

ABSTRACT

Nadia Putri Nariswari Paramesti, 2026. *A Multimodal Discourse Analysis of “Coming Soon” Teaser by Rose Blackpink*. Thesis. Department of English Education, Faculty of Teacher Training and Education, Universitas PGRI Madiun. Advisor: Dr. Dwi Setiyadi, M.M., Co-Advisor: Rizqi Husaini, S.Pd., M.Pd.

Key Terms: Multimodal Discourse Analysis, Teaser, Meaning Construction

This study analyzes how meaning is constructed through multimodal elements in Rosé’s “Coming Soon” teaser. It aims to identify the linguistic, visual, spatial, aural, and gestural elements and examine how they interact to create meaning. This research employs a qualitative descriptive method using Multimodal Discourse Analysis (MDA) as the theoretical framework. The data source is Rosé’s “Coming Soon” teaser, analyzed through repeated observation, scene segmentation, and multimodal interpretation. The findings show that the teaser conveys themes of emotional loss, loneliness, inner conflict, and transformation through the interaction of multiple semiotic modes. Linguistic elements emphasize emotional separation, while visual, spatial, aural, and gestural elements work together to create a melancholic atmosphere and express psychological vulnerability. The study concludes that meaning is constructed through the integration of multiple semiotic resources rather than a single mode. This research contributes to the application of Multimodal Discourse Analysis in the study of contemporary K-Pop promotional media.

ABSTRAK

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Penelitian ini menganalisis bagaimana makna dikonstruksi melalui unsur-unsur multimodal dalam teaser Coming Soon karya Rosé. Penelitian ini bertujuan untuk mengidentifikasi unsur linguistik, visual, spasial, aural, dan gestural serta mengkaji bagaimana unsur-unsur tersebut saling berinteraksi dalam membangun makna. Penelitian ini menggunakan metode deskriptif kualitatif dengan Multimodal Discourse Analysis (MDA) sebagai kerangka teori. Sumber data penelitian adalah teaser Coming Soon karya Rosé yang dianalisis melalui observasi berulang, segmentasi adegan, dan interpretasi multimodal. Hasil penelitian menunjukkan bahwa teaser tersebut merepresentasikan tema kehilangan emosional, kesepian, konflik batin, dan transformasi melalui interaksi berbagai mode semiotik. Unsur linguistik menekankan perpisahan emosional, sedangkan unsur visual, spasial, aural, dan gestural bekerja secara terpadu untuk menciptakan suasana melankolis serta mengekspresikan kerentanan psikologis. Penelitian ini menyimpulkan bahwa makna dikonstruksi melalui integrasi berbagai sumber daya semiotik, bukan melalui satu mode saja. Penelitian ini berkontribusi pada penerapan Multimodal Discourse Analysis dalam kajian media promosi K-Pop kontemporer.

Kata Kunci: Analisis Wacana Multimodal, Teaser, Konstruksi Makna