

TABLE OF CONTENTS

HALAMAN PENGESAHAN.....	ii
PERNYATAAN BEBAS PLAGIASI.....	iii
ACKNOWLEDGEMENT.....	iv
ABSTRACT.....	iv
ABSTRAK.....	v
TABLE OF CONTENTS	vi
LIST OF FIGURES	viii
LIST OF TABLES	ix
CHAPTER 1 INTRODUCTION.....	1
1.1 Background of the Study.....	1
1.2 The Objectives of The Study.....	4
1.3 The Scope and Limitation of the Study.....	4
1.4 The Significance of the Study	4
1.5 Literature Review.....	5
CHAPTER 2 THEORETICAL FRAMEWORK	8
2.1 Theoretical Framework	8
2.1.1 Freytag Pyramid.....	8
2.1.2 Five Semiotic Mode by Anstey & Bull.....	10
2.2 Research Design.....	12
2.3 Method of Data Collection.....	13
2.4 Method of Data Analysis.....	14
2.5 Ethical Consideration	15
CHAPTER 3 FINDINGS AND DISCUSSION	16
3.1 Overview of “Apple Intelligence, Change Your Tone” advertisement.....	16
3.2 Advertisement Analysis using Freytag’s Pyramid	19
3.2.1 Exposition	20
3.2.2 Rising Action	21
3.2.3 Climax.....	21
3.2.4 Falling Action	23
3.2.5 Resolution	23
3.3 Multimodal Analysis.....	25
3.3.1 Linguistic Mode Analysis	26
3.3.2 Visual Mode Analysis.....	30
3.3.3 Audio Analysis.....	33
3.3.4 Gestural Analysis	35
3.3.5 Spatial Analysis	39



Narrative Structure and Multimodality in Apple's Intelligence Video Advertisement: Change your Tone, MacBook Pro

Alfandy Yulio Megananda, Dr. Supriyono, S.S., M.A.

Universitas Gadjah Mada, 2026 | Diunduh dari <http://etd.repository.ugm.ac.id/>

UNIVERSITAS
GADJAH MADA

CHAPTER 4 CONCLUSION	44
References	46