

TABLE OF CONTENTS

HALAMAN PENGESAHAN PROYEK AKHIR.....	iii
PERNYATAAN BEBAS PLAGIASI.....	iv
ACKNOWLEDGEMENT.....	v
ABSTRAK.....	vi
ABSTRACT.....	vii
TABLE OF CONTENTS	viii
LIST OF TABLES	x
LIST OF FIGURES	xi
CHAPTER 1 INTRODUCTION.....	12
1.1 Background of Study.....	12
1.2 Objectives of Study	15
1.3 Scope of Study.....	16
1.4 Significance of Study	16
1.4.1 Academic Significance	16
1.4.2 Practical Significance	17
1.5 Literature Review	17
1.5.1 Towards Automated Movie Trailer Generation.....	18
1.5.2 Competitive Analysis System for Theatrical Movie Releases Based on Movie Trailer Deep Video Representation.....	18
1.5.3 Multimodal Analysis: Researching Short-form Videos and the Theatrical Practices	19
1.5.4 A Psycholinguistic Perspective on the Processing of Riley's New Emotions in the Film Inside Out 2	19
1.5.5 Psychological Impact and Influence of Animation on Viewer's Visual Attention and Cognition: A Systematic Literature Review, Open Challenges, and Future Research Directions.....	20
1.5.6 Empathy and Materiality in Pixar's Inside Out	20
CHAPTER 2 RESEARCH METHOD	22
2.1 Theoretical Framework	22
2.1.1 Multimodal Discourse Analysis (MDA)	22
2.1.2 Psychoanalytic Theory of Anxiety.	23
2.3 Research Design	24



UNIVERSITAS
GADJAH MADA

Anxiety Representation in Inside Out 2 Official Trailer: A Multimodal Discourse Analysis

Cathleeya Rifza Mulya Bening Syahbani, Andri Handayani, S.S., M.A.

Universitas Gadjah Mada, 2025 | Diunduh dari <http://etd.repository.ugm.ac.id/>

2.4 Method of Data Collection	25
2.5 Method of Data Analysis	26
2.6 Ethical Considerations	28
CHAPTER 3 FINDINGS AND DISCUSSIONS	30
3.1 Establishing the World: Reintroducing the Emotional Setting	30
3.2 Introducing the Character	33
3.3 Raising Narrative Enigmas	41
3.4 Presenting Emotional and Genre Hooks	46
3.5 Shifting Tone or Tensions	53
3.6 Climax	57
3.7 Tagline, Title and Call to Action	61
CHAPTER 4 CONCLUSION	63
REFERENCES	65
APPENDIX	69



LIST OF TABLES

Table 1. <i>Multimodal Discourse Analysis; Introducing the Character, Anxiety</i>	33
Table 2. <i>Multimodal Discourse Analysis; Introducing the Character, Anxiety</i>	35
Table 3. <i>Multimodal Discourse Analysis; Introducing the Character, Anxiety</i>	38
Table 4. <i>Multimodal Discourse Analysis; Raising Narrative Enigmas</i>	43
Table 5. <i>Multimodal Discourse Analysis; Presenting Emotional and Genre Hooks</i>	47
Table 6. <i>Multimodal Discourse Analysis; Presenting Emotional and Genre Hooks</i>	50
Table 7. <i>Multimodal Discourse Analysis; Shifting Tone or Tensions</i>	54
Table 8. <i>Multimodal Discourse Analysis; Climax</i>	58

LIST OF FIGURES

Figure 1. <i>One of the awards won by the film Inside Out 2</i>	13
Figure 2. <i>Inside Out 2 Official Trailer (YouTube screenshot)</i>	14
Figure 3. <i>Joy and the old emotions appear in the control room inside Riley's mind (00:01-01:19)</i>	31
Figure 4. <i>Riley's updated appearance in Inside Out 2 (00:01)</i>	32
Figure 5. <i>The sudden appearance of Anxiety (00:30-00:32)</i>	33
Figure 6. <i>Anxiety's breakdown scene (00:35-00:38)</i>	35
Figure 7. <i>Anxiety explaining her role in Riley's emotional headquarters to Joy (01:06-01:10)</i>	38
Figure 8. <i>Introduction of new emotions in the Inside Out 2 official trailer (00:38-01:35)</i>	42
Figure 9. <i>Anxiety confidently at control panel with the new emotions (01:23-01:31)</i>	43
Figure 10. <i>Anxiety hesitating to take control and interrupted by Joy (01:13-01:18)</i>	47
Figure 11. <i>Anxiety being sarcastic (01:20-01:22)</i>	50
Figure 12. <i>Anxiety holds a core memory orb while confronting trapped old emotions (01:34-01:40)</i>	54
Figure 13. <i>Old emotions trapped in a jar inside a dark room (01:40-01:44)</i>	57
Figure 14. <i>Anxiety takes over the control room (01:44-01:48)</i>	58
Figure 15. <i>Final title card and release cue in the official trailer of Inside Out 2</i>	62