic events simultaneously, and in a particular way." These modes unite to strengthen, complement, or be in a certain order" (Kress & van Leeuwen, 2001). The main theoretical foundation of multimodal discourse is Halliday's system-functional linguistics, which was founded by a British linguist. In Systemic Functional Multimodal Discourse Analysis, there are three types of metafunction: ideational metafunction, interpersonal metafunction, and textual metafunction. Kress and Van Leeuwen (2006) developed the concept of Systemic Functional Linguistics. Whereas Halliday's SFL concentrated on verbal text, Kress and Van Leeuwen focused on how visual modes contribute to the meaning-making process, which is called with the name Visual Grammar theory. Kress defines the term metafunctions differently: representation instead of ideational, interactive instead of interpersonal, and compositional instead of textual (Narindrani, 2018). Here, the present study only focuses on the representational meaning of visual mode in the

Pantene campaign advertisement #FamilyisBeautifulLGBT to examine how visual mode constructs the meaning of representation.

E. Representational Meaning

Representational meaning refers to the meaning of exhibit objects and their relationships as interpreted by the semiotic system outside of the context of culture (Kress & van Leeuwen, 2006). The representational meaning resemble the ideational metafunction in visual grammar, it is derived from systemic functional linguistics. There are two process of visual representational; narrative process and conceptual process. The narrative process contains two main processes; action processes and reactional processes. Meanwhile, the conceptual process contains three processes; classification processes, analytical processes and symbolic processes.

1. Conceptual Meaning

In conceptual process, there is no connecting vector between the represented parties. According to Kress and van Leeuwen (2006, p.79), conceptual process represent participants in terms of class, structure, or meaning; in terms of their generalized, relatively stable, and enduring essence. This Process has three sub-processes: classificational, analytical, and symbolic.

1. Classificational Process

This process is characterized by a respect-based relationship between participants and others, a taxonomy, and a set of subordinate and subordinate participants. It indicates that this Process frequently informs participants using

taxonomy and attempts to convey without providing context or specific goals.
(Kress and van Leeuwen, 2006, p.79)

2. Analytical Process

During this process, the entire structure connects with the participants in order to bring them together. The Carrier (as a whole) and the Possessive Attributive are the participants in this Process (the parts)

3. Symbolic process

This process involved determining the meaning of the images or establishing the relationship between the images and the messages or symbolism communicated by the participants. There are two participants: Symbolic Attributive (representing meaning or identity itself) and Carrier (establishing a sense of or fulfilling identity in a process).

2. Narrative Meaning

A narrative representation is distinguished by the presence of a vector connecting the participants who are depicted as doing something to or for one another (Kress & van Leeuwen, 2006). This process consists of two sub-processes: the action process and the reaction process.

1. Action process

There are two types of participant in action process: actor and goal. The actor is the participant from whom or which the vector arises, whereas the goal is the participant at whom or which the vector or the action is aimed (Kress & van Leeuwen, 2006, p. 59-64). Kress and van Leeuwen also explain when images contain only one active person, which is an actor. This structure is referred to as

non-transactional (2006, p. 63). Meanwhile, when a narrative structure involves two participants, the actor and the goal, this is referred to as a transactional process. (Kress & van Leeuwen, 2006, p. 65).

2. Reactional process

Reactional process occurs when an eyeline, such as the direction of a participant's gaze, connects one or more of the represented participants (Kress & van Leeuwen, 2006, p. 67). Different with action process, In this process, the only terms of participants are called reactors and phenomena. Kress and van Leeuwen (2006, p. 67) defined the reactor as the participant who is doing the gazing, whereas the phenomenon is the participant at which the reactor is looking. Similarly to action processes, reactional processes can be either transactional or non-transactional.

F. Advertisement

Advertisements is a form of marketing utilized by individuals, organizations, and businesses to convey their vision and mission. The ad text contains product names, ideas, and services that can benefit the consumers. An advertisement provides a purpose. One of them is to educate, remind, and persuade consumers to act on the advertised product or the idea (Tanjung, 2021). Besides, to understand the purpose of advertisements, one should treat them as a type of discourse. Kress defines discourses as social contexts customized to social actors' interests. Three major stakeholders are involved in advertising. There are manufacturers, consumers, and advertising agencies. Therefore, the mass media plays a crucial role in reaching the consumer. The examples include YouTube,

television, radio, newspapers, and magazines. It has an impact on people's social lives in many developed societies because we are bombarded with images of advertisements (Habibah, 2018).

From the description above, the researcher can conclude that The multimodal analysis provides tools and techniques for analyzing texts that utilize multiple modes of discourse. This multimodal metafunction is adapted from 3 metafunctions of Halliday's linguistic functional system, namely ideational metafunction, interpersonal metafunction, and textual metafunction. From the three metafunctions, Kress and Van Leeuwen developed another which focuses on visual mode with different terms, namely representation instead of ideational, interactive instead of interpersonal, and compositional instead of textual. However, this research only deals with multimodal analysis in Pantene campaign advertisements to find out ideational functions and representational functions based on Halliday (2004) Systemic Functional Grammar and Krees and Van Leeuwen Multimodality (2006).

CHAPTER III

RESEARCH METHOD

In this chapter, the researcher presents the methods of this research. Those are research design, research instrument, data and data source, data collection, and data analysis.

A. Research Design

This study used descriptive qualitative method to analyze the selected data. Qualitative research is a method of study that uses a concept, meaning, definition, and description of an object or phenomenon to explain it. Descriptive is defined as a research method that tries to explain phenomena that occur in the present. According to Creswell (1994), the descriptive research method systematically looks for detailed explanations and descriptions of the research object. This method was chosen because the researcher wanted to examine the ideational meaning in verbal elements through Systematic Functional Linguistics Theory suggested by Halliday and Matthiessen (2004) and represent the meaning of visual elements by using Kress and Leeuwen's Multimodal Discourse Analysis (2006) in the Pantene advertisement campaign videos.

B. Research Instrument

The human instrument served as the research's instrument. It means that the researcher was the primary instrument in this study. The researcher became an

active participant in collecting and analyzing the Pantene advertisement campaign video #FamilyisBeautifulLGBT from Pantene's YouTube.

C. Data Source

The data sources of this study are the videos of Pantene advertisements related to the hashtag #FamilyisBeautifulLGBT from YouTube. The researcher selected three videos that have information about family LGBT. The first video, "Sawyer and Ashley on the Power of Visibility", has 163 thousand views (<https://youtu.be/JFSVbBW5Cg4>), the second video, "Raymond and Robby on becoming a family", has 28 thousand views (<https://youtu.be/BQNYNccSC2U>), and the third video "Joyia and Mariana on Exploring self-expression" has 7,5 thousand views (<https://youtu.be/88axf4VwxgI>). The videos were taken on the time range around 2020-2021 in YouTube. Furthermore, the branding of #Family is Beautiful LGBT was launched during National Adoption Month and created in partnership with Family Equality, which celebrates the moments that connect and bring them together. All of the conversation or utterances in Pantene ads campaign were used as verbal data and the screenshots of every scene picture of the Pantene ads campaign were as visual data.

D. Data Collection

In the data collection, the data were be collected through several steps. The first step in collecting data is watching the all video related to the branding "Family is beautiful LGBT". Then, the researcher downloaded and saved the video containing the branding "Family is Beautiful LGBT" in the Pantene YouTube channel. The second step is the researcher transcribed all the video's

conversation narration and checked the transcript as verbal data, and also took every scene's pictures by using the screenshot feature to collect data as visual data. The last step is the selected data were identified based on the theory of Systematic Functional Linguistic (2004) and Multimodal Discourse Analysis (2006).

E. Data Analysis

The stages of data analysis were carried out using Systematic Functional Linguistics by Halliday (2004) on the object of verbal data and the visual data proposed by Kress and Leeuwen's theory (2006) focused on the object of research, the Pantene advertisement on verbal and visual elements. First, on the basis of linguistic analysis, the verbal data were analyzed using the Systematic Functional Linguistic theory proposed by Halliday and Matthiessen (2004), focusing on ideational meaning. The Transitivity System framework was used to analyze ideational meaning in terms of participants, Processes, and Circumstances in order to answer my first research question. To answer the second question, the visual data were analyzed using Kress and Leeuwen's (2006) Multimodal theory. This analysis was focused on the representational meaning of the Pantene videos. The representational meaning is divided into two terms, which are the conceptual process and the narrative process. Then, the researcher drew the conclusion.

CHAPTER IV

FINDING AND DISCUSSION

In this chapter, the researcher discusses the results of the data obtained through the steps in the research method described in the previous chapter. This session presented Multimodal in Pantene advertisement campaign with the branding Family is Beautiful LGBT, which will be discussed in two parts: finding and discussion.

A. Finding

This study attempts to determine the utterances of Pantene advertisement campaign with the branding Family is Beautiful LGBT and discourse of advertising videos based on the Multimodal Discourse Analysis as the main theory in this discussion. The interpretation of this study is based on the terminology in the previous chapter of the research questions. The first research question is aimed to figure out the ideational meaning of Pantene advertisement campaign with the branding Family is Beautiful LGBT by using Systematic Functional Linguistics theory by Halliday and Mattiessen (1994). Then, the second research question is aimed to discuss the Representational Meaning based on Kress and Van Leeuwen's theory of Multimodal (2006). The analysis deals with the use of visual data in representational meaning that divides into two terms, narrative and conceptual representation and the verbal data in realizing the ideational meaning by transitivity system in the form word, phrase, utterances

from the video under the brand of Pantene Advertisement Campaign.

Data 1

The video of “Sawyer and Ashley on the Power of Visibility”

A. Ideational Meaning

The script of the conversation in this video is trying to of what LGBT family has to create beautiful family by using the word which can describe about it. The findings of this study are presented in the table below:



1. Participants

The realization of the participant in the script of Pantene Campaign Advertisement: “Sawyer and Ashley on the Power of Visibility” was seven participants as shown in the table below. It presented Attribute, Carrier, Senser, Phenomena, Sayer, Receiver, and Existent.

No	Participants	Total Number
1.	Attribute	9
2	Carrier	8
3	Senser	4
4	Phenomena	3
5	Sayer	2

6	Receiver	2
7	Existent	2

According to the table presented, the attribute is the most dominant participant in the verbal mode of the video. The attribute was followed nine times by a different participant: Carrier, Senser, Phenomenon, Sayer, Receiver, and Existent. In this case, the function of the attribute is to support the information about the participants who assign quality in the advertisement's attributive process. It also has similar functions to carrier with eight times exist in the video advertisement, which is the participant who is being attributive. Then, senser is the third of the four times exist which is conscious for being who feels, thinks, sees, or perceives as drawing participants with the goal of getting the viewers interested and carried away in the depiction of feelings in the video. Then, phenomena with three times exist, is sensed that can be thought, felt, and seen or perceived by conscious senser. Next, sayer, receiver and existent is the last section with the amount two times exist in the advertisement. For sayer and receiver, like we know sayer is someone who saying about. It can be anything that out of a signal while the receiver is the one whom the saying is directed. The last, existent is being participants in existential process in the advertisement.

Datum 1. She is an old soul?

She	Is	An old soul
Carrier	Relational process	Attribute

In identifying the participant, datum 1, for example, the word “is” was the attributive relational process, she was the carrier participant and old soul was the attributive which is assign of the quality of participant.

2. Processes

There are five processes appeared in the script conversation of video of Pantene Campaign Advertisement “Sawyer and Ashley on the Power of Visibility” namely: Attribute Relational, Mental, Existential, Verbal, and Material.

No	Processes	Total Number
1	Attribute Relational	8
2	Mental	4
3	Existential	2
4	Verbal	2
5	Material	1

In the table showed six process of transitivity systems. The relational process appeared as eight times followed by mental, existential, verbal, and material process. In this case, the attribute relational process is the most dominant process that takes place in this advertising campaign. It appears that advertisers are focusing on presenting and describing to the viewer in particular material that exists and occurs in the video. Using this process, advertisers want to catch the viewer's attention by using specific and clear information in a social setting so that people can easily get a message from advertisers. Then, the second process is mental and existential process which is used to describe of physiological and represents all that is and is happening in video to build information in the topic

being informed. Next, verbal is used as giving the additional information related to the advertisement. Last, the material process is used to show the viewers what they have done which is indicated by the verb which express action.

Datum 6. She has always been super gender creative

She	Has always been	Super gender creative
Carrier	Relational process	Attribute

3. Circumstances

The circumstances found were the circumstance of matter:

No	Circumstances	Total Number
1	Matter	6
2	Purpose	0

Datum 12

This	Was	A kid	Who knew she was from a young age
	Existential P	Existent	Cir. Matter

Datum 13

And as a mom	You	Always worry	About your kid being loved and accepted
Cir. Role	Senser	Mental process	Cir. Matter

The circumstance of matter appeared dominantly. It shows that the



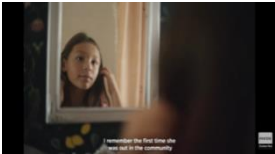

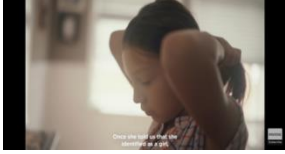
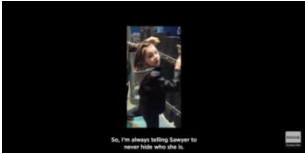

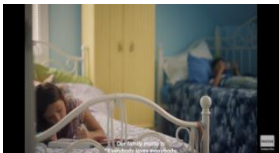
advertiser want to tell about what is happening on LGBT family in the video such as in datum 12 and datum 13. It is expressed by preposition such as *about and concerning*, which can be found in the scrip conversation in the campaign advertisement video.

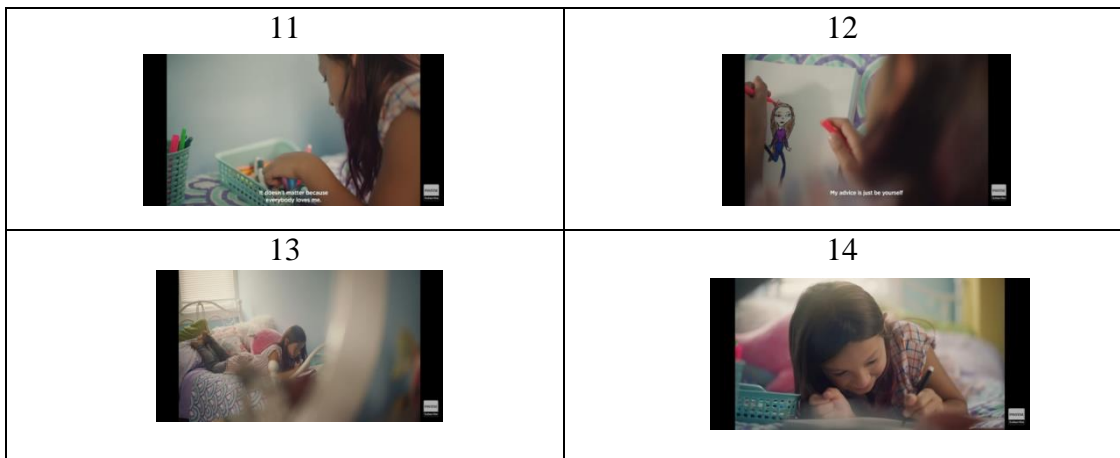
Based on the transitivity system analysis that has been explained, it can be conclude that dominant participant is the attributive with the nine attributive found in the analysis. The attributive is something which is distinguish by entity or quality. It can be marked by the following words: an old soul, spunky and creative kiddo, and super gender creative. Since the video is a campaign video about family is beautiful LGBT, the script conversation are trying to show the power of what LGBT family has to create beautiful family to the audience.

The dominant processes of the ideational meaning in the script conversation of the campaign video are attribute relational process. Based on the analysis, relational process is found eight times in the campaign video than another process. The key term of relational process is the process of having. It is mostly marked by verb *be* and *have*. The uses of relational process in this campaign advertisement is to provide the information in relation to describe the individual quality to the concept of family is beautiful LGBT by advertiser. In the element of circumstances, only the circumstances of matter appeared with six times exist in the campaign video. The advertiser tries to show the what is going on in the LGBT family that we can find from the video. From this campaign video advertisement, the advertiser mostly focuses in the description of quality of the LGBT family have to deliver the message of family is beautiful LGBT.

B. Representational Meaning

In the representational meaning, it deals with the use of the visual data that divide into two terms, narrative and conceptual representational. In this case, it will be analyzed by using the theory of multimodal analysis of Kress and Van Leeuwen (2006) that is also called the theory of analysis the visual grammar.

<p>1</p> 	<p>2</p> 
<p>3</p> 	<p>4</p> 
<p>5</p> 	<p>6</p> 
<p>7</p> 	<p>8</p> 
<p>9</p> 	<p>10</p> 



In visual grammar, Kress and Van Leeuwen (2006) classified the representational meaning into two types, that are narrative representations and conceptual representations. Then, the conceptual representation is classified into the classificational, analytical, symbolical process. The symbolical process is mostly used in such campaign video ads. This campaign video provides a conceptual explanation of the symbolic what family mostly have in the beauty of LGBT family, such as its love, caring, confident, independent, and creative. Frames 1 and 2 at beginning of the video, clearly shows about the mom styling or combing her child's hair. Implicitly, this describes that in beauty LGBT family has a love and care feelings to another member in family. It created the beauty family. Frame 3 and 4 represent a self-confidence of a transgender person. Since he dares to decide to be what he wants, self-confidence makes him brave enough to keep moving forward. The last, frame 10, 11, 12, 13, and 14 show the creative person. This shows how beautiful it is that LGBT families can express themselves as they wish without any fear.

Narrative representation is mostly associated with action and reaction

processes. When analyzing an action process, the researcher discovers two participants: the actor and the goal, which are referred to as transactional processes, while non-transactional processes have no goal. Frames 1, 4, 6, 10, 11, 12, 13, and 14 deal with some transactional and non-transactional in action processes. The mother and her daughter play as the actors, while their activities such as combing, tying hair, writing, and drawing. This video is not only shows the activities of that family, but also the love, care, and confident of family is beautiful LGBT. Frames 2,3,8 and 9 are reactional processes which is non-transactional processes. These representation could be seen from their smiles and eye lines of the reactor that sincerely arise from their heart in the video of family is beautiful LGBT.

Data 2

The video of “**Raymond and Robby on becoming a family**”

A. Ideational Meaning



The findings of this data are presented in the table below:

1. Participants

The realization of the participant in the script of Pantene Campaign Advertisement: “Raymond and Robby on becoming a family” was nine participants as shown in table blow. It presented Senser, Existent, Phenomena, Carrier, Attribute, Actor, Goal, Value, and Token.

No	Participants	Total Number
1	Senser	9
2	Existent	6
3	Phenomena	4
4	Carrier	4
5	Attribute	4
6	Actor	3
7	Goal	3
8	Value	2
9	Token	1

According to the table presented, It demonstrated that the senser is the most dominant participant in the campaign video advertisement. The senser appeared nine times followed by another participant, existent, phenomena, carrier, attribute, actor, goal, value, and token. Senser is conscious for being who feels, thinks, sees, or perceives as drawing participants with the goal of getting the viewers interested and carried away in the depiction of feelings in video campaign advertisement. Then, existent is the second with six times appear in the campaign advertisement. It is used to provide a subject or participant in existential processes that only represent the existence or occurrence of something in a video campaign advertisement. Next, phenomena, carrier, and attribute are the same four times appear in the video advertisement. Phenomena is sensed that can be thought, felt, seen, or perceived by the conscious senser. Carrier refers to the participants who assign quality in the attributive process that results in campaign advertisement.

Then, for The attribute is a function that supports the information as the participants who assign quality in the attributive process in which the subject is a participant. Then, actor and goal are the same three times appear in the campaign video advertisement. The actor is the who or which does something, while the goal is to whom the process addressed. The last participant, value and token which is two times and one time appear in advertisement which is participant in the relational process. The value is participant who is construed as identifier, while the token is a participant who is take as identified in advertisement.

Datum 2: We love each other.

We	Love	Each other
Senser	Mental	Phenomena

In identifying the participant, datum 1, for example, the word “love” was the mental process of affection which is what participant feels, “we” was the senser and “each other” was the phenomena which can be perceived.

2. Processes

There are six processes appeared in the script conversation of video of Pantene Campaign Advertisement “Raymond and Robby on becoming a family” namely: Mental, Existential, Attribute Relational, Material, Identificational Relation and Verbal.

No	Processes	Total Number
1	Mental	12
2	Existential	7

3	Material	4
4	Attributive Relational	4
5	Identificational Relational	2
6	Verbal	1

The table shows five process of transitivity systems. The mental process appeared as twelve times followed by existential, attribute relational, material, identification relational and verbal process. In this case, the mental process is the most dominant process in this campaign advertisement video. It seems that the advertisers attempt to tell the viewer by involving physiological aspect in the form the verb of sensing such as, Feel, believe, want, and so on. Then, the second dominant process is existential process with seven times exist in the advertisement. It is used to simply indicate that something exists or occurs in the video without referring to a specific subject. Then, material process with four times. In this process, the advertisers want to describe an action as giving the additional information related the advertisement. Then, attribute relational process with four times existed in the advertisement. This is very common to support to build information in the topic being informed (write, drive, etc.). Then, identificational process with two times exist. In this process, the advertisers want to identify the other participant by mentioned where they come from. Last, verbal process with only one time exist in the advertisement. It contributes to the creation of narrative by making it possible to set up dialogic passages.

Datum 24: We just always want her to feel really proud of it.

We	Just always want her	To feel really proud of it
Senser	Mental process	Phenomena

3. Circumstances

The circumstances found were the circumstance of matter:

No	Circumstances	Total Number
1	Matter	3
2	Purpose	1

Datum 19

It	Is	A time	For us to connect and just talk
Carrier	Relational P	Attribute	Cir. Purpose

Datum 26

You	Know	It doesn't matter if you share the same blood, it's funny dads, sometimes get stigma of not being as aware and especially as gay dad
Senser	Mental P	Phenomena (cir. Matter)

Datum 27

I	Feel	This responsibility of showing people, hey dad can do too
Senser	Mental P	Cir. Matter

The circumstance of matter appeared is dominantly followed by the circumstance of purpose. It shows that the advertiser wants to tell about what is happening on LGBT family in the video such as in datum 26 and datum 27. It is expressed by preposition such as *about and concerning*, which can be found in the scrip conversation in the campaign advertisement video. Then, circumstance of purpose, which represent the purpose for which action take place or intention behind it. It is typically expressed by a prepositional phrase with *for*, such as in datum 19.

Based on the transitivity analysis above, it can be concluded that the dominant participant is senser with the nine times found in the analysis. Senser is participants who is being feel, think, see or perceive. It shows how the participants, which are Raymond, Robby and Ella, want to express their experience of their life by their own consciousness. Since the video is a campaign video about family is beautiful LGBT, the script conversation are trying to show the power of what LGBT family has to create beautiful family to the audience.

The dominant process is the ideational meaning in the script of campaign video is mental process with twelve times exist than another processes. It means the mental process use the process of sensing, which are dealing with feeling, thinking, and perceiving. The use of mental process is to persuasive the information in relation to individual's sensing related the concept of campaign's family is beautiful LGBT by advertisers. In the element of circumstances, the circumstance of matter is the most dominant circumstance that exist in this campaign video. The advertiser tries to show the what is going on in the LGBT

family that we can find from the video. From this campaign advertisement, the advertiser mostly focuses in the description of participant power of the LGBT family have by what they feel or perceive to deliver the message of family is beautiful LGBT.

B. Representational Meaning

In the representational meaning, it deals with the use of the visual data that divide into two terms, narrative and conceptual representational. In this case, it will be analyzed by using the theory of multimodal analysis of Kress and Van Leeuwen (2006) that is also called the theory of analysis the visual grammar.

<p style="text-align: center;">1</p> 	<p style="text-align: center;">2</p> 
<p style="text-align: center;">3</p> 	<p style="text-align: center;">4</p> 
<p style="text-align: center;">5</p> 	<p style="text-align: center;">6</p> 



In visual grammar, Kress and Van Leeuwen (2006) classified the representational meaning into two types, that are narrative representations and conceptual representations. Then, the conceptual representation is classified into the classificational, analytical, symbolical process. The symbolical process is mostly used in such campaign video ads. In this campaign video, it conceptually describes the symbolic what family mostly have in the beauty of LGBT family, such as its love and caring. Frames 1, 2, 6, 7, 8, 9, 10, and 11 in the video, clearly show the man who take care of his adopted girl, such as wash her hair, dry her hair and comb her hair. Implicitly, this describes that beauty LGBT family has a

love and care feeling to another member in family even they don't share the same blood. It created the beauty family

Next, narrative representation mainly belongs to action processes and reactional processes. In analyzing action process, the researcher finds two participants: actor and goal which is called transactional processes and non-transactional processes have no goal. Frames 1, 2, 8, 10, 12 and deal with some transactional and non- transactional in action processes. The dads play as the actors, while their activities such as wash her hair, dry her hair and comb her hair. This video is not only shows the activities of that family, but also the love and care of family is beautiful LGBT. Frames 3, 5, 9, 11 and 14 are reactional processes which is non- transactional processes. These representation could be seen from their smiles and eye lines of the reactor that sincerely arise from their heart in the video of family is beautiful LGBT.

Data 3

The video of “**Joyia and Mariana on Exploring self-expression**”

A. Ideational Meaning



The findings of this data are presented in the table below:

1. Participants

The realization of the participant in the script of Pantene Campaign Advertisement: “Joyia and Mariana on exploring self-expression” was eight out of twenty participants as shown in table below. It presented Attribute, Carrier, Senser, Phenomena, Actor, Goal, Behavior, and Existent.

No	Participants	Total Number
1	Attribute	10
2	Carrier	9
3	Senser	9
4	Phenomena	6
5	Actor	3
6	Goal	2
7	Behavior	1
8	Existent	1

According to the table presented, it shows that the attribute is the most dominant participant in the verbal mode the video. The attribute appeared ten times followed by different participant; Carrier, Senser, Phenomena, Actor, Goal, Behavior and Existent. In this case, the function of the attribute is to support the information about the participants who assign quality in the advertisement. It also has similar functions to carrier with nine times exist in the video advertisement, which is the participant who is being attributive. Then, senser is the third with the nine times exist which is conscious for being who feels, thinks, see or perceives as drawing participants which aimed to the viewers interested and carried away in the depiction of feelings in the campaign video. Then, phenomena with the six

exist, which is sensed that can be thought, felt, and seen or perceived by conscious sener. Then, actor and goal are the same three and two times exist in the video. The actor is the who or which does something, while the goal is to whom the process addressed. Then, behavior with one time exist, it is conscious being of doing between material process and mental process. The last, existent is being participants in existential process in the advertisement.

Datum 16

She	Walks	A little bit taller
Carrier	Relational process	Attribute

In identifying the participant, datum 16, for example, the word “walks” was the attributive relational process, she was the carrier participant and a little bit taller was the attributive which is assign of the quality of participant.

2. Processes

There are five processes appeared in the script conversation of video of Pantene Campaign Advertisement “Joyia and Mariana on Exploring self-expression” namely: Attribute Relational, Mental, Material, Behavioral and Existential.

No	Processes	Total Number
1	Attribute Relational	10
2	Mental	9
3	Material	3

4	Behavioural	2
5	Existential	1

The table shows five processes of transitivity systems. The attribute relational processes appeared as ten times followed by mental, material, behavioral, and existential process. In this case, the attribute relational process is the most dominant process that takes place in this advertising campaign. It appears that advertisers are focusing on presenting and describing to the viewer in particular material that exists and occurs in the video. Then, mental processes with nine time exist, it seems that the advertisers attempt to tell the viewer by involving physiological aspect in the form the verb of sensing such as, Feel, believe, want, and so on. Then, material process with five times exist in this video, it describes an action as giving the additional information related the advertisement. Next, behavioral process with two times exist, it describes the process psychological behavior (e.g. born and adopted) to support in the topic being informed. Last, existential process with only one time exist in this advertisement. It is used to simply indicate that something exists or occurs in the video without referring to a specific subject.

Datum 21

Family	Is	Love
Carrier	Relational process	Attribute

3. Circumstances

The circumstances found were the circumstance of matter :

No	Circumstances	Total Number
1	Matter	7
2	Purpose	0

Datum 6

For us,	It	Was	Really important	To have aliza be who she's meant to be
Cir. Role	Carrier	Relational P	Attribute	Cir. Matter

Datum 18

no matter where you fall in the grand scope of things	Families	Are	Just families
Cir. Matter	Carrier	Relational P	Attribute

The circumstance of matter appeared dominantly with seven times exist in video. It shows that the advertiser want to tell about what is happening on LGBT family in the video such as in datum 6 and datum 18 which can be found in the scrip conversation in the campaign advertisement video.









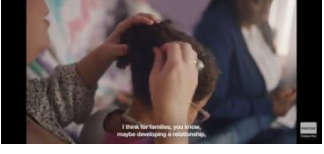



Based on the transitivity analysis above, it can be conclude that dominant

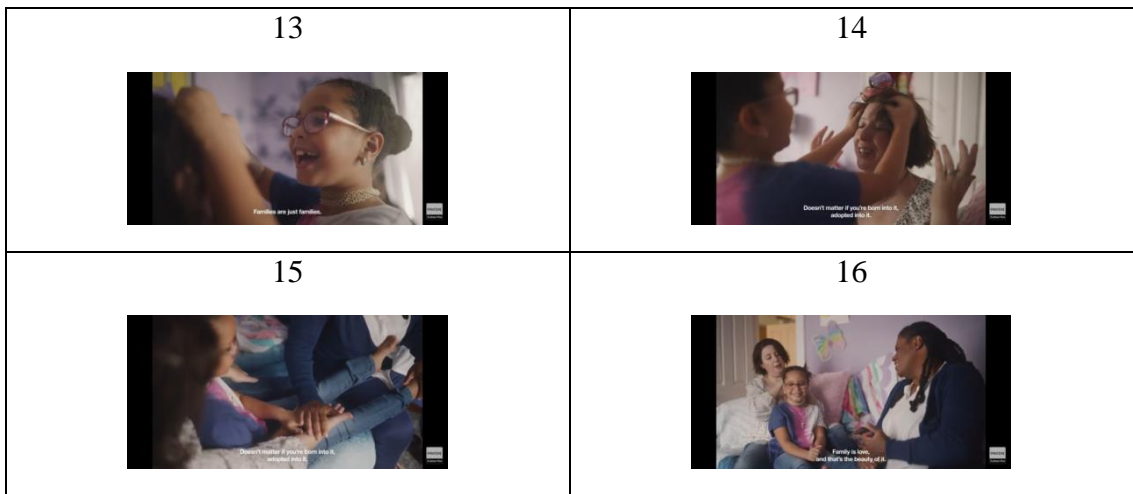
participant is the attributive with the ten attributive found in the analysis. The attributive is something which is distinguish by entity or quality. It can be marked by the following words: like strong willed and independent, look so good, and so on. Since the video is a campaign video about family is beautiful LGBT, the script conversation are trying to show the power connection of what LGBT family has to create beautiful family to the audience.

Meanwhile, the dominant processes of the ideational meaning in the script conversation of the campaign video are attribute relational process. Based on the analysis, attribute relational process is found ten times in the video than another process. The key term of relational process is the process of having it is mostly marked by verb be and have. The uses of relational process in this campaign advertisement is to provide the information in relation to describe the individual quality to the concept of family is beautiful LGBT by advertiser. In the element of circumstances, it is only the circumstance of matter appeared with seven times exist. The advertiser tries to show the what is going on in the LGBT family that we can find from the video. For this campaign advertisement, the advertiser mostly focuses in the description of quality or sign of the LGBT family have to deliver the message of family is beautiful LGBT.

B. Representational Meaning

In the representational meaning, it deals with the use of the visual data that divide into two terms, narrative and conceptual representational. In this case, it will be analyzed by using the theory of multimodal analysis of Kress and Van Leeuwen (2006) that is also called the theory of analysis the visual grammar.

<p>1</p> 	<p>2</p> 
<p>3</p>  <p>Just when we were talking about things that were walking about along a hill, I was like,</p>	<p>4</p>  <p>Things are strong when education.</p>
<p>5</p>  <p>Well, it was really important to me that she be who she's meant to be.</p>	<p>6</p>  <p>We really foster any interest that she has, any passion that she possesses.</p>
<p>7</p> 	<p>8</p>  <p>Don't believe it's a quiet thing that happens, you know, every week.</p>
<p>9</p>  <p>I think that happiness, you know, people demonstrate it in their life.</p>	<p>10</p>  <p>And it's just a love to be together, and only because she's there.</p>
<p>11</p> 	<p>12</p> 



In visual grammar, Kress and Van Leeuwen (2006) classified the representational meaning into two types, that are narrative representations and conceptual representations. Then, the conceptual representation is classified into the classificational, analytical, symbolical process. The symbolical process is mostly used in such campaign video ads. In this campaign video, it conceptually describes the symbolic what family mostly have in the beauty of LGBT family, such as its love, caring, and support. Frame 1, 2, 3, 7, 8, 9, 10, 11, and 16 in the video, clearly shows about the mom who is styling or combing her child's hair. Implicitly, this describes that in beauty family has a love and care feelings to another member in family. It creates the beauty family. Frames 4, 5, 6, and 15 represent the existence of a support in the family to build a trust and grow together in beauty of LGBT family.

Next, narrative representation mainly belongs to action processes and reactional processes. In analyzing action process, the researcher finds two participants: actor and goal which is called transactional processes and non-transactional processes have no goal. Frames 1, 3, 4, 10, 11, 14 and 16 deal with

some transactional and non- transactional in action processes. The mother and her daughter play as the actors, while their activities such as combing hair, tying hair, singing and spending time together. This video is not only shows the activities of that family, but also the love, care, and confident of family is beautiful LGBT. Frames 5, 6, 10, 12, and 13 are reactional processes which is non- transactional processes. These representations could be seen from their smiles and eye lines of the reactor that sincerely arise from their heart in the video of family is beautiful LGBT.

B. Discussion

The discussion aims to provide the clear explanation of the results of the research questions following data analysis. This discussion addresses both of the following questions: first, the analysis related to ideational meaning in Pantene advertisement campaign with the branding ‘Family is Beautiful LGBT’ released in (2020-2021) on the YouTube channel Pantene, and second, the analysis discusses representational meaning in the from Pantene advertisement campaign with the branding ‘Family is Beautiful LGBT’ divided into two terms, narrative and conceptual meaning. The discussion is constructed toward the theory of Systemic Functional Linguistic proposed by Halliday (2004) in the term of ideational meaning by using Framework of Transitivity System, which are participant, process, and circumstances to answer the first question. Then, the second question is answered by employing Kress and Van Leeuwen’s theory of Multimodal (2006) for visual data analysis. The analysis concentrated on the

representational meaning of the visual data.

For data analysis, the dominant data sources used in this research are video scripts that have been previously transcribed as well as visual data in the form of frames or images from each Pantene video with the hashtag Family is Beautiful LGBT. It led to the relationship of the theory used in this study, which focuses on textual and visual data as the main points of discussion. All of the data in this study support each other to make a conclusion. For the first research question, verbal data or text was used to answer the ideational meaning based on Systematic functional linguistics theory developed by Halliday (1994), and for the second research question, visual data from the frame of picture contained in the video was used to answer the representational meaning, which was divided into two terms: conceptual meaning and narrative meaning, according to Kress and Leeuw's theory (2006).

From data 1, the analysis revealed that based on the transitivity system analysis above, it can be concluded that dominant participant is the attributive. The attributive is something which is distinguished by entity or quality. It can be marked by the following words: *an old soul*, *spunky and creative kiddo*, and *super gender creative*. Since the video is a campaign video about Family is beautiful LGBT, the script conversation shows the power of what LGBT family has to create beautiful family to the audience.

The dominant process of the ideational meaning in the conversation of the campaign video is attribute relational process. The key term of relational process is the process of having. It is mostly marked by verb *be* and *have*. The uses of

relational process in this campaign advertisement are to provide the information in relation to describe the individual quality to the concept of Family is beautiful LGBT by advertiser. In the element of circumstances, only the circumstances of matter appear in the campaign video. The advertiser tries to show the what is going on in the LGBT family that we can find from the video. For this campaign advertisement, the advertiser mostly focuses on the description of the quality of the LGBT family which has to deliver the message of family is beautiful LGBT.

For discussing about representational meaning from the video, in visual grammar, Kress and Leeuwen (2006) divide the representational into two terms, conceptual representation and narrative representation. In the conceptual representation, the symbolical process is mostly used in this campaign video, it conceptually describes the symbolic what family mostly have in the beauty of LGBT family, such as its love, caring, confident, independent, and creative. In the beginning of the video, it clearly shows about the mom styling or combing her child's hair. Implicitly, this describes that in beauty LGBT family has a love and care feelings to another member in family. It creates the beauty of family. Then, the next scene represents a self-confidence of a transgender person. Since he dares to decide to be what he wants, self-confidence makes him brave enough to keep moving forward. The last scene shows the creative person. This shows how beautiful it is that LGBT families can express themselves as they wish without any fear.

Narrative representation mainly belongs to action processes and reactional processes. In analyzing action process, the researcher finds two participants: actor

and goal which is called transactional processes and non- transactional processes have no goal. The actor is the participant from which the vector emanates, while The Goal is the participant at whom or which the vector is directed (Kress & Leeuwen, 2006, p. 63-64). This video deals with some transactional and non-transactional in action processes. The mother and her daughter play as the actors, while their activities such as combing, tying hair, writing, and drawing. This video does not only show the activities of that family, but also the love, care, and confident of family is beautiful LGBT. Then there is also reactional processes which is non- transactional processes. These processes could be seen from their smiles and eye lines of the reactor that sincerely arise from their heart in the video of family is beautiful LGBT.

From data 2, based on the transitivity system analysis, it can be concluded that the dominant participant is senser in the analysis. Senser is participants who is feeling, thinking, seeing or perceiving. It shows how the participants, which are Raymond, Robby and Ella, want to express their experience of their life by their own consciousness. Since the video is a campaign video about family is beautiful LGBT, the conversation is trying to show the power of what LGBT family has to create beautiful family to the audience.

The dominant process in the script of campaign video is the ideational meaning is mental process. It means the mental process use the process of sensing, which are dealing with feeling, thinking, and perceiving. The use of mental process is to persuasive the information in relation to individual's sensing related the concept of campaign 's family is beautiful LGBT by advertisers. In the

element of circumstances, the most dominant is the circumstance of matter. The advertiser tries to show the what is going on in the LGBT family that we can find from the video. For this campaign advertisement, the advertiser mostly focuses on the description of participant's power of the LGBT family has by showing what they feel or perceive to deliver the message of family is beautiful LGBT.

For discussing about representational meaning from the video, in visual grammar, Kress and Leeuwen (2006) divide the representational into two terms, conceptual representation and narrative representation. In the conceptual representation, the symbolical process is mostly used in this campaign video. It conceptually describes the symbolic what family mostly have in the beauty of LGBT family, such as its love and caring. At the beginning until the last scene in the video, it clearly shows the man who takes care of his adopted girl, such as washing her hair, drying her hair and combing her hair. Implicitly, this describes that beauty LGBT family has a love and care feelings to another member in family even they do not share the same blood. It created the beauty family.

Narrative representation mainly belongs to action processes and reactional processes. In analyzing action process, the researcher finds two participants: actor and goal which is called transactional processes and non- transactional processes have no goal. This video deals with some transactional and non- transactional in action processes. When the two dad play as the actors, while their activities such as wash her hair, dry her hair and comb her hair. This video is not only shows the activities of that family, but also the love and care of family is beautiful LGBT. Then, there are reactional processes which is non- transactional processes. These

processes could be seen from their smiles and eye lines of the reactor that sincerely arise from their heart in the video of family is beautiful LGBT.

From data 3, the analysis revealed that based on the transitivity system analysis above, it can be concluded that the dominant participant is the attributive with the ten attributive found in the analysis. The attributive is something which is distinguish by entity or quality. It can be marked by the following words: like strong willed and independent, look so good, and so on. Since the video is a campaign video about family is beautiful LGBT, the script conversation are trying to show the power connection of what LGBT family has to create beautiful family to the audience.

The dominant process of the ideational meaning in the conversation of the campaign video is attribute relational process. The key term of relational process is the process of having it is mostly marked by verb *be* and *have*. The uses of relational process in this campaign advertisement are to provide the information in relation to describe the individual quality to the concept of family is beautiful LGBT by advertiser. In the element of circumstances, it is only the circumstance of matter appeared in this campaign video. The advertiser tries to show the what is going on in the LGBT family that we can find from the video. For this campaign advertisement, the advertiser mostly focuses in the description of quality or sign of the LGBT family have to deliver the message of family is beautiful LGBT.

For discussing about representational meaning from the video, in visual grammar, Kress and Leeuwen (2006) divide the representational into two terms, conceptual representation and narrative representation. In the conceptual

representation, the symbolical process is mostly used in this campaign video. It conceptually describes the symbolic what family mostly have in the beauty of LGBT family, such as its love, caring, and support. At the beginning in the video, clearly shows about the mom who is styling or combing her child's hair. Implicitly, this describes that in beauty family has a love and care feelings to another member in family. It creates the beauty family. Then, the next scene represents the existence of a support in the family to build a trust and grow together in beauty of LGBT family. It is showed by how they also participate in expressing the activities they do.

Representation mainly belongs to action processes and reactional processes. In analyzing action process, the researcher found two participants: actor and goal which is called transactional processes and non- transactional processes have no goal. This video deals with some transactional and non-transactional in action processes. The mother and her daughter play as the actors, while their activities such as combing hair, tying hair, singing and spending time together. This video does not only show the activities of that family, but also the love, care, and support of family is beautiful LGBT. Then, there are reactional processes which is non- transactional processes. These processes could be seen from their smiles and eye lines of the reactor that sincerely arise from their heart in the video of family is beautiful LGBT.

From the result above, this study can be stated that the advertisement of family is beautiful LGBT in pantene campaign advertisement wants to show the audience the real beauty that transgender or the guy parents have to create

beautiful family. By telling the quality of the member of the family such as, creative kiddo, super gender creative, independent, confident and so on and showing the feeling how happy they are, which can be seen on how the advertiser present the activities such as, doing the hair routine to the member of LGBT family in the video. It is expected to attract the audience intention to respect the other right for the family equality which LGBT family also has caring, love, and support for each other even they do not share the same blood.

The findings of this present study have similar and different findings with the findings of the previous study. The findings of this study show that the advertisement campaign video manipulate the people who see by the describing quality and also from psychological aspect to raise people's consciousness. It can be seen from the result of the process dominant is relational process and mental process. The other hand, my study also give more explanation not only in visual, but also in verbal (language) or linguistic aspect to get what the meaning from the video because language is the main point to represent the meaning in any context. Here, the focus is in the ideational meaning and representational meaning. It support the finding of the previous study of Hardini and Gustiawan (2020), Sari (2021), Ansori and Taopan (2019) and Yanwei & Hassan, (2022) which analyzed the feminity in the perfume ads, cigarette ads and tourism ads. These studies support the similarity of the most dominant of this study is also relational, mental dan material process that the advertisers want to deliver the message by showing the quality and of the participants and the using of the verb sensing to get the intention of the audience which depends of the goal of the advertiser. It also

showed that relational process, mental process and material process is the most frequent process that exist to present what is going on in any advertisement. Meanwhile, the present study has different finding with the finding of the previous study by Tanjung (2021), which found that the advertiser wants to attract attention and interest of society to this reality by the trick manipulation on the display of the picture by using Generic Structure Potential which analyzes the lead, display, announcemet, enhancher, call and visit and tag. By Alhadi et all(2022), Yao and Zhuo (2018) which found this study study only analyzed on the visual data , did not give more about the language used in data, what kinds of processes an the theory of multimodal is still less information about it, because the language is the most important part for represent the meaning the context. So, this study represent the both visual and verbal analysis to complete the previous study.

CHAPTER V

CONCLUSION AND SUGGESTION

This chapter presents the conclusion and suggestion related to the result of multimodal discourse analysis in Pantene advertisement campaign. The suggestion provided is expected to be beneficial to future researchers who are interested in conducting a similar study with the current researcher.

A. Conclusion

By employing Halliday and Matthiessen's (2004) Systemic Functional Linguistics theory and Kress and Leeuwen's (2006) Visual Grammar theory to investigate ideational and representational meaning. The major findings are as follows:

Firstly, in the linguistic analysis, it can be determined that the video implied three elements of ideational meaning which are the participant, process, and circumstance. The participant is dominated by the attribute and senser. Attribute is marked by the process of being and having, while the senser is marked by who is being feel, think, see or perceive. It shows that advertiser want to describe the quality of the participants have and show information in relation to individual's sensing in the video. Meanwhile, the process is dominated by the attributive relational process. It deals with some entity is being said, such as spunky creative kiddo, super gender creative, so fun, so good, etc. In terms of the element of circumstances, the circumstances of matter are the most important. The

advertisement attempts to demonstrate the importance of the beauty LGBT family. The circumstances are the condition in which the processes are taking place.

Secondly, In the visual analysis, the representational meaning showed both conceptual and narrative meaning. The conceptual representation shown in the video falls under the symbolic process category. This campaign video conceptually describes the symbolic of beauty in LGBT family such as love, caring, confident, and support. For example, it can be seen from the activities they show in video, one of them is spending time together with caring hair. Meanwhile, the narrative representation mainly belongs to actional and reactional processes. The action processes mostly are represented by the parents who adopted the kids, while their activities such as, wash her hair, dry her hair and comb her hair are represented their actions. This video also not only shows the beauty of LGBT family, but also show that all people have right to be what they want to be as themselves. Besides, the smile of the member of the LGBT family that sincerely come from heart displayed as reactional process. For that reason, the creation of this campaign is to show that LGBT family also has the equality like other family who has love, caring, support that other family has to make beautiful family, as one of them by caring hair.

B. Suggestion

As explained in the discussion, multimodal discourse analysis is grounded in both linguistic and non-linguistic aspects. it can give more understanding to the reader who interest on multimodal discourse analysis in the study of advertisement language, movie, speech, poster and any other. Due to the

limitation, this study analyzes the campaign advertisement only in the ideational meaning for the linguistic aspect and representational meaning for the visual aspect. As the result, the current researcher advises future researchers to conduct analyses using the three metafunctions, namely ideational meaning, interactive meaning and textual meaning of Systemic Functional Linguistics and representational meaning, interactive meaning, and compositional meaning on Multimodal analysis.

The current researcher has additional recommendations for future researchers who want to do research relating to this study. The emphasis of this research is mainly on verbal and visual pictures guided by visual grammar and sfl theory, with little attention given to audial aspects such as music and sound. To fully comprehend multimodal discourse analysis, future research should focus equally on verbal, visual, and audial analysis, employing the same theory as the current study for assessing visual and audial components. Multimodal is a relatively recent field of study in linguistics. Future researchers are required to delve deeper into multimodal in order to gain insight and information about multimodal, which is currently in limited availability among researchers.

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CURRICULUM VITAE



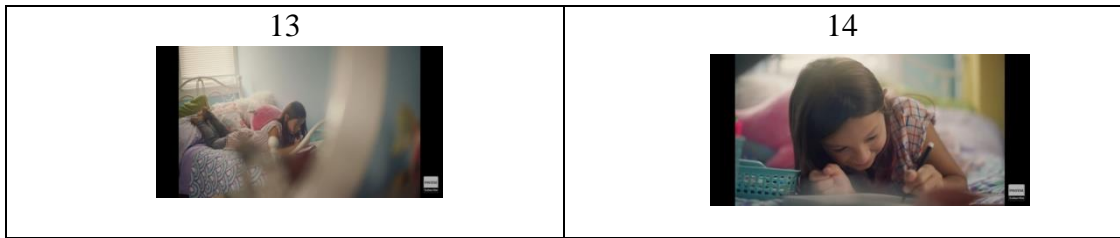
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APPENDIX

Data 1:

The video of “Sawyer and Ashley on the Power of Visibility”

<p>1</p>  <p>A young girl (Sawyer) is talking to a woman (Ashley) in a kitchen. The woman is looking at her phone.</p>	<p>2</p>  <p>Sawyer and Ashley are talking. Ashley is looking at Sawyer.</p>
<p>3</p>  <p>Sawyer is looking up at someone off-camera. Subtitle: Sawyer also happens to be a transgender girl.</p>	<p>4</p>  <p>Sawyer is looking at her reflection in a mirror. Subtitle: I remember the first time the school had a transgender ally.</p>
<p>5</p>  <p>Sawyer is in a locker, looking at a book. Subtitle: and that's how Sawyer and Ashley got together.</p>	<p>6</p>  <p>Sawyer is looking down, looking sad. Subtitle: Once she got up what she wanted to do.</p>
<p>7</p>  <p>Sawyer is in a hallway, looking at a poster on the wall. Subtitle: This was the first time she got that such a young age.</p>	<p>8</p>  <p>Sawyer is in a classroom, looking at a poster. Subtitle: So, I'm always telling Sawyer to never hide who she is.</p>
<p>9</p>  <p>Sawyer is in a classroom, looking at a poster. Subtitle: Always be herself.</p>	<p>10</p>  <p>Sawyer is in a bedroom, looking at a poster. Subtitle: It's important to be yourself and to be seen.</p>
<p>11</p>  <p>Sawyer is in a classroom, looking at a poster. Subtitle: It's important to be yourself and to be seen.</p>	<p>12</p>  <p>Sawyer is in a classroom, looking at a poster. Subtitle: My advice is just be yourself.</p>



Transcribe and Analysis

Ellie & Ashley :

Datum 1

She	Is	An old soul
Carrier	Relational process	Attribute

Datum 2

She	Is	Our spunky and creative kiddo
Carrier	Relational process	Attribute

Datum 3

Sawyer	Also happens	To be a transgender girl
Carrier	Relational process	Attribute

Datum 4

I	Remember	The first time	She was out in the community wearing the clothing she wanted in her hair
Senser	Mental	Cir. Time	Phenomenon : Cir. Matter

Datum 5

She kind of	Was	Herself	And that was the first day where I saw her
	Existential process	Existent	Cir. Time and Condition

Datum 6

She	Has always been	Super gender creative
Carrier	Relational process	Attribute

Datum 7

And	Hair	Has been	A big of her transition
	Carrier	Ralational process	Attribute

Datum 8

Once	She	Told	Us	That she identified as a girl
	Sayer	Verbal	Receiver	Verbiage

Datum 9

She	immediately	Wanted to grow	Her hair out
Senser	Cir. Quality	Mental process	Phenomena

Sawyer :

Datum 10

It	Made	Me	Feel good and confident
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		Senser	Mental process
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Datum 11

And	It	Made	My insides	Match	My outside
			Carrier (she)	Relational process	Attribute

Ellie & Ashley :

Datum 12

This	Was	A kid	Who knew she was from a young age
	Existential P	Existent	Cir. Matter

Datum 13

And as a mom	You	Always worry	About your kid being loved and accepted
Cir. Role	Senser	Mental process	Cir. Matter

Datum 14

I 'm	Always telling	Sawyer	to never hide who she is, always be herself , never be afraid to step out and exist as the person that she is.
Sayer	Verbal process	Receiver	Verbiage :Cir. Matter

Sawyer :

Datum 15

Our family motto	Is	Everybody love everybody,	No matter what path you follow.
Carrier	Relational p	Attribute	Cir. Matter

Datum 16

It	Means	I can be who I am,	No matter what, it doesn't matter	Because everybody loves me
	Relational p	Phenomena	Attribute	Cir. Cause

Datum 17

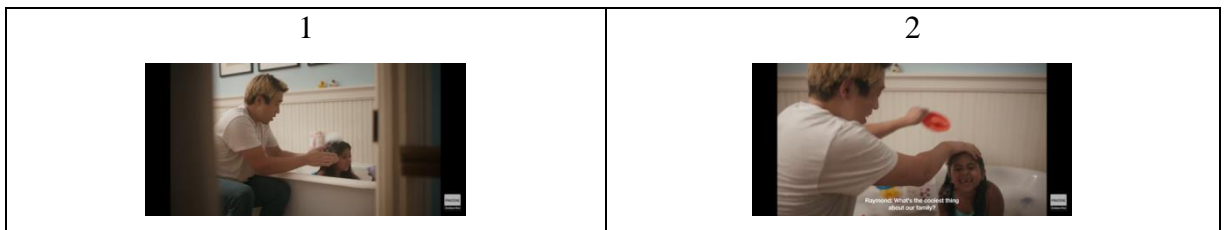
My advices	Is	Just be yourself
Carrier	Relational process	Attribute

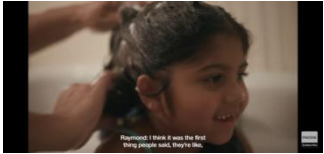



Datum 18

And don't let	Anybody tell you who you are
Material process	Cir. Matter

Data 2 :

The video of **“Raymond and Robby on becoming a family”**



<p>3</p>  <p>Robby: This is the letter that we write to the other parents, huh?</p>	<p>4</p> 
<p>5</p>  <p>Robby: We've done it! The internet, we're in, and that's a good thing.</p>	<p>6</p>  <p>Raymond: I think it was the first thing people said, they're like,</p>
<p>7</p>  <p>"What until you can see the head of hair on this little girl."</p>	<p>8</p>  <p>We've had the same nightmare most ever since she was little, right?</p>
<p>9</p>  <p>It's a time for us to connect, and just talk.</p>	<p>10</p> 
<p>11</p>  <p>So, we just try to make her have that connection to Robby's name.</p>	<p>12</p>  <p>And we just always want her to be really proud of it.</p>
<p>13</p>  <p>Raymond: Love really makes a family.</p>	<p>14</p> 

Transcribe and analysis

Raymond & Robby :

Datum 1

Whats the coolest thing about our family ?

Ella :

Datum 2

We	Love	Each other
Senser	Mental	Phenomena

Raymond & Robby :

Datum 3

That's true, right ?

Datum 4

This	Is	The letter	that	We	wrote	To the birth parents
	Existential	Exsistent		Actor	Material	Goal

Raymond :

Datum 5

The feeling	When we finaly got the call
Mental process	Phenomena (cir. Condition)

Datum 6

It	Was	4 o'clock	like	"hey congratulations, you pick her up tomorrow at 1 o'clock"
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	Existential	Existent	Mental P	Verbiage
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Robbi :

Datum 7

We	had	Less than 24 hours
Existent	Existential process	Cir. Time

Datum 8

We	Drove out	To long island	Went in and met	Our daughter
Actor	Material P	Cir. Loc	Material P	Goal

Raymond :

Datum 9

This	Is	Something
	Existential process	Existent

Datum 10

We	Have been waiting	For 2 years and	Dreaming of and stressing about
Senser	Mental process	Cir. Time	Mental process

Datum 11

And there	Was	Our little girl.
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	Existential process	Existent
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Robbi :

Datum 12

The first time	We	saw	Ella
Cir. Time	Actor	Material process	Goal

Datum 13

We	Could not believe	Her hair
Senser	Mental process	Phenomena

Datum 14

She	Had	So much hair
Carrier	Relational process	Attribute

Raymond :

Datum 15

I	think	It	Was	The first thing
Senser	Mental P		Existential P	Existent

Datum 16

People	Said	said "they were like, wait till you see the head of hair on this little girl"
Sayer	Verbal P	Verbiage

Datum 17

We	Were like	“oh you weren't joking! that's beautiful!”
Senser	Mental process	Verbiage

Raymond :

Datum 18

We	Have had	The same night ritual	Ever since she was little
Carrier	Relational P	Attribute	Cir. Extent

Datum 19

It	Is	A time	For us to connect and just talk
	Existential P	Existent	Cir. Purpose

Robbi :

Datum 20

For ellas's hair	It	Really connects to	Her heritage
Cir. Accompaniment	Carrier	Relational process	Attribute

Datum 21

Her birth mother	Was	Indian
Token	Relational identification	Value

Datum 22

Her birth father	Is	From the Caribbean
Token	Relational identification	Value

Datum 23

We	Just try to make	That connection to those culture
Senser	Mental process	Phenomena

Datum 24

We	Just always want her	To feel really proud of it
Senser	Mental process	Phenomena

Raymond :

Datum 25

Love	Really make	A family
Mental prcess : Carrier	Relational process	Attribute

Datum 26

You	know	It doesn't matter if you share the same blood, it's funny dads, sometimes get stigma of not being as aware and especially as gay dad
Senser	Mental P	Phenomena : Cir. Matter




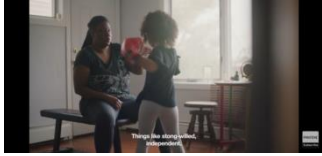



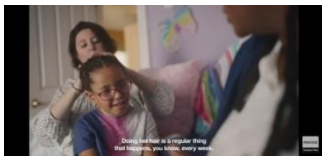
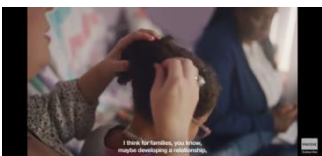

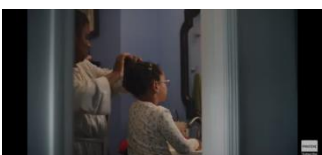

Datum 27

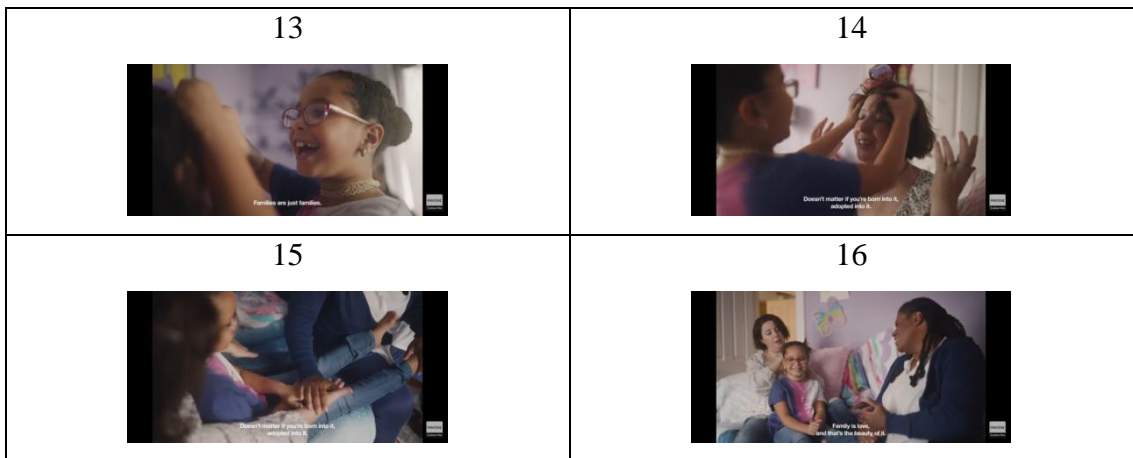
I	feel	This responsibility of showing people, hey dad can do too
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Senser	Mental P	Phenomena : cir. Matter
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Data 3 :

The video of “Joyia and Mariana on Exploring self-expression”

<p>1</p> 	<p>2</p> 
<p>3</p>  <p>Just what we were thinking about being a kid, I was like,</p>	<p>4</p>  <p>There are alternative</p>
<p>5</p>  <p>Well, it was really important to me that she be who she's meant to be.</p>	<p>6</p>  <p>It's really harder, and I think that she has, any passion that she expresses.</p>
<p>7</p> 	<p>8</p>  <p>Doing that, as it's quite strong, and I think you know, that's what</p>
<p>9</p>  <p>I think for her, you know, maybe she's gonna be a model.</p>	<p>10</p>  <p>And it's just a time to be together, and you know, that's what</p>
<p>11</p> 	<p>12</p> 



Transcribe and Analysis

Joyia & Mariana :

Datum 1

We	Were thinking	About having a kid
Senser	Mental process	Phenomena

Datum 2

I	Was like	“ hey let’s do this thing where you write down every single thing you want in your kid ”
Senser	Mental P	Verbiage

Datum 3

Thing	‘s	Like Strong-willed and dependent
Carrier	Relational P	Attribute

Datum 4

When this one come out	We	Went back	Over the list
Cir. Condition	Actor	Material process	Cir. Means

Datum 5

We	Were like wow	She	Hit upon	Everything and then some on that list
Senser	Mental process	Actor	Material P	Goal

Datum 6

For us,	It	Was	Really important	To have aliza be who she's meant to be
Cir. Role	Carrier	Relational P	Attribute	Cir. Matter

Datum 7

We	Really foster	Any interest	That she has any passion that she expresses
Actor	Material P	Goal	Cir. Matter

Datum 8

Doing her hair	Is	A regular thing that happens every week
	Relational P	Attribute : cir. Extent

Datum 9

I	Think	For	You	Know	Maybe developing
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		famillies			relationship, that's really great way to develop that trust...
Senser	Mental P	Cir. Role	Senser	Mental P	Phenomena

Eliza :

Datum 10

It	Is	So fun	That like when it's done
Carrier	Relationa process	Attribute	Cir. Matter

Datum 11

It	Looks	So good
Carrier	Relational process	Attribute

Datum 12

I	Am like	This is was worth it
Senser	Mental process	Phenomena

.....:

Datum 13

First	You	Have to feel good	On the inside
	Senser	Mental process	Phenomena

Datum 14

But once you have that	You	Need to feel good	On the outside too
	Senser	Mental process	Phenomena

Datum 15

Making sure that	Her hair	Looks	Good
Cir. Condition	Carrier	Relational process	Attribute

Datum 16

She	Walks	A little bit taller
Carrier	Relational process	Attribute

Datum 17

That smile	I	Think	It allows her inner self to come out
	Senser	Mental P	Phenomenon

.....

Datum 18

no matter where you fall in the grand scope of things	Families	Are	Just families
Cir. Matter	Carrier	Relational P	Attribute

Datum 19

It doesn't matter	If you	Are born	Into it	adopted	Into it
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Cir. Matter	Behaver	Behavior P	Phenomenon	Behaviour	Phrnomena
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Datum 20

We	Are	Very different	from a lot of people um and yet we work
Carrier	Relational P	Attribute	Cir. Condition

Datum 21

Family	Is	Love
Carrier	Relational process	Attribute

Datum 22

That	Is	The beauty of it
	Existential process	Existent