

REFERENCE

- Ananda, R., Fitriani, S. S., Samad, I. A., & Patak, A. A. (2019). Cigarette advertisements: A systemic functional grammar and multimodal analysis. *Indonesian Journal of Applied Linguistics*, 8(3), 616–626. <https://doi.org/10.17509/ijal.v8i3.15261>
- Bilal, H. A., Asghar, I., Nawaz, N., & Mahmoodzaman, K. (2021). Visual Grammar of Advertisements: A Multimodal Analysis of Advertisements of Educational Institutions. *Pakistan Journal of Social Sciences (PJSS)*, 41(3), 583–596.
- Creswell, W. J., & Creswell, J. D. (2018). Research Design: Qualitative, Quantitative and Mixed Methods Approaches. In *Journal of Chemical Information and Modeling* (Vol. 53, Issue 9).
- Fraenkel, J. R., Wallen, N. E., & Hyun, H. H. (2012). How to Design Research in Education and Evaluate. In *Quarterly Review of Biology* (Vol. 76, Issue 3).
- Kress, G. (2009). Multimodality: A social semiotic approach to contemporary communication. In *Multimodality: A Social Semiotic Approach to Contemporary Communication*. <https://doi.org/10.4324/9780203970034>
- Kress, G., & Leeuwen, T. Van. (2006). Reading Image: The Grammar of Visual Design. In *Computer Science and Communications Dictionary*.
- Kress, G., & van Leeuwen, T. (2020). Reading Images. In *Reading Images*. Routledge. <https://doi.org/10.4324/9781003099857>
- L Johnson R. B., & C. (2017). Educational research: Quantitative, qualitative, and mixed approaches — sixth edition. In SAGE Publications, Inc.
- Maier, C. D. (2011). Structure and function in the generic staging of film trailers: A multimodal analysis. In *Telecinematic discourse: Approaches to the language of films and television series*.
- Maier, C. D. (2009). Visual evaluation in film trailers. *Visual Communication*, 8(2). <https://doi.org/10.1177/1470357209102112>

Pratiwy, D., & Wulan, S. (2018). Multimodal Discourse Analysis in Dettol Tv Advertisement. *KnE Social Sciences*, 3(4), 207. <https://doi.org/10.18502/kss.v3i4.1932>

Purba, R., & Herman. (2020). Multimodal Analysis on Ertiga Car Advertisement. *Wiralodra English Journal*, 4(1), 21–32. <https://doi.org/10.31943/wej.v4i1.77>

