UNIVERSITAS GADJAH MADA
A Multimodal Analysis on Tide's Billboard Advertisement: A Comparison of Billboard Advertisemenet in 2023 and 2024
Pristiara Nurrochman, Yohana Ika Harnita Sari, S.Pd., M.Hum. Ph.D.
Universitas Gadjah Mada, 2026 | Diunduh dari http://etd.repository.ugm.ac.id/

REFERENCES

Adami, E., Diamantopoulou, S. and Lim, F.V. (2022) 'Design in Gunther Kress's social semiotics'. London Review of Education, 20 (1), 4 https://doi.org/10.14324/LRE.20.1.41.

Adu, K. O., & Badaru, K. A. (2022). What makes the significance of the study plausible? In Fundamentals of research in humanities, social sciences and science education: A practical step-by-step approach to a successful research journey. Van Schaik Publishers.https://www.researchgate.net/publication/358089835_What_Makes_the_Significance_of_the_Study_Plausible

Ahmad, N. N., Bilal, H. A., & Asghar, I. (2021). Visual grammar of advertisements: A multimodal analysis of advertisements of educational institutions. Pakistan Journal of Social Sciences, 41(3), 583–596. https://doi.org/10.52327/pjss.41.3.2021.583

Aliu, Q. A. (2022). Multimodality, advertising and propaganda: A study of selected alcohol billboard advertisements. Ife Journal of Languages and Literatures. https://www.researchgate.net/publication/371695778_Multimodality_Advertising_and_Propagan da_A_Study_of_Selected_Alcohol_Billboard_Advertisements

Anugrah, I., & Adiwinata, A. (2025). Multimodal-semiotics analysis: The meaning of language and visual in the advertisement Indomie Ramadan edition #AmbilNikmatnya Ramadan, Bareng Indomie. Journal of Language, Literature, and Teaching (JLLTE), 7(1), 1–161 Multimodal-Semiotics Analysis: The Meaning of Language and Visual in the Advertisement Indomie Ramadan Edition #AmbilNikmatnya Ramadan, Bareng Indomie | Anugrah | Journal of Language, Literature and Teaching

Appiah, M. K. ., & Kyei, E. (2025). Persuasion Through Semiotics: A Multimodal Analysis of Beverage Advertisements in Ghana. International Journal of Language and Literary Studies, 7(5), 31–54. https://doi.org/10.36892/ijlls.v7i5.2283

Attar, A. E. A. (2015). A Multimodal Analysis of Car Billboard Advertisements: Audi/BMW Rivalry. CDELT Occasional Papers in the Development of English Education, 60(2), 123-162. https://doi.org/10.21608/opde.2015.77303

Liyana, C. I. (2021). Constructing Urban Lifestyle Through Billboard Advertising: A Case Study In Yogyakarta. Community: Pengawas Dinamika Sosial. https://www.academia.edu/108685592/Constructing_Urban_Lifestyle_Through_Billboard_Advertising_A_Case_Study_In_Yogyakarta

Festival Holi di India: Sejarah, makna, & cara merayakannya. (2025, Maret 24). Adventure – India. https://dreamholidays.co.id/festival-holi-india-sejarah-makna-cara-merayakannya/

Firdous, M., & Hanif, F. (2024). Socio-semiotic analysis of billboard advertisement through multimodality theory. https://www.researchgate.net/publication/380375198_Socio-Semiotic_Analysis_of_Billboard_A dvertisement_Through_Multimodality_Theory

A Multimodal Analysis on Tide's Billboard Advertisement: A Comparison of Billboard Advertisemenet in
2023 and 2024
Pristiara Nurrochman, Yohana Ika Harnita Sari, S.Pd., M.Hum. Ph.D.
Universitas Gadjah Mada, 2026 | Diunduh dari http://etd.repository.ugm.ac.id/

Islam, N. Billboard Advertisements: A Critical Discourse Analysis on Corporate Social Responsibilities. (2) Billboard Advertisements: A Critical Discourse Analysis on Corporate Social Responsibilities

Jewitt, C. (2016). Multimodality. In Z. Hua (Ed.), Research methods in intercultural communication: A practical guide (Chap. 18). Wiley-Blackwell https://doi.org/10.1002/9781119166283.ch18

Kamalu, I., & Ojatula, A. (2022, May). Gender representation in visual communication: A multimodal social semiotic study of selected lager beer billboard advertisements. Retrieved May 2, 2026, (PDF) Gender Representation in Visual Communication: A Multimodal Social Semiotic Study of Selected Lager Beer Billboard Advertisements

Kress, G., & van Leeuwen, T. (2020). Reading images: The grammar of visual design (3rd ed.). Routledge. https://doi.org/10.4324/9781003099857 Reading Images The Grammar of Visual Design | PDF | Semiotics | Cognition

Najafian, M., & Dabaghi, A. (1991).Hidden Language of Advertising : A Semiotic Approach.199–201 (2) Hidden Language of Advertising: A Semiotic Approach

Nyarko, D. I. (2015). Is Billboard Advertising an Effective Tool in The Marketing of Home Appliances. (2) Is Billboard Advertising an Effective Tool in The Marketing of Home Appliances

Salcedo Mosquera, J. D. THE THEORETICAL FRAMEWORK IN RESEARCH: MEANING, FUNCTIONS, STRUCTURE AND EXAMPLE FOR ITS DESIGN. https://www.researchgate.net/publication/383668160_THE_THEORETICAL_FRAMEWORK_IN_RESEARCH_MEANING_FUNCTIONS_STRUCTURE_AND_EXAMPLE_FOR_ITS_DES IGN

Sharma, T., & Behera, P. (n.d.). Holi: The festival of colours, celebrated in India. Presidency University. International Journal of Multidisciplinary Research and Growth Evaluation www.allmultidisciplinaryjournal.com

Siregar, M. A. L., & Sinar, T. S. (2023). Metafunction in cigarette advertisements: A multimodal analysis. LingPoet: Journal of Linguistics and Literary Research. Faculty of Cultural Sciences, Universitas Sumatera Utara. DOI: 10.32734/lingpoet.v2i1.5256

Stoian, C. E. (2015). Analysing images: A social semiotic perspective. Buletinul Ştiinţific al Universităţii Politehnica Timişoara. Seria Limbi Moderne / Scientific Bulletin of the Politehnica University of Timişoara. Transactions on Modern Languages, 14(1). DOI: 10.59168/VBYT1151

Taylor, C.R., & Franke,G.R. (2003). Business perceptions of the role of billboards in the U.S.economy.Journal of Advertising Research,43(2), 150 161.https://doi.org/10.2501/jar-43-2-150-161

Thakur, H. K. (2021). Research design. In Research methodology in social sciences (A short manual). New Delhi: Corvette Lab. https://www.researchgate.net/publication/353430802_Research_Design

UNIVERSITAS
GADJAH MADA
A Multimodal Analysis on Tide's Billboard Advertisement: A Comparison of Billboard Advertisemenet in 2023 and 2024
Pristiara Nurrochman, Yohana Ika Harnita Sari, S.Pd., M.Hum. Ph.D.
Universitas Gadjah Mada, 2026 | Diunduh dari http://etd.repository.ugm.ac.id/

Tripathi, S., & Chaturvedi, R. K. (2023). Exploring ethical considerations in research: Guidelines and practices. Adhyayan: A Journal of Management Sciences, 13(1), 41–45.https://www.researchgate.net/publication/372165163_Exploring_Ethical_Considerations_in_Res earch_Guidelines_and_Practices

Utsu,P. (2022). Billboard advertisement and racial perception in Ghana.E-Journal of Humanities,Arts and Social Sciences, 54-65. https://doi.org/10.38159/ehass.2022333

Van Meurs, L., & Aristoff,M. (2009). Split-second recognition: What makes outdoor advertisingwork?Journalof AdvertisingResearch,49(1),82-92. https://doi.org/10.2501/s0021849909090011