

ABSTRACT

This research discusses the illustration analysis on the cover of the *Axis: Bold as Love* album from The Jimi Hendrix Experience. The album cover was released in 1967 which was formed based on the social and culture at the time. This illustration received various awards and also as well as criticism related to the controversial things in it.

This multimodal analysis uses the theory of Systemic Functional Linguistics (SFL), with the Social Semiotics approach in constructing meaning. The multimodal analysis model in producing verbal language meanings is Systemic Functional Grammar developed by (Matthiesen & Halliday, 1994). The visual meaning is produced through the Reading Images analysis model (Kress & Van Leeuwen, 2004). In this paper, the author has added social and cultural elements that influence people's views of the object of research.

This research uses verbal metafunctions (transitivity, grammatical diversity, and themes) and visual metafunctions (representational, ideational, and composition) to produce meaning. The results of this album cover analysis will show how verbal and visual metafunction can form a meaning through different modes simultaneously. The results of this research will show how verbal and visual metafunction, and form a meaning through different modes simultaneously.

Keywords: multimodal, semiotics, illustration, album cover