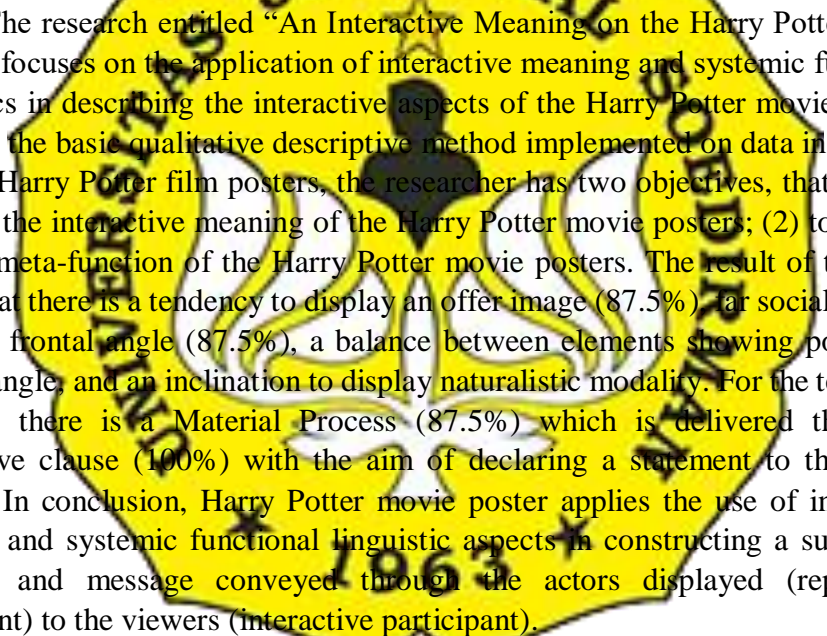


ABSTRACT

Sari, Dwi Ayu Meilinda. 2021. *An Interactive Meaning on the Harry Potter Movie Posters*. Thesis. Supervisor 1: R. Pujo Handoyo, S.S., M.Hum. Supervisor 2: Indah Puspitasari, S.S., M.Hum. Examiner: Ika Maratus Sholikhah, S.S., M.A. Ministry of Education, Culture, Research and Technology, Jenderal Soedirman University, Faculty of Humanities, English Department, English Literature Study Program, Purwokerto.

Keywords: *Multimodal Discourse Analysis, Interactive Meaning, Systemic Functional Linguistics, Harry Potter, Movie Poster.*



The research entitled “An Interactive Meaning on the Harry Potter Movie Posters” focuses on the application of interactive meaning and systemic functional linguistics in describing the interactive aspects of the Harry Potter movie posters. By using the basic qualitative descriptive method implemented on data in the form of eight Harry Potter film posters, the researcher has two objectives, that is (1) to discover the interactive meaning of the Harry Potter movie posters; (2) to find out the text meta-function of the Harry Potter movie posters. The result of the study shows that there is a tendency to display an offer image (87.5%) far social distance (37.5%), frontal angle (87.5%), a balance between elements showing power and vertical angle, and an inclination to display naturalistic modality. For the text meta-function, there is a Material Process (87.5%) which is delivered through a declarative clause (100%) with the aim of declaring a statement to the viewer (100%). In conclusion, Harry Potter movie poster applies the use of interactive meaning and systemic functional linguistic aspects in constructing a sustainable meaning and message conveyed through the actors displayed (represented participant) to the viewers (interactive participant).

ABSTRAK

Sari, Dwi Ayu Meilinda. 2021. *An Interactive Meaning on the Harry Potter Movie Posters*. Skripsi. Pembimbing 1: R. Pujo Handoyo, S.S., M.Hum. Pembimbing 2: Indah Puspitasari, S.S., M.Hum. Penguji: Ika Maratus Sholikhah, S.S., M.A. Kementerian Pendidikan, Kebudayaan, Riset, dan Teknologi, Universitas Jenderal Soedirman, Fakultas Ilmu Budaya, Jurusan Bahasa Inggris, Program Studi Sastra Inggris, Purwokerto.

Kata Kunci: *Analisis Wacana Multimoda, Makna Interaktif, Linguistik Fungsional Sistemik, Harry Potter, Poster Film.*

Penelitian yang berjudul "An Interactive Meaning on the Harry Potter Movie Posters" ini berfokus pada penerapan makna interaktif dan linguistik fungsional sistemik dalam menjabarkan aspek-aspek interaktif yang ada pada poster film Harry Potter. Dengan menggunakan dasar metode deskriptif kualitatif yang diimplementasikan melalui data berupa delapan poster film Harry Potter, peneliti memiliki dua tujuan, yaitu (1) untuk menemukan makna interaktif dari poster film Harry Potter; (2) untuk mengetahui metafungsi teks pada poster film Harry Potter. Hasil penelitian menunjukkan adanya kecenderungan dalam menampilkan *offer image* (87.5%), *far social distance* (37.5%), *frontal angle* (87.5%), keseimbangan antara elemen yang menunjukkan *power and vertical angle*, dan kecenderungan untuk menampilkan naturalistik modalitas. Untuk metafungsi teks, terdapat *Material Process* (87.5%) yang disampaikan lewat klausa deklaratif (100%) dengan tujuan mendeklarasikan suatu pernyataan kepada penonton (100%). Kesimpulannya, poster film Harry Potter menerapkan penggunaan aspek makna interaktif dan linguistik fungsional sistemik dalam membangun makna dan pesan yang berkesinambungan yang disampaikan lewat aktor yang ditampilkan (*represented participant*) kepada penonton (*interactive participant*).