

A MULTIMODAL ANALYSIS OF UMRAH PILGRIMAGE ADVERTISEMENT

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Abstract

Numerous studies have conducted multimodal analysis on the advertising media of goods and services, but the multimodality on an Islamic-themed advertisement has not been explored. This study aims to explore visual and verbal modes employed in Umrah pilgrimage advertisement, the meanings conveyed by the modes, and the meaning relations built by the modes to strengthen the advertisement message. This is a qualitative study using a multimodal analysis framework. Visual and verbal data were obtained from Umrah pilgrimage advertisement of Silver Liners travel agency accessed from www.silverliners.pk. Utilizing the generic structure framework of advertising (Cheong, 2004), visual data were analyzed by Visual Grammar (Kress & van Leeuwen, 2006) and verbal data were scrutinized by Systemic Functional Grammar (Halliday, 2004; Halliday & Matthiessen, 2014). Meanwhile, the intermodal meaning relations were viewed from Intersemiotic Complementarity (Royce, 2007). The study found that the advertisement had all the generic structures, namely lead, display, visual emblem, announcements, enhancer, verbal emblem, tag, and call-and-visit information. In verbal modes, the nominal groups represent the ideational meaning, whereas the imperative clause serves as ideational, interpersonal, dan textual meanings. In addition, visual modes include representational, interactive, and compositional meanings. Verbal and visual modes support each other to form cohesion through the relations of repetition, synonymy, homonymy, meronymy, and collocation. With the cohesion, the message of the advertisement conveyed to the readers becomes more communicative and persuasive so that it can arouse the readers' interest in using the product services of the company.

Keywords: advertisement, multimodal analysis, Umrah pilgrimage, systemic functional grammar, visual grammar

1. INTRODUCTION

Communication in the current era of globalization cannot merely rely on verbal language, but also requires nonverbal language. The use of verbal language without being accompanied by nonverbal language can result in limited understanding of an object or phenomenon. This is in line with Sinar (2018) who states that verbal language alone without all motion, sound, color, and material objects limits one's understanding of the complexity of an interaction and interactional meaning and can provide limitations on communication. To realize this communicative function, an approach to understanding language based on more than one point of view or what is called multimodal is needed so that the complexity of the language's meaning can be understood.

Multimodality is a term used to refer to the way people communicate using several semiotic modes in product designs, or semiotic events simultaneously (Kress & van Leeuwen, 2006). This indicates a certain way of how these modes are combined to reinforce and complement each other in meaning making. Multimodal text is a kind of text that contains one or more semiotic systems (Anstey & Bull, 2010), as found in an advertisement. Advertisement is included in multimodal discourse because it involves texts and visual graphics, such as

colors, typography, illustrations, and photos (Young & Fitzgerald, 2006). A multimodal analysis is therefore required to comprehend the meaning, which employs and integrates many modes to generate meaning in a multimodal text (O'Halloran, 2008). As a single theory is insufficient to evaluate multimodal discourses and a combination of two or more theories is required to gain a fuller grasp of meaning.

Multimodality studies on advertising media have been carried out by previous researchers with different focuses. Previous studies have examined multimodality on the advertisements of beauty product (Rosa, 2014; Muslimah, 2015; Amatullah et al., 2019), learning media (Royce, 2002; Syafitri, 2018), technology product (Gill, 2015; Kuswandini, 2018; Savitri & Rosa, 2019), food and beverage (Jones, 2014; Suprakisno, 2015), and tourism brochures (Hippala, 2012; Furnama & Rosa, 2020). In contrast to the previous studies, the present study focuses on multimodality in an Islamic-themed advertisement offering Umrah pilgrimage package. The study aims to explore the visual and verbal modes constructing the Umrah pilgrimage advertisement, the meanings conveyed by visual and verbal modes, and the intersemiosis between visual and verbal modes.

It has been previously mentioned that multimodal analysis is closely related to Halliday's

Systemic Functional Grammar (SFG). SFG's central assumption is that language is a type of social semiotic, and that it should be studied in relation to its social context. SFG has been used to decipher the grammar of various semiotic modes like pictures, music, and action (Eggins (2004). A language is viewed as a system of meanings in a functional grammar, according to Halliday (2004), with forms through which the meanings can be actualized. As a result, SFG concentrates on the methods for achieving language's functions. In Halliday's framework, there are three types of metafunctions or meanings in language structure: ideational, interpersonal, and textual.

In ideational meaning, language is employed to describe, reflect, and understand the world around us, as well as our own personal experience, which consists of "goings-on, happening, doing, feeling, meaning, and being". Interpersonal meaning is utilized to communicate with people, to build and sustain relationships with them, to influence other people's conduct, to express our perspectives on things in the world, and to elicit or change other people's perspectives. Textual meaning refers to the notion that language provides a system for transforming a random list of sentences into a live passage by organizing any stretch of written or spoken speech into a unified and comprehensible text.

In a clause, the three metafunctions are integrated into one. However, in construction below clauses, like nominal groups, the three structures are insufficient on their own and must be read as a partial contribution to a single structural line. Thus, the nominal group structure is categorized into ideational metafunction, realized in experiential and logical functions (Halliday & Matthiessen, 2014). These components are functionally and structurally related to one another within the nominal group (Bloor & Bloor, 2007).

The nominal group *the smart student*, for example, comprises logical functions as Modifier and Head. As Premodifiers of *student*, *the* and *clever* act to expand the construction. The functions in the nominal group structure reveal the construction. *Student* functions as Thing, whereas *the* and *smart* function as Deictic and Epithet in experiential function.

Furthermore, Visual Grammar (VG) is a theory developed by Kress and van Leeuwen (2006) for understanding visual images. They propose three metafunctions of images: representational, interactive, and compositional meanings. Representational meaning is any semiotic system that has to be able to represent aspects of the experiential world outside its particular system of signs. Compositional meaning is any semiotic system that has to have the capacity to form texts, complexes of signs which cohere both internally and with the context in and for which they were produced (Kress

& van Leeuwen, 2006). Compositional resources would appear to be: (1) horizontal structure when providing visual information as Given or New, and (2) vertical structure when presenting visual information as Ideal and Real. Interactive meaning occurs when the creators and the viewers of the images offer their own opinions on how the images should be interpreted. When analyzing an interaction, four main variables must be considered: visual contact, social distance between represented participants and viewers, perspective, and modality.

The study is also completed with intersemiosis analysis by using Royce's Intersemiosis Complementarity to understand the relationship between the verbal and visual elements of a multimodal text. This framework depicts the insight that in a page-based multimodal text, verbal and visual modes collaborate and complement each other semiotically to generate a single textual phenomenon (Royce, 2007). The meaning relations between the visual images and the verbal texts in the data are described in Royce's Intersemiotic Complementarity, including Repetition, i.e. identical meaning, Synonymy i.e. similar meaning, Antonymy i.e. opposite meaning, Meronymy i.e. part and whole relation, Hyponymy i.e. general and sub-classes relation, and Collocation i.e. expectancy or high probability to co-occur in a field or subject area.

2. METHOD

This study employed a qualitative approach in the framework of multimodal analysis of the Umrah pilgrimage advertisement. The data in this study are verbal and nonverbal texts contained in the advertisement. Verbal text components are words, phrases, and clauses, while visual text components are pictures and colors. The data were taken from the Umrah pilgrimage advertisement downloaded from the Silver liners website at www.silverliners.pk. Data analysis was carried out in an eclectic method by applying the theories of Generic Structure of Advertisement (Cheong, 2004), Systemic Functional Grammar (Halliday, 2004; Halliday & Matthiessen, 2014), Visual Grammar (Kress & van Leeuwen, 2006), and Intersemiotic Complementarity (Royce, 2007).



Figure 1. Umrah Pilgrimage Advertisement

3. FINDINGS AND DISCUSSION

In the Umrah pilgrimage advertisement, some semiotic modes were used to convey the advertising message. More specifically, the advertisement structure consists of visual and verbal modes. The visual modes are represented by Lead, Display and Emblem. The lead element itself is divided into Locus of Attention and Complement of Locus of Attention. Meanwhile, the verbal modes include Primary Announcement, Secondary Announcement, Enhancer, Emblem, Tag, and Call-and-Visit Information. The discussion of the findings starts from visual analysis, followed by verbal analysis, and intersemiosis between visual and verbal modes.

Visual Modes



Figure 2. Lead (Locus of Attention)

The Lead element in figure 2 contains a visual image of al-Haram Mosque as the iconic and most prominent part in the advertisement. This visual presentation can be understood as a persuasive strategy from the advertising producer to lead readers to understand the message. In the picture, it is clear that the profile of the Mosque which includes the Kaaba, the small shrine located near the center of the Mosque, and the people around it is the Locus of Attention (LoA). The representational meaning is related to conceptual process as it is indicated by the images that do not contain vectors, are stable, and emphasize more on the description of the represented participants and the meaning relation between them (Kress & van Leeuwen, 2006).

The meaning relation built among the represented participants is included in the analytical structure which contains the relation of whole and part meaning. The element that contains the whole meaning is the image of al-Haram Mosque which serves as the carrier. Other elements are the Kaaba, the structure of the mosque building, the people around the Kaaba, and the hotels behind the mosque as elements that become possessive attributes. This finding is in line with Chen & Gao (2015) who state that the analytical structure in conceptual process represents the whole and part relation of the represented participants or objects in the visual mode so as to achieve cohesion of the constructed meaning. With this relationship, the image structure in the LoA

section becomes cohesive which strengthens the meaning of the advertisement.

Furthermore, interactive meaning is realized in an interaction involving the represented participant or object with the reader or viewer of the image. This meaning can be obtained from the contact system, social distance, attitude and modality (Kress & van Leeuwen, 2006). In terms of contact, the visual in figure 3 is categorized as an offer because it does not show the eye view of the represented participant to the reader. According to Bedi (2019), "offer" images allow viewers to view and objectively assess existing images where participants do not have direct contact with viewers. In the context of this advertisement, the presentation of this image emphasizes more on the meaning of the offer to the reader about the Umrah Package product as the advertising message.

In terms of social distance, taking pictures of the al-Haram Mosque with a long shot size provides a complete view of the intended object along with the background behind it. Therefore, there is an interactive social relationship between the object and the viewer as the viewer can see detailly the parts of the object in the image. This is confirmed by Karwandi et al. (2015) who state that in long shot shooting, the object is displayed as a whole to include the background. This shot is oriented to the events or conditions in the picture so that it suggests consumers as if they were involved in Umrah worship activities at the Mosque. By visualizing the object, the advertiser tries to attract the attention and interest of the reader to buy the Umrah Package product offered.

In terms of perspective, the visual that contains the image of the al-Haram Mosque is made by taking a horizontal point of view through a frontal angle that coincides with the viewer's view. This allows the viewer to see the entire object in the image clearly and in detail so that they can associate their meaning with the intent of the advertisement. The modality side of the advertisement is shown by choosing the dominant blue color combined with a white background color. This presentation indicates that the promotion of the Umrah Package seeks to suggest the emotional response of the viewer that influences their religious experience as much as the significance of the color blue (Ohtsuki, 2000).

In addition, the blue color can help individuals achieve transcendence in the practice of religious meditation (Fallon, 2014). The white color suggests a feeling of purity and sincerity (Tavaragi & Sushma, 2016), where in the context of this advertising message, white represents the hopes and desires of the Umrah participants to achieve self-purity and sincerity by approaching God. The images are presented brightly with explicit and congruent displays in line with the original object, making it easier for readers to understand the meaning of the image.

In terms of compositional meaning, the placement of the image of al-Haram Mosque on the

right side indicates the required information value. The image can be understood as new information, namely a visual that was previously unknown to the viewer and emphasizes information about the implementation of Umrah worship at the al-Haram Mosque as the purpose of making advertisements. The given information that appears is the announcement of advertisements in the lexical item Umrah Package as something that is already familiar to readers. With the new information, the message conveyed in the advertisement becomes clear and communicative because it is strengthened by the visualization of al-Haram Mosque as the place for the Umrah pilgrimage.

The visual placement of Umrah Package as the title of the advertisement and the LoA image of the al-Haram Mosque at the top of the advertisement is considered ideal because it is still general information. Meanwhile, a series of displays containing lexical items lower than LoA are more realistic because they contain information about the Umrah Package in more detail. The most prominent and dominant thing is the visual that contains the lexical item Umrah Package written in upper case and placed in the middle as a catch-phrase in the advertisement, which is juxtaposed with the image of the al-Haram Mosque as a place for Umrah worship to take place. The display of white letters contrasted with a blue background adds a salience aspect that reinforces meaning and becomes the core of the advertising message.



Figure 3. Lead (Complement of LoA)

Another lead element displayed in the visual is a picture of the hotel building behind the al-Haram Mosque as a Complement of LoA in figure 3. Based on the representational meaning, this image contains an analytical structure, which is something as a part of the overall object of the al-Haram Mosque for place of worship for Umrah. This image presentation complements the information in the LoA in terms of an integral part of the Umrah Package products offered which include hotel accommodations during Umrah in Makkah. In this picture there is no eye contact between the represented participant and the viewer so that it can be interpreted as an offer image. Furthermore, the visualization of hotels for pilgrims to stay in large sizes shows salience which is an

important part of the Umrah Package. In addition, this advertisement displays a hotel image that is congruent because it uses the original hotel object without symbolization. Through this display, the interactive meaning that is trying to build is information about the hotel and lodging facilities offered to the viewer so that they no longer have to bother looking for lodging during the Umrah worship because it is included in the facilities in the Umrah Package.

In terms of compositional meaning, the hotel image is located at the top of the advertisement which can ideally be interpreted as general information about hotel facilities in the Umrah Package advertisement. The information is then detailed again by the lexical items below it as a real explanation. The purpose of the presentation of images and lexical items is to provide communicative and cohesive information about Umrah Package advertisements. Visuals containing pictures of the hotel complement the existence of the main objects, namely al-Haram Mosque, the Kaaba, the pilgrims surrounding the Kaaba, making it easier for viewers to understand the overall meaning of the Umrah Package advertisement.



Figure 4. Visual Emblem

The visual image in figure 4 is identified as an emblem that becomes the company logo in the form of a silhouette of an airplane flying in the sky. In terms of representational meaning, the logo above acts as a carrier that has a symbolic process function because it becomes the company's symbol and is complemented by the company name Silver Liners as an attribute. In terms of interactive meaning, without eye contact between the represented participants and the viewer, the use of airplane silhouette images shows the offer of tour and travel services with the main instrument of airplanes. This is supported by the modality of the image using the blue color of the airplane silhouette which associates the meaning of calming, safe and trustworthy (Amsteus et al., 2015) of a product brand. With this color choice, it is hoped that consumers will feel comfortable and safe using the company's services.

Moreover, the white background is associated with the sky which implies the meaning of simplicity and sincerity (Alnasuan, 2016) as the value of the Silver Liners brand which prioritizes the ease of consumer affairs and wholehearted service. Compositional meaning is represented by the placement of the logo in the upper left corner which is ideal as general information for readers to find out

the profile of travel companies that advertises Umrah Package. This is clarified with a visual at the bottom of the real advertisement that contains detailed information about the company via the website, e-mail address, and contact number in the Call-and-Visit information section in figure 10.

Verbal Modes



Figure 5. Primary Announcement

In the Umrah pilgrimage advertisement, a verbal construction is found in figure 5 which is identified as the Primary Announcement. The thing that marks it is the use of capital letters in large sizes and contrasts with the background color as the catchphrase that is the core of the advertisement (Cheong, 2004). These lexical items are categorized as nominal groups, namely a collection of words with nouns as the main elements (Fontaine, 2013). From this section, three nominal groups were found, namely UMRAH PACKAGE, MAKKAH HOTEL BURJ BILAD AL MASHAD (650 M), and MEDINA HOTEL DORAT EKYAS (400-500 M).

In ideational meaning, the nominal group can be analyzed with two levels of ideational metafunction, namely experiential and logical meanings. Experiential meaning is in the form of things that explain or provide information related to Head or Thing, while logical meaning is based on the dependent relationship between Head and Modifier. In the UMRAH PACKAGE construction, the word *Umrah* fills the Classifier function and *Package* fills the Thing function with the Premodification and Head logical function. From this experiential function, information is obtained about advertising message, namely the implementation of Umrah Package, which is distinguished from other packages, such as Hajj Package.

In the nominal groups MAKKAH HOTEL BURJ BILAD AL MASHAD (650 AD), and MEDINA HOTEL DORAT EKYAS (400-500 AD), the words *Makkah* and *Medina* filled the Classifier function and *Hotel* filled the Thing function, while BURJ BILAD AL MASHAD (650 AD), and DORAT EKYAS (400-500 M) each fill the Qualifier function. This experiential meaning contains information about where the Umrah pilgrims stay while in Makkah and Medina. It can be identified from the names and distances of the two hotels from the center of Makkah and Medina. The logical functions of the two constructions are

premodification, head and postmodification (Bloor & Bloor, 2007).



Figure 6. Secondary Announcement

The next element is the Secondary Announcement as shown in figure 6. The element is a nominal group written in a letter size smaller than the Primary Announcement and contains the use of lower case. The information in the Secondary Announcement serves to support the Main Announcement. As a supporting component, secondary announcements also contain textual metafunctions that are described in the determination system to mark the cohesiveness between elements in the nominal group. The focus of this section is the nominal group 07 DAYS, 3 NIGHTS MAKKAH/3 NIGHTS MEDINA, 15 DAYS 6 NIGHTS MAKKAH /8 NIGHTS MEDINA, 15 DAYS 7 NIGHTS MAKKAH/7 NIGHTS MEDINA. For example, this can be seen in the determination system 7 days 3 nights Makkah 3 nights Medina which consists of the Numerative function 7 which shows the number of days with 3 nights in Makkah and 3 nights in Medina. The cohesion between nominal group elements is indicated by the compatibility between numerative and Head/thing in plural which is indicated by the plural suffix -s. The message conveyed is the duration of the Umrah Package offered, for example 7 days with 3 nights in Makkah and 3 nights in Medina. With the use of this determiner, the nominal group structure becomes cohesive so that it supports and completes the meaning of the Umrah Package as offered in the Primary Announcement.



Figure 7. Enhancer

The enhancer in figure 7 contains information about Umrah destinations in Makkah and Medina along with the facilities provided by the company. Its function is to build meaning from the interaction between the main announcement section of the Umrah Package and the Lead section in the form of

an image of the al-Haram Mosque as a place of Umrah worship. In addition to providing information about the benefits of the Umrah Package, the information in the enhancer tries to convince readers of the benefits of using the services and facilities of this company, such as guides at the Jeddah or Medina airports, complete transportation during Umrah, visa processing, hotel accommodation while in Makkah and Medina, and also pilgrimage package in the two holy cities.



Figure 8. Verbal Emblem

The verbal emblem in this advertisement is Silver Liners which becomes the brand or company name. The emblem is placed on the top left which makes it easier for readers to see the company brand when they first read the ad. In this section, there are 4 nominal groups, namely *Silver Liners*, *The Holiday Makers*, *Travel Agents*, and *Tour Operators*. In terms of experiential meaning, the Classifier + Thing function is found in *Silver Liners*, *Travel Agents*, *Tour Operators* and the Deictic + Classifier + Thing function is found in *The Holiday Makers*. The logical meaning consists of Modifier and Head. Thus, from this Emblem, clear information is obtained about the identity of a company called *Silver Liners* which is engaged in providing vacation and tourism travel services.

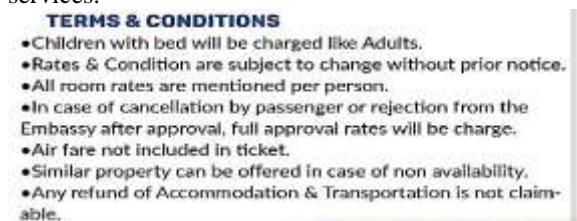


Figure 9. Tag

The Tag section in figure 9 provides information about the terms and conditions available in the Umrah Package advertisement. This relates to service operational procedures, which were not previously stated in the enhancer. Information in non-obtrusive tag is indicated by the lower case print. This indicates that the enhancer element plays a role in completing the Umrah package information contained in the Primary Announcement. The contents are about technical matters and rules that must be obeyed by prospective consumers when buying the package.



Figure 10. Call-and-Visit Information

The visual in figure 10, Call-and-Visit Information represents the ideational meaning through the lexical item *silverliners* in www.silverliners.pk as the company's official website which contains detailed information about Umrah Package product offered online. Meanwhile, interpersonal meaning can be traced through the interactional relationship between the advertiser and the reader as stated on the website that offers the Umrah Package service product. In this advertisement, several elements of contact information are easily accessible, such as the company's official website www.silverliners.pk, e-mail address tours@silverliners.pk, and telephone line +92 3121200600 for booking orders. By writing down the various contact information, the public is given the convenience of contacting the travel agency to respond to the product offered.

The compositional meaning of figure 10 can be seen at the bottom of the advertisement which is real because it contains detailed information on the Umrah travel company which can be accessed through its website and e-mail address. This element complements the general information of the Silver Liners emblem at the top of the ad. In addition, the cohesiveness of meaning between the elements of this section is stated by the website address www.silverliners.pk and the email address tours@silverliners.pk as given information on the left side of the advertisement. This indicates as a source of information about the Silver Liners travel company that is already known to the reader. Furthermore, on the right side of the ad, there are lexical items BOOK NOW! +92 3121200600 as new information containing instruments or ways to obtain or purchase the advertised product.

The lexical item BOOK NOW! +923121200600 is in the form of an imperative clause. The representational meaning in this clause is indicated by the material process which is indicated by the action verb BOOK. The material clause is used to indicate an activity or event that involves the actor as the main participant and the goal as the goal participant (Halliday & Matthiessen, 2014). In the context of this clause, the actor who performs the BOOK action is implicitly subject to YOU, while the goal is the telephone number +923121200600 which is the circumstantial place that refers to the country of Pakistan based on the country code +92.

Meanwhile, the interpersonal meaning in this clause is indicated by the imperative mood in the lexical items BOOK NOW!. The mood system shows interactions among participants which can be classified into two forms, giving and demanding to goods and services or information commodities (Fontaine, 2013). Thus, the interaction between participants can be interpreted as a form of demanding advertisers to the viewer to buy or order the Umrah Package. The textual meaning of the construction lies in the main element of the clause,

namely the imperative verb BOOK which functions as the theme and the circumstances of NOW and the telephone number which explains the verb BOOK as the rheme. With the combination of these three elements, the meaning conveyed becomes clear, namely a request to immediately contact the telephone number listed to order the Umrah Package product.

Intersemiosis between the Visual and Verbal Modes

This part discusses the meaning relations between visual and verbal modes of the Umrah Package advertisement. In the advertisement, several attempts were found to harmonize the meanings of the two modes in the advertisement. This is in line with Royce (2002) who points out that the combination of visual and verbal modes in multimodal texts will contribute to the achievement of intersemiotic complementarity. Based on the results of the analysis, this study has found the use of intersemiotic complementarity which includes intersemiotic repetition, synonymy, hyponymy, meronymy, and collocation.

Royce (2007) maintains that in multimodal discourse, repetition considers the appearance of lexical items that express the same meaning as objects in visuals. In the context of this advertisement, the intersemiotic repetition is seen in the use of a visual which shows the company logo emblem in figure 4 which is repeated with the mention of the company name 'Silver Liners' in figure 8 as Verbal Emblem and in figure 10 as Call-and-Visit Information containing the website address www.silverliners.pk and e-mail address tours@silverliners.pk. This finding is closely related to the assertion of Halliday & Matthiessen (2014) that repetition is a direct form of lexical cohesion which is generally used in texts. What needs to be underlined is that the overall meaning of a text can become clearer when there is greater lexical repetition of key words (Naser & Almoisheer, 2018).

In this finding, the repetition of lexical items from visual emblem which has the same meaning makes easier for readers to remember the travel company that offers Umrah Package. This indicates that repetition emphasizes the meaning of words that are repeated to provide a better understanding (Zhong, 2013; Sari et al., 2018) and that a slogan or advertising jingle in general will increase the likelihood of remembering a product or service offered to consumers (Kurniasih et al., 2019). This will certainly have a significant effect on consumer interest in the advertised product.

Furthermore, the case of intersemiotic synonym appears in the visual containing the image of the hotel around the al-Haram Mosque Makkah as a Complement of LoA in figure 3. The visual presentation supported by the lexical items Makkah Hotel indicates two things with the same meaning. In other words, between visual mode and verbal mode,

there is a similarity of meaning or concept that refers to the lodging place for Umrah pilgrims in the city of Makkah. In synonymy relation, both the visual and verbal modes complement each other to promote the relations between concepts and their meaning (Nakukawa & Jawahar, 2020) and it is beneficial for facilitating the increased cohesion of text and avoiding inappropriate repetition of the same word (Danglli & Abajaz, 2014).

Another visual that indicates intersemiotic complementarity is the image of the al-Haram Mosque which includes the Kaaba in figure 2. The visual presentation contains a general meaning that the al-Haram Mosque is the locus for the occurrence of two sacred events, namely Umrah and Hajj. In the context of hyponymy relations, visuals containing images of the al-Haram Mosque are classified as superordinates which include the lexical item Umrah Package as a subclass. This finding corroborates Royce (2007) who maintains that intersemiotic hyponymy can build cohesiveness of meaning in multimodal texts with the relation of general class meaning and its subclasses. In line with this finding, hyponymy plays an important role in facilitating the relation of meaning to classification as proposed by Nosofsky et al. (2018).

Meanwhile, the visual of the hotel building as a complement of LoA in figure 3 is interpreted as a place of lodging for Umrah pilgrims. This implies an intersemiotic meronymy with the lexical items Makkah hotel in the city of Makkah and the Medina hotel in the city of Medina as part of the visual hotel where Umrah pilgrims stay which refers to the whole. This indicates that there is a whole-part relation between visual mode and verbal mode. This finding strengthens the previous thesis that meronymy is useful as it facilitates the learning of part-whole relations in multimodal texts (Royce, 2007; Nakukawa, 2019). In this context, the visual mode that contains the hotel image refers to the overall meaning, then its meaning is strengthened by its members, namely the Makkah Hotel and Medina Hotel lexical. Elements that contain the overall meaning are referred to as holonyms, while the part members are referred to as meronyms (Kuzmenka, 2015).

The last finding is intersemiotic collocation which pivots on a visual containing the image of the al-Haram Mosque as LoA in figure 2 which collocates with the lexical item Umrah Package in figure 5. In addition, there is a picture on the complement of LoA in figure 3 as a hotel to stay in Umrah Package with the lexical items Makkah Hotel, Burj Bilal Al Mashad and 650 m. This collocation relation is based on the understanding that the lexical item Umrah Package is recognized as a term that fits the general topic of the al-Haram Mosque as a place of worship for Umrah. Likewise, the lexical items Makkah Hotel, Burj Bilal Al Mashad and 650 m were identified as relevant to the topic of lodging hotels in

Makkah because they refer to the names and locations of hotels in the city of Makkah. This finding strengthens Royce's (2007) argument that intersemiotic collocation indicates expectancy or high probability between visual mode and verbal mode to co-occur in a field or subject area. The relation of meaning in this intersemiotic collocation reinforces meaning so that it ultimately contributes to cohesion (He, 2014).

4. CONCLUSION AND SUGGESTION

This study shows that SFG theory is useful in understanding how verbal and visual modes interact to communicate meaning in the Umrah pilgrimage advertisement. The results of the study show that the advertisement contains the generic structure consisting of lead, display, visual emblem, announcement, enhancer, verbal emblem, tag, and call-and-visit information. The findings fully agree with Cheong's (2004) theory in which this advertisement has applied a complete generic structure of print advertising comprising visual and verbal modes. In the visual mode, representational meaning is realized by a conceptual process consisting of analytical and symbolic structures. Meanwhile, interactive meaning is represented by several features, including visualization of offer and objective images, taking long shots, salience with large and congruent images, and the dominance of blue and white colors that support the theme of religiosity of advertisements and company profiles. In terms of compositional meaning, visual image has adopted a visual metafunction through given-new information value, ideal-real relations, and centre-peripheral.

In the verbal mode, lexical items in the form of nominal groups contain ideational meaning realized by experiential and logical functions. In addition, it was found the use of imperative clauses which stated the material process with the mood imperative as a command to the viewer to buy the offered advertising product. In terms of textual meaning, the theme and rhema are applied to support the cohesion of advertising message. Furthermore, this study has shown the existence of intersemiotic complementarities as a relevant approach to understanding the multimodal discourse of this Umrah pilgrimage advertisement. This allows us to explore the ideational, interpersonal, and textual meanings of the semiotic modes presented. The visual and verbal elements include images, colors, and lexical items that support each other and are coherent which are built on the relations of repetition, synonymy, hyponymy, meronymy, and collocation. Thus, the message conveyed is more communicative, and arouses the readers' interest in using the service product of the company.

This study contributes to a linguistic study that explores various semiotic resources as an instrument to convey commercial advertising

messages communicatively. The focus of this study is on the use of multimodal and intersemiosis among the modes in print advertisements with religious themes that have not been explored by previous research. Therefore, this research is expected to contribute to completing the knowledge gap in previous similar studies. This study has a limitation, in terms of the selection of a religious-themed advertising in the form of print advertising. Therefore, the findings of this study cannot be generalized to more advertising themes and various forms of advertising media as a whole. Future research may use the findings of this study as a reference to investigate multimodal advertising in both print and non-print media through corpus linguistic analysis. In addition, it is recommended to use other multimodal theories in analyzing verbal and visual modes to see a more comprehensive meaning of print advertising. The study also recommends the advertisers to pay more attention to the suitability of meaning between verbal and visual modes used because the impressions and meanings that viewers get from advertisements are taken into consideration for their choice to buy the products or services offered.

5. REFERENCES

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