Systemic Functional Multimodal Discourse Analysis of 'Budaya Bali' Poster

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Abstract. A poster is one of the communication media that uses more than one communication mode in giving information. In this study, the 'Budaya Bali' poster that is used as the data consists of written text and visuals, so it is a multimodal text. The purpose of this study is to describe the language meta-functions and explain the visual meta-functions of 'Budaya Bali' poster. In addition, to find out how both meta-functions create meaning in the poster as a multimodal text. This study is qualitative research. In collecting data, the documentation method was applied. The data were analyzed with qualitative methods. This study used the theory of Systemic Functional Linguistics from Halliday (1985) and the theory of Visual Grammar by Kress and van Leeuwen (2006). In presenting the analysis, formal and informal methods were used. Based on the language meta-functions analysis, the poster is dominated by relational process, indicative mood with declarative type, and simplex themes. Based on the visual meta-functions analysis, the poster is dominated by the classification process of conceptual representation, indirect gaze, general social distance, and various information values.

Keywords: Multimodal Discourse Analysis · Systemic Functional · Language Meta-functions · Visual Meta-functions · Poster

1 Introduction

People no longer only use language in communicating. They have been using other modes of communication, such as images, sounds, gestures, and so on based on what they want to express. These days, people develop their communication by using more than one mode to make their ideas to be delivered well. There are many examples of communication media that are made by people using more than one mode of communication. One example is a poster. It can be found easily in people's daily life, for example in the street or public places. A poster as the medium of communication is very important and convenient because it has short but strong messages that can catch people's attention toward a particular focal point or issue and create awareness in them about something. As it is mentioned by Hasnun (2006), a poster is pictures and words on paper or cloth posted in public places and contains notice [1].

Posters are designed to attract people's attention and provide information effectively. This is the reason why posters do not only use language. Posters add other modes besides

language to explain all information they want to express within a small space. The posters that are commonly found contain written language and visuals. The use of visuals can indicate what is too long to read and the use of written language can indicate what will be difficult to display. Each form of them has different roles and potential meanings in communication. The meaning that exists in visuals may bring other meanings from the meaning that exists in written language because that meaning cannot be realized verbally and vice versa. Therefore, the structure of visuals and written language in creating a poster is very interesting to be analyzed to know how they work in making meaning.

This study uses the 'Budaya Bali' poster that explains Balinese culture. This poster uses visuals and written language in expressing the information, so it can be included as a multimodal text. According to Kress and Leeuwen (2006), a multimodal text conveys meaning through a combination of two or more modes, and each mode has its specific task and function in the meaning-making process and usually carries only a part of the message in a multimodal text [2]. Kress (2009) stated mode is a socially shaped and culturally given semiotic resource for making meaning [3]. It is simply defined through examples like language, images, music, gestural, typography, graphics, icons, sounds, and many more. In Multimodal Discourse, Kress & Leeuwen (2001), defined mode as abstract ways of organizing meaning-making which can realize ideational, interpersonal, and textual functions [4]. Those meanings are called language meta-functions in Systemic Functional Linguistics (SFL) by [5].

Halliday's systemic functional theory in the multimodal analysis is known as Systemic Functional-Multimodal Discourse Analysis (SF-MDA) and was first discussed by O'Toole (1994) in "The Language of Displayed Art". The systemic functional theory is used as a basic theory to analyze language elements in multimodal texts, while multimodal discourse analysis is a tool to elaborate on the relationship between meaning and modes. Thus language in the multimodal text is a mode because it can realize all three meta-functions and do so either in the form of written or spoken form. Furthermore, Kress and Van Leeuwen (2006) in their book "Reading images: the grammar of visual design" adapted and expanded the concept of language meta-functions by Halliday. Kress and Van Leeuwen (2006:1) argue that visual is also a mode because it can also realize all three meta-functions. After all, both language and visual embodies the system of meaning that forms a culture with each of its independent specific forms. Therefore, they developed a theory of Visual Communication Grammar that is an expansion of Halliday's meta-functions and how the meta-functions are applied in visuals. From this explanation, meta-functions are the three main functions that are interrelated in the structure or grammar of modes that convey meanings. The language meta-functions describe how the structure of spoken and written language form and interpret a text. The visual meta-functions explain how the image structures produce visual meaning.

The purpose of this study are to describe the language meta-functions and explain the visual meta-functions of the 'Budaya Bali' poster. In addition, to find out how both meta-functions create meaning in the poster as a multimodal text.

2 Methods and Theoretical Framework

This study is qualitative research. The data source of this study is the 'Budaya Bali' poster or a poster about Balinese culture from an article on a website called Tirto.id. The data in this study are the clauses and the visuals of the mentioned poster. The poster was obtained from https://tirto.id/kenali-kebudayaan-bali-sistem-kepercayaan-dan-kekerabatan-gjcX. In collecting data, the documentation method was applied. The data were analyzed with qualitative methods. In presenting the analysis, formal and informal methods were used. This study explains the elements of language and visuals in creating and interpreting the poster as multimodal text. The theory used to analyze the language meta-functions was the Systemic Functional Linguistics theory by [5].

According to Halliday (1985), language meta-functions are divided into three, namely ideational function, interpersonal function, and textual function. First, the ideational function is a language function that expresses the human experience with the language [5]. Moreover, the ideational functions are embodied in language through the grammar of transitivity systems. The transitivity system consists of process, participant, and circumstances. The center of transitivity is a process because it is the form of human experience and is manifested in verbal groups. There are six processes, namely: material, mental, relational, behavioral, verbal, and existential processes. The first process is material or a process of doing or happening. In the material process, there are participants who do the process called actors and other participants to whom the process is aimed which is called the goal. The second process is the mental process or a process of sensing. In mental processes, there are participants, namely sensers who feel something or who do something that has to do with the five senses and phenomeons or what is thought and felt with the human's five senses. The third process is the relational process or a process of being, that is, a process that shows relationships of identity and expansion of meaning. The relational process is divided into two subtypes, namely attributive and identifying. In the attributive relational process, the participants are a carrier indicating the state, traits, and characteristics of other participants called an attribute. Meanwhile, in the identifying relational process, there are participants called a token and a value that indicate symbolic relationships. Fourth, behavioral processes or process that expresses human physical behavior. The participant in this process is called a behaver or the person who does the process. The fifth process is the verbal process or process of saying. In this process, there are participants named sayer and verbiage. The sixth process is the existential process is a process which indicates the existence of something. Participant in existential clauses is called existent.

Second, the interpersonal function is a language function that can realize human relationships from language. The components of interpersonal function relate to how language is used in social interactions which are explained by a modality system consisting of mood and residue. The mood consists of the subject and finite, while the residue consists of the remaining elements other than them in a clause. There are two types of mood, namely indicative and imperative. The indicative can be divided into two, namely declarative or sentences that function as an information statement and interrogative or sentences that ask questions and expect a response from the interlocutor. Imperative mode is a sentence that serves to give a command.

Third, the textual function is a language function that explains the reason a text or discourse is created in certain situations. The components of the textual function relate to the interpretation of language in its function as a message which is explained by theme and rheme. The theme is the part of the clause that is considered more important and serves as old information. The theme elements can be found from the starting point of the message in the clause. The rheme is the following part that serves as new information and the rheme element is the rest of the message contained in the clause. There are two types of themes, namely simplex and complex themes.

In addition to SFL theory, the theory used to analyze the visual meta-functions was the Visual Grammar theory by Kress and van Leeuwen (2006). Similar to Halliday's concept of language meta-functions, language meta-functions were also divided into three, namely representation meaning, interaction meaning, and composition meaning.

First, representation meaning is the expansion of ideational function that explains the visual can indicate what the participants did in the visual within their internal relationships and the surrounding environment. The representation meaning is divided into two types based on the visual characteristics, namely narrative representation and conceptual representation. Narrative representation refers to participants who can be connected by lines called vectors. Similar to Halliday's concept, this representation is embodied by processes, participants, and circumstances. There are five processes in this representation, namely action, reaction, mental, verbal, and conversion process. The action process or process in which the main participant (actor) does something to another participant (goal) is realized with a vector. The reactional process is a process in which the main participant (reactor) is characterized by a reaction that is manifested by a vector to something (phenomena). The mental process or process in which participants (sensers) show their thoughts about something (phenomena) through vectors. The verbal process tells how participants (speakers) talk about something (utterance). The conversion process refers to describing the chain process and cycle of actions. In this process, the participant is the goal, but sometimes the actor participant can also be found. The conceptual representation is more of a static concept than involving its participants in some kind of action and is not defined by vectors. There are three processes in this representation, namely classification, analytic, and symbolic process. The classification process shows the participants are related to each other in terms of some kind of relationship or taxonomy. There are two participants in this process, namely superordinate and subordinate. The analytical process focuses on how ownership relationships occur between participants. There are two participants in this process, namely the carrier (owner) and the possessive attribute (owned). The symbolic process focuses on seeing the meaning or value of the image concerning the message. Participants in this process are carriers or participants who represent their meaning or identity.

Second, interaction meaning is the expansion of interpersonal function that explains the relation between represented participants and the readers. The interaction meaning has three elements that need to be examined which are contact, social distance, and attitude. First, the contact shows how the image greets the readers and the reactions of the two parties. Two things need to be considered in contact, namely, image acts and gaze. The image acts are divided into demand and offer, while gaze is divided into direct and indirect. Social distance relates to the type of social relationship between the actors.

This can be seen from the use of frame sizes and shots. The attitude shows how important the perspective system is for expressing image intention.

Third, composition meaning is the expansion of textual function describes how representation and interaction elements are made to be interrelated and integrated to be meaningful as a whole. The composition meaning relates representation and interaction elements through three systems: information value, salience, and framing. Information value refers to the placement of elements in the images to show their functions as information. It can be divided into 'given' and 'new' (the information value of left and right), 'ideal' and 'real' (the information value of top and bottom), and 'center' and 'margin'. Salience focuses on how participant elements interact to attract the reader's attention, such as size, focus, contrast, location, and perspective. Framing is part of the image or not and can be realized by the use of color hue or saturation, variations in visual form, or simply by using space.

3   Result and Discussion

The analysis of the language meta-functions of the data aims to describe the structure of language in realizing the poster as a multimodal text. In the language meta-functions analysis, each component of the ideational function, interpersonal function, and textual function is analyzed. The analysis of the visual meta-functions of the data aims to describe the elements of visuals in realizing the poster as a multimodal. In the visual meta-functions analysis, each component of representation meaning, interaction meaning, and textual composition are analyzed. These analyses show how multiple modes of communication as the sources of meaning and how they interact in multimodal text.

3.1   Language Meta-functions Analysis of 'Budaya Bali' Poster

The language meta-functions are a system of exposure, exchange, and organization of linguistic experience (Halliday, 1985: 55). The functions are divided into ideational functions, interpersonal functions, and textual functions. The ideational function is manifested in the form of a transitivity system that analyzes participants, processes, and circumstances. The interpersonal function is manifested in the form of a modality system that analyzes modes and residues. The textual function is realized in the form of a theme system that analyzes themes and rhymes.

The 'Budaya Bali' poster contains three sentences and they were separated into clauses in the process of analyzing the language meta-functions.

Sentence 1: Nama "Bali" berasal dari bahasa Sansekerta "bal" yang berarti kekuatan & "bali" yang bermakna pengorbanan.

Nama "Bali"	*berasal*		*dari*	*Bahasa Sansekerta*
The name "Bali"	comes		from	Sanskrit
Noun Phrase	Verb		Conjunction	Noun
Attribute	**Process: Relational**			**Carrier**
Subject	Polar	Predicate		Complement
Mood		**Residue**		
Theme	**Rheme**			

According to the ideational function, the clause above has a relational process because of the verb 'berasal' or 'comes'. This verb indicates possession of an object, so this clause is an attributive type of relational process. In this clause, 'Nama 'Bali'' is the attribute because it denotes a member of the carries or 'Bahasa Sansekerta'. This clause represents Sanskrit is where the name of Bali originated.

According to the interpersonal function, the clause above is a declarative type in an indicative mood. This means this clause function is to state information. The mood elements in this clause are 'Nama 'Bali' and 'berasal', meanwhile, the residues are 'berasal' and 'Bahasa Sansekerta'. The words 'Nama 'Bali' is a subject because they are part of the clause that is talked about. The word 'berasal' is polar because it shows a positive clause and a predicate. The words 'Bahasa Sansekerta' are a complement because they are a non-essential participant in the clause. The statement is meant to tell information about the name of Bali.

According to the textual function, the clause above shows a simplex theme. This is because this clause starts with 'Nama 'Bali' which is one element of the subject and not followed by a word companion before the predicate. In addition, the position of the theme is at the beginning of the clause as the main idea explained by the rheme. The rhemes are predicate and the complement as they explain the theme. The motive for using this theme is the writer wants the reader to focus on the name of Bali.

"bal"	yang which	berarti means		kekuatan strength
Noun	Conjunction	Verb		Noun
Token	Process: Relational			Value
Subject	Polar		Predicate	Complement
Mood	Residue			
Theme	Rheme			

According to the ideational function, the clause above has a relational process because of the verb 'berarti' or 'means'. This verb notifies an identity, so this clause is an identifying type of relational process. In this clause, 'bal' is the token because it is introduced as the value 'kekuatan'. This clause represents the definition of the word 'bal' from Bali.

According to the interpersonal function, the clause above is a declarative type in an indicative mood. This means this clause functions to state information. The mood elements in this clause are 'bal' and 'berarti', meanwhile, the residues are 'berarti' and 'kekuatan'. The words 'bal' is a subject because they are part of the clause that istalked about. The word 'berarti' is polar because it shows a positive clause and a predicate. The word 'kekuatan' is a complement because they are a non-essential participant in the clause. The clause is meant to tell information about 'bal'.

According to the textual function, the clause above shows a topical theme. This is because this clause starts with two elements which are a subject and conjunction before the predicate. In addition, the position of the theme is at the beginning of the clause as it is the main idea explained by the rheme. The rhemes are predicate and complement as they explain the theme. The motive for using this theme is the writer wants the reader to focus on the word 'bal' but there is advanced information about it.

"bali"	*yang* which	*bermakna* means		*pengorbanan.* sacrifice
Noun	Conjunction	Verb		Noun
Token	Process: Relational			Value
Subject	Polar		Predicate	Complement
Mood		Residue		
Theme		Rheme		

According to the ideational function, the clause above has a relational process because of the verb 'bermakna' or 'means'. This verb expresses an identity, so this clause is an identifying type of relational process. In this clause, 'bali' is the token because it is informed as the value 'pengorbanan'. This clause represents the definition of the word 'Bali'.

According to the interpersonal function, the clause above is a declarative type in an indicative mood. This means this clause functions to state information. The mood elements in this clause are 'bali' and 'bermakna', meanwhile, the residues are 'bermakna' and 'perngorbanan'. The words 'bali' is a subject because they are part of the clause that is talked about. The word 'bermakna' is polar because it shows a positive clause and a predicate. The word 'pengorbanan' is a complement because they are a non-essential participant in the clause. The statement is meant to tell information about Bali.

According to the textual function, the clause above shows a topical theme. This is because this clause starts with two elements which are a subject and conjunction before the predicate. In addition, the position of the theme is at the beginning of the clause as it is the main idea explained by the rheme. The rhemes are predicate and complement as they explain the theme. The motive for using this theme is the writer wants the reader to focus on the word 'Bali' but there is advanced information about it.

Sentence 2: Bali merupakan wilayah dengan jumlah masyarakat Hindu terbanyak di Indonesia

Bali	*merupakan* is	*wilayah dengan jumlah masyarakat Hindu terbanyak di Indonesia.* a region with the largest number of Hindus in Indonesia
Noun	Verb	Noun phrase
Token	Process: Relational	Value
Subject	Polar	Predicate	Complement
Mood		Residue
Theme	Rheme

According to the ideational function, the clause above has a relational process because of the verb 'merupakan' or 'is'. This verb assigns qualities, so this clause is an identifying type of relational process. In this clause, 'bali' is the token because it is explained by the value of this clause. This clause represents Bali as a region that has characteristics and is different from many regions in Indonesia.

According to the interpersonal function, the clause above is a declarative type in an indicative mood. This means this clause functions to state information. The mood elements in this clause are subject and finite, meanwhile, the residues are predicate and complement. The words 'bali' is a subject because they are part of the clause that is talked about. The word 'merupakan' is polar because it shows a positive clause and a

predicate. The noun phrase in the clause is a complement because they are a non-essential participant in the clause. The statement is meant to tell information about Bali.

According to the textual function, the clause above shows a simplex theme. This is because this clause starts with 'Bali' which is one element of the subject and is not followed by a word companion before the predicate. In addition, the position of the theme is at the beginning of the clause as the main idea explained by the rheme. The rhemes are predicate and complement as they explain the theme. The motive for using this theme is the writer wants the reader to focus on Bali.

Sentence 3: Hindu-Bali (merupakan) gabungan atas Hindu Saiwa, Waisnawa, & Brahma dengan kepercayaan asli suku Bali

Hindu-Bali Balinese Hindu	(merupakan) is		gabungan atas Hindu Saiwa, Waisnawa, & Brahma dengan kepercayaan asli suku Bali. a combination of Hindu Saiwa, Vaishnava, and Brahma with the authentic beliefs of the Balinese tribe
Noun	Verb		Noun phrase
Token	**Process: Relational**		**Value**
Subject	Polar	Predicate	Complement
Mood		**Residue**	
Theme	**Rheme**		

This clause does not have a verb which is central in the transitivity system. Therefore, a verb 'merupakan' is added to the clause from an interpretation to make the clause clear. According to the ideational function, the clause above has a relational process because of the verb 'merupakan' or is. This verb informs an explanation, so this clause is an identifying type of relational process. In this clause, 'Hindu-Bali' is the token because it is described as the value of this clause. This clause represents information about Hindu-Bali.

According to the interpersonal function, the clause above is a declarative type in an indicative mood. This means this clause functions to state information. The mood elements in this clause are subject and finite, meanwhile, the residues are predicate and complement. The words 'Hindu-Bali' are a subject because they are part of the clause that is talked about. The word 'merupakan' is polar because it shows a positive clause and a predicate. The noun phrase in the clause is a complement because they are a non-essential participant in the clause. The statement is meant to tell information about Balinese Hindus.

According to the textual function, the clause above shows a simplex theme. This is because this clause starts with 'Hindu-Bali' which is one element of the subject and is not followed by a word companion before the predicate. In addition, the position of the theme is at the beginning of the clause as the main idea explained by the rheme. The rhemes are predicate and complement as they explain the theme. The motive for using this theme is the writer wants the reader to focus on Hindu-Bali.

From the language meta-functions analysis above, there are five clauses of the "Budaya Bali" poster that can be analyzed. In the ideational function, all clauses have relational processes but in different types. There is no other type of transitivity process in the clauses. Verbs that show relational process are 'merupakan', 'berarti', bermakna', and 'berasal'. These verbs are transitive and active.

From these verbs, there are four clauses with identifying types and one attributive type. This means that the clauses used in this poster are to represent an intensity relationship. Moreover, the dominant type shows that the clauses reflect an extension of one identity's signification than a possession. The transitivity analysis of these clauses means all words used by the writers are the representation of Bali.

In interpersonal function, all the clauses have indicative moods with declarative type. This reflects that the clauses deliver a statement to the audience. The verbs fuse with the predicator and show the polarity of positive. The modality analysis of these clauses means all words used by the writer emphasize more on disclosing information and he positions himself as the provider of information. Therefore, the audience is not expected to respond to the clauses of this poster.

In textual function, there are three clauses with simplex themes and two clauses with topical themes. This means that the main information in the poster is made with a simple structure with only one element or word class without being accompanied by other elements. Although they have different types of themes, all of them focus on the subject. The difference is the topical theme demand to know more about the subject because there is more than one subject in the theme. The subject of the clauses are words related to Bali. The theme analysis of these clauses means all the words used by the writer point to Bali as the main information of this poster.

3.2 Visual Meta-functions Analysis of 'Budaya Bali' Poster

The visual meta-functions was analyzed to show the elements of visual in building meanings. The functions are divided into representation meaning, interaction meaning, and composition meaning. The representation meaning is realized by vector, process, and circumstances. The interaction meaning is realized by analysis of contact, social distance, and attitude. The composition meaning is realized with information value, salience, and framing.

The 'Budaya Bali' poster contains three images as visual data that could be analyzed by visual meta-functions. From the 'Budaya Bali' poster below, the first image is the illustration of Bali Island's map; the second image is the illustration of a Balinese dancer; the third image is the illustration of a Balinese temple gate (Fig. 1).

According to the representation meaning, the three images do not have vectors, so they are conceptual representations. These three images show similarities that are related to Bali. Therefore, it can be said that they are in the classification process of conceptual representation. In addition, the images are connected in that they show the identities of Bali. From the images, the superordinate is the first image or the illustration of Bali Island's map and the subordinates are the second image or the illustration of a Balinese dancer, and the third image or the illustration of a Balinese temple gate. This is because the first image infers such similarities as the readers may perceive to exist between the subordinates, or only indicated in the accompanying text. In circumstance, the background of the poster has a tone of brown and the three images have a shade of black. This means the writer emphasizes the three images as the focus to represent Bali as a whole or section.

According to the interaction meaning, these three images show an offer from image acts in contact. This is because they do not look directly at the readers or show an
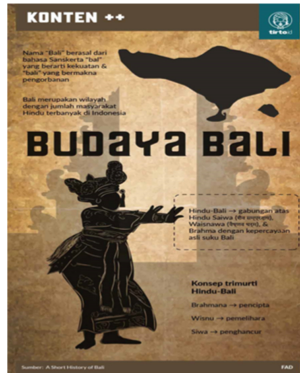
Fig. 1. 'Budaya Bali' Poster

indirect gaze. This means the writer shows an indirect relationship to the reader, he uses images as information items and objects of contemplation to readers. The writer wants to provide information to the readers and a response is not demanded from them. In the social distance, the three images point to medium-long shots in frame size because they show their whole image. This means that the social relationship intended by the writer is general social distance. In perspective, these images are at the tangle of eye level. This means the power relation between the images and the readers is equal.

According to the composition meaning, the placement of images in the poster shows different information values. The first image or the illustration of Bali Island's map is located at the top of the poster and the other images are below it. This means the first image is ideal information as it consists of information that tends to make some kind of emotive appeal and contains the general essence of information. In contrast, the second and third images are real information that show more informative and practical information. Moreover, the second image is given information as it is placed on the left side of the poster n and it means something which has been already known as a part of a culture. In contrast, the first image is new information as it places on the right side of the poster and it represents something that becomes special attention to the reader. Lastly, the third image is included as the central information which is positioned in the middle of the poster and is considered the core of the information. From salience, the third image or the illustration of a Balinese temple has a slightly faded color than the other images. This means the first and the second images need to be more attention than the third image. The three images have a shade of black and this makes the readers find them easily because they are very visible. The poster also uses lines on each side in framing.

4   Conclusion

The analysis of language meta-functions of the 'Budaya Bali' poster shows the stratum of discourse-semantics and lexicogrammar. In the ideational function, the five clauses of the poster have relational processes but in different types. There are four clauses with identifying types and one attributive type. The transitivity analysis of these clauses means

all words were used to represent Bali by the writers. In interpersonal function, all the clauses have indicative moods with declarative type. The verbs fuse with the predicator and show the polarity of positive. The modality analysis of these clauses means all words used by the writer emphasize more on disclosing information. In textual function, there are three clauses with simplex themes and two clauses with topical themes. This means the clauses focus on the subjects which are words related to Bali. The theme analysis of these clauses means all the words used by the writer point to Bali as the main information of this poster. The analysis of visual meta-functions of the 'Budaya Bali' poster shows participants, processes, and their circumstances can represent objects and explain their relationship with the real world beyond linguistics. In the representation meaning, the three images of the poster are the classification process of conceptual representations. In circumstance, the background of the poster has a tone of brown and the three images have a shade of black. This means the writer emphasizes the three images as the focus to represent Bali as a whole or section. In interaction meaning, the images show an offer from the image acts in contact; medium long shot in frame size; angle of eye-level in perspective. This means the writer uses images as information items and objects of contemplation to readers. In composition meaning, the images have different information values based on their positions; the images have a shade of black. The poster also uses lines on each side in framing.

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