

ABSTRACT

This research dicusses about analyzing beauty clinic brochure multimodal ad in Bandung city. The research was conducted in four beauty clinic such as : Natasha Skin Care, Erha Clinic, MD Clinic by Lazeta, and LBC. Multimodal analysis in this research is using functional systematic linguistic method (Teori linguistik sistemik fungsional). Multimodal analysis model that developed by combination of mutlimodal theory (Anstey & Bull, 2010), and multimodal analysis by Kress Van Leeuwen (1996-2006). Analysis in this research is using semiotic approach that focused on system multimodal which cover lingustic and visual approach. More specifically, lingusitic analysis and visual performed by using analysis model Cheong (2004) . This research also related with metafunction languges, there are metafunction interpersonal, metafunction ideational, and metafunction textual. From the analysis about beauty clinic ad brochure, can be concluded that they have a complete sturcture generic ad and semiotic multimodal that include linguistic and visual element.

Key word: Multimodal, Semiotics, and Advertising