

## ABSTRACT

This study employs a multimodal approach to analyze communication, specifically examining the combination of visual and verbal modes on the BBC Sky at Night magazine website. The verbal mode is analyzed based on sentence types from Aarts' (2001) theory, which categorizes sentences as declarative, interrogative, imperative, and exclamative. Visual modes in the form of images are analysed based on the compositional meaning of Kress and van Leeuwen (2021), which consists of information value, framing, and salience. Data were selected from the 'Science' menu using purposive sampling methods. The findings reveal nine verbal data points consisting of 3 declarative sentences and 6 interrogative sentences. Information value data obtained 2 given-new patterns, 3 central-margin, and 2 ideal-real; salience is influenced by color contrast, size and position of objects; framing obtained 4 disconnected and 3 connected. This study also observed how the interaction between visual and verbal modes plays a role in conveying information effectively. The results indicate that the interaction between verbal text and images in the 'science' menu complement each other, build meaning, attract readers' attention, and increase readers' engagement.

Keywords: *Multimodal Discourse Analysis, Verbal Modes, Visual Modes, BBC Sky at Night Magazine*



## ABSTRAK

Penelitian ini menggunakan pendekatan multimodal untuk menganalisis komunikasi, terutama meneliti kombinasi mode visual dan verbal pada website BBC Sky at Night Magazine. Mode verbal dianalisis berdasarkan jenis kalimat dari teori Aarts (2001), yang dikategorikan berdasarkan kalimat deklaratif, interogatif, imperatif, dan eksklamatif. Mode visual berupa gambar dianalisis berdasarkan compositional meaning dari Kress dan van Leeuwen (2021), yang terdiri dari information value, framing, dan salience. Data dipilih dari menu 'science' dengan menggunakan metode purposive sampling. Hasil penelitian menunjukkan sembilan data verbal yang terdiri dari 3 kalimat deklaratif dan 6 kalimat interogatif. Data information value diperoleh 2 pola given-new, 3 central-margin, dan 2 ideal-real; salience dipengaruhi oleh kontras warna, ukuran dan posisi objek; framing diperoleh 4 disconnected dan 3 connected. Penelitian ini juga mengamati interaksi antara mode visual dan verbal dalam menyampaikan informasi secara efektif. Hasil penelitian menunjukkan bahwa interaksi antara teks verbal dan gambar dalam menu 'science' saling melengkapi, membangun makna, menarik perhatian pembaca, serta meningkatkan keterlibatan pembaca.

Kata Kunci: *Analisis Wacana Multimodal, Mode Verbal, Mode Visual, BBC Sky at Night Magazine*

