



**THE MULTIMODALITY ANALYSIS IN THE THIS EARTH OF
MANKIND NOVEL'S COVER INDONESIA AND ENGLISH
EDITION**

THESIS

By :

Widad Marshush

20210600020

English Studies

Social Sciences and Humanities Faculty

BUDDHI DHARMA UNIVERSITY

TANGERANG

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**Submitted as one of the requirements to obtain the Bachelor Degree in the
English Study Program Faculty of Social Sciences and Humanities**

Buddhi Dharma University

By :

Widad Marshush

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FINAL PROJECT APPROVAL

Name : Widad Marshush
Student Number : 20210600020
Faculty : Faculty of Social Sciences and Humanities
Study Program : English Studies
Final Project Title : The Multimodality Analysis in the This Earth of Mankind on Novel's Cover Indonesia and English Edition

The Final Project Proposal has been approved to examined as a partial fulfillment of the requirement for the Bachelor Degree

Tangerang, July 14th 2025

Approved by,
Supervisor

Acknowledged by,
Head of Department

Riris Mutiara Paulina S., S.Pd., M.Hum
NIDN: 0427068703

Riris Mutiara Paulina S., S.Pd., M.Hum
NIDN: 0427068703



RECOMMENDATION FOR ELIGIBILITY OF FINAL PROJECT EXAMINATION

The Undersigned:

Name : Riris Mutiara Paulina Simamora, S.Pd., M.Hum.

Position : Head of English Studies Department

Certify :

Nama : Widad Marshush

Student Number : 20210600020

Faculty : Faculty of Social Sciences and Humanities

Study Program : English Studies

Title of Final Project : The Multimodality Analysis in the This Earth of Mankind on
Novel's Cover Indonesia and English Edition

It has been eligible to take the final project examination.

Tangerang, July 14th 2025

Approved by,

Acknowledged by,

Supervisor

Head of Department

Riris Mutiara Paulina S., S.Pd., M.Hum.

Riris Mutiara Paulina S., S.Pd., M.Hum.

NIDN: 0427068703

NIDN: 0427068703



THE BOARD OF EXAMINERS

Name : Widad Marshush
Student Number : 20210600020
Faculty : Faculty of Social Sciences and Humanities
Study Program : English Studies
Title of Final Project : The Multimodality Analysis in the This Earth of Mankind on Novel's Cover Indonesia and English Edition

This thesis has been examined by the board of examiners on August 5th, 2025

Name of Examiners

1. Chair : **Adrallisman, S.S., M.Hum**
NIDN: 0427117501 
2. Examiner I : **Dr. Sonya Ayu Kumala. S. Hum. M, Hum**
NIDN: 0418128601 
3. Examiner II : **Hot Saut Halomoan, S.Pd., M.Hum**
NIDN: 0320046101 

Acknowledged by,



Dr. Sonya Ayu Kumala. S. Hum. M, Hum

NIDN: 0418128601

STATEMENT OF AUTHENTICITY

I honestly declare this final project is my own writing. This is true and correct that I do not take any scholar ideas or work from others honestly. All the cited works are quoted in accordance with ethical code in academic writing.

Tangerang, July 14, 2025



Widad Marshush

20210600020

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ABSTRACT

This research discusses multimodality in the novel *This Earth of Mankind*. The data used is from the cover of the Indonesian (1980) and English (1982) editions, examining the modes contained in the novel cover. The purpose of this study is to identify and analyze the meaning of the novel's cover. Additionally, it aims to find the differences between the Indonesian and English editions. The Indonesian edition of the novel is "*Bumi Manusia*", and the English edition is *This Earth of Mankind*. The researcher analyzed the novel cover using Kress and Leeuwen's (2006) multimodality theory. Additionally, the research uses Systemic Functional Linguistics (SFL) to find the meaning and context of the novel cover. SFL has three metafunctions: ideational, interpersonal, and textual. The method used is descriptive qualitative by analyzing each element, meaning contained in the novel cover, and explaining the data. The analysis involves observation and analyzing each mode. The researcher found that the Indonesian edition utilizes strong linguistic such as text. Beside that, there is visual such as color, spatial, font, and font size. Meanwhile, the English edition utilizes strong visual such as color, spatial, font and symbol. Beside that, there is linguistic mode in author's name and the title of the novel. It is reflecting cultural nuances and differing marketing strategies aimed at respective readers.

Keywords: *Systemic Functional Linguistic, Metafunction, Multimodality*

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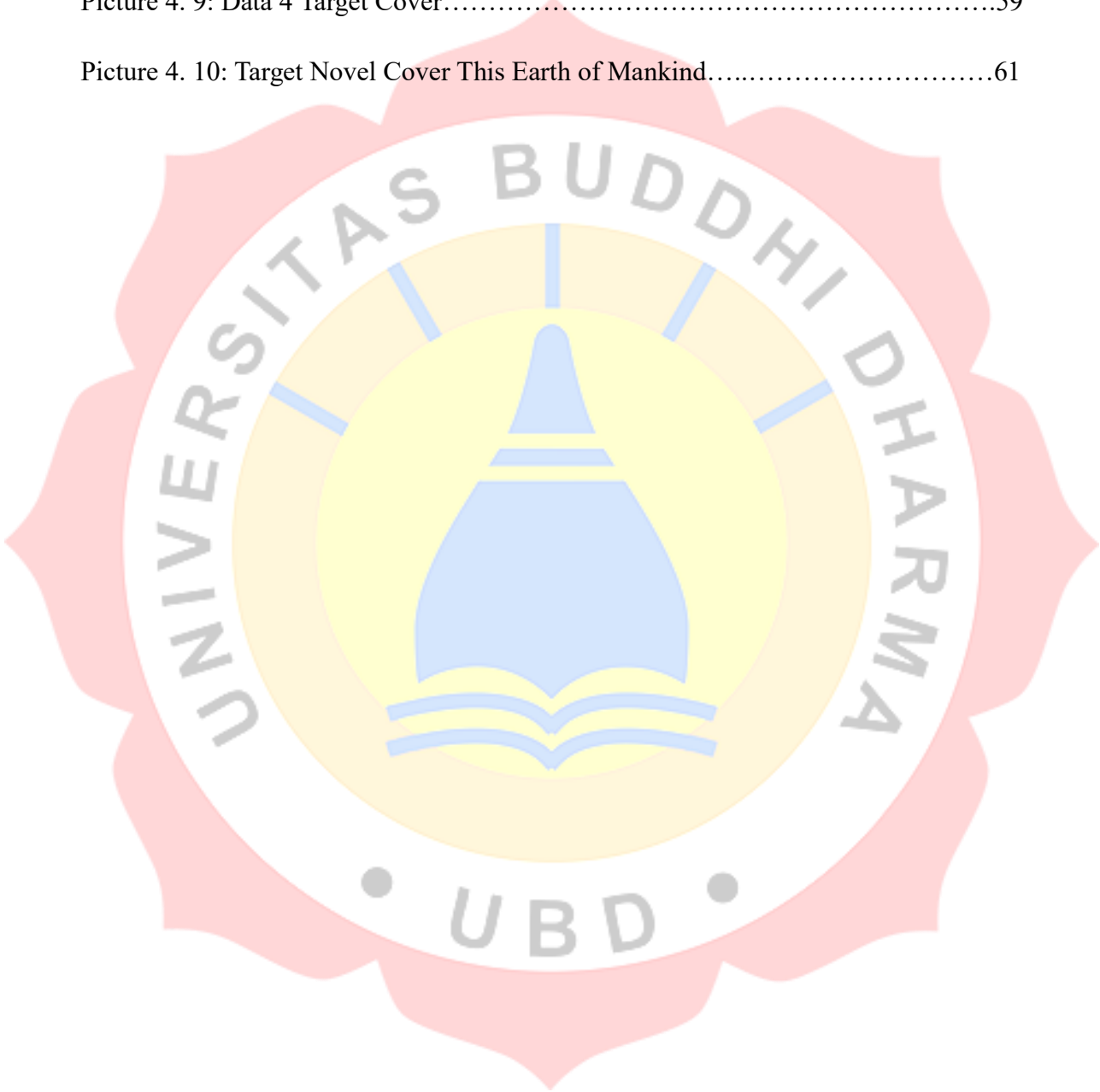
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CHAPTER I

INTRODUCTION

1.1 Background Study

According to Sapir (1921), language is about relations and influence. Language in relations means the language used to strengthen and interact to create relationships between people. Influence in language is the ability to change such as behaviors, thoughts, and situations. In addition, according to Saussure (1959) language is the association between word and sound in the mind. Therefore, text is a way to express these words or sounds. Meanwhile, Chomsky (2002) stated that language can be defined by establishing words and a grammatical sentence. Establish word means the basic formation in a language such as consist of symbols, characters, to make a word and sentence. Then, grammatical sentences in language are needed to organize the structure of language. They are used as a tool for communication.

Communication is the tool for interaction. Therefore, language as a tool for expressing ideas to interact with people. According to Burgoon (1995) taken from Greene and Burleson (2008) there are two ways of communication: verbal and nonverbal. They are a pattern of anticipating and responding to behavior in interaction. Verbal is used in a variety of situations and can adjust the way it communicates according to different needs and contexts (Greene and Burleson, 2008). Nonverbal is a way to convey emotions and opinions in the form of symbolic language. Symbolic language can be words, gestures, objects, or actions that have meaning.

According to Jewitt et al., (2016) Systemic Functional Linguistics (SFL), Studies developed for functional grammar connect the form of language to functions and the meaning produced. SFL is an understanding of language as a system that focuses on establishment of meaning in a context (Schönthal, 2019). Therefore, according to Bartlett and O'Grady (2017) SFL is combining structural aspects contained, developmental features of language within a single coherent, and social context. Other researchers, Norris & Daniela (2014) SFL is a language theory that

focuses on the function and process of using language in communication. It means that SFL is a theory of meaning formation in which there are various elements that adjust the function and purpose in a context. The purpose of SFL is to understand communication in a social context through the complexity of the meaning in single coherent sentence.

Halliday (2008) as cited from Jewitt et al., (2016) said that the systems of the meaning through metafunctions. There are three metafunction based on Kress & Leeuwen (2006) which has been developed from Halliday (1978) those are ideational metafunction, interpersonal metafunction, and textual metafunction. The first, ideational metafunction is a way of presenting objects to the experience to reality. Therefore, it can create a more complex understanding of reality through visual or textual representations. The second, interpersonal metafunction focuses on the social relationship between the sign-maker and sign-receiver about the object represented through various modes of communication. The modes of communication can be things such as pictures and diagrams to convey different interactions. The third, textual meaning is composing and forming a coherent meaning from related elements such as visuals such as image and text.

Metafunction is a key concept in SFL (Kress, 2010). This concept can understand how semiotic resources are organized and interact to create meaning in different modes of communication. In SFL, metafunction is a concept that organizes mode choices based on three main functions: ideational, interpersonal, and textual (Norris & Maier, 2014). According to Jewitt et al (2016) Metafunction is used in Systemic Functional Multimodality Discourse Analysis (SF-MDA). SF-MDA combines the concept of SFL with Kress and Leeuwen's theory of visual grammar to analyze how various modalities interact and function to form meaning in texts or discourses involving multiple modes of communication. This approach allows for a more comprehensive and systematic analysis of the meanings that appear from the combination of verbal and nonverbal sources in social context. Metafunction is to understand various semiotic sources such as image and text. In addition, various

semiotic sources have certain functions and the way semiotic sources are organized is fundamentally (Jewitt et al., 2016).

Discourse is a study that examines and analyzes used of language both oral and written naturally (Suparno et al., 2022). Discourse is information about reality that is formed and understood through social interaction (Kress & Leeuwen, 2001). Social interaction can take the form of attention, social status, and respect (Simamora & Suryani, 2022). Reality can be in the form of events that occur, place, and time. Reality can also include purpose, understanding, and validation. The function is to help create understanding in texts and objects that are organized (Kress, 2010). From the quote above, discourse is language or information about the situation that occurs in the environment through social interaction to facilitate understanding of meaning and the purpose of the conversation (representational).

According to Jewitt et al., (2016), several researchers traced multimodality from the middle twenties century to the 1990s. Some of these researchers include Goodwin (1998), Kress, and Leeuwen (2001). Goodwin focused on ethnomethodology and conversation analysis. Therefore, Kress and Leeuwen focused on social semiotics. The shift in multimodality from monomodality to multiple modes of communication (Kress & Leeuwen, 2001). Monomodality is where communication is only through one element, namely writing. Therefore, during the period of monomodality, texts such as books and documents more interesting. Monomodality is displaced due to the development of the times. Communication in media not only through writing but also visuals. The development of technology is increasingly modern communication modes vary from music, visual, and verbal in conveying meaning.

According to Jewitt et al., (2016), multimodality is a way of describing objects in different ways or modes to create meaning. Therefore, multimodality is the way of expressing an idea in different ways such as text, images, and sound. Therefore, Kress & Leeuwen (2001) describe multimodality as conveying meaning through different modes of communication. The modes of communication can be images, music, sound, language, and movement. The mode is to convey expression and meaning, it is not only

expressed in one mode of communication, but can be combined with various modes to complement each other. Another researcher, Norris & Daniela (2014) stated multimodality is a theory used to describe a way of seeing, a research methodology that uses various forms of communication and expression such as text, image, sound, and movement. Therefore, multimodality can reveal different modes that support each other in the communication process.

Modes of communication are how people create and communicate meaning. Modes are tools that make meaning that is determined by social and cultural (Kress, 2010). The modes there are: "image, writing, layout, speech, moving images, soundtrack, and 3D" (Kress, 2010). Specifically, modes divided into linguistic, visual, auditory, gestural, and spatial. As supported by Kalantzis and Cope (2012) taken from Magnusson & Godhe (2019) said that modes are visual, audio, gestural, tactile, spatial, spoken, and written. Linguistics focuses on the use of language such as vocabulary and grammar. Audio focuses on sounds such as music, volume, and intonation. Gestural focuses on body movement and nonverbal expression. Spatial focuses on the placement of objects and space within an environment, such as layouts and maps. All modes can convey complex overall meaning.

Norris and Daniela (2014) stated that multimodality in Indonesia is experiencing technological advances, especially in certain fields such as business, design, health, and psychology. Therefore, multimodality can be beneficial for Indonesian citizens, especially in the economy and study. The reality of multimodality in the lives of people. It can be identified social facts that have occurred in the territory of Indonesia to describe situations that have occurred in the community environment (Ritzer., 2018) as cited from Suparno et al., (2022). Social facts can influence people's thoughts and feelings because they are based on things that have happened (Damsar., 2011) taken from Suparno et al., (2022). Novels are one example of a medium for expressing ideas. Novels can also influence readers on thoughts and feelings, especially historical novels.

The novel cover is an important element in the publishing world that serves as the first face that readers see and plays a role in attracting buying interest. The cover is the front and back sheets of a book that are thicker than the contents, functioning to contain the identity or title of a work. Rustan (2009) quoted from Langga et al., (2021) said that making a cover requires a mature concept because an attractive design can influence readers to buy. Meanwhile, Hendratman (2015) taken from Langga et al., (2021) states that before making a cover, it is necessary to prepare final data such as title, subtitle, content, visual background, decoration, and logo to support visual integrity. So, the cover can include the title, author's name, and company identity.

In the context of novels, covers not only function aesthetically, but also communicatively, conveying the nuances of the story to potential readers (Langga et al., 2021). Roland Barthes' semiotic theory enriches this understanding by distinguishing between denotative and connotative meanings. Novel covers denotatively display visual elements such as images and text, but connotatively convey emotional messages and deeper meanings through the choice of colors, illustrations, and layout. This creates a subjective experience in the reader due to the personal interpretation of the signs on cover. Novel covers are not only physical protection, but are part of a visual communication strategy to combine design elements, emotions, and meanings. Also become a symbolic representation of the content of the story. Meanwhile, Kress and Leeuwen's theory uses the SFL tool to analyze parts of elements in the cover novel.

"Bumi Manusia" is a novel written by Pramoedya Ananta Toer. The novel tells the story of an intelligent local youth named Minke who studies at HBS (an elite Dutch School). Minke falls in love with Annelies, the daughter of an Indian woman named Nyai Ontosoroh. The romance is shattered by the discriminatory colonial legal system. Minke is torn between tradition, Western education, and identity as a native. The conflicts are not only personal, but reflect the social and political tensions of the colonial era. Pramoedya presents a powerful story of man's struggle within a system. The story raises awareness of the importance of resistance through the pen, education,

and courage. As the opening novel of the *Buru* tetralogy, "*Bumi Manusia*" is a work full of historical and ideological significance.

This *This Earth of Mankind* novel is so popular that it has been made into a movie (Raihan et al., 2023). In addition, novels are works that are very realistic to the environment (Rohmah, 2023). Pramoedya Ananta Toer's works have been recognized internationally (Hastuti, 2018). The author received awards in various countries such as America, France, and the Netherlands (Hastuti, 2018). The novel has been translated into various languages. According to Toer (1980) stated languages that have been translated are English, Dutch, and France. A novel that has conveyed the universal meaning of struggle and hope.

Researcher analyze multimodality on novel covers to identify the elements contained on the cover of the novel in *This Earth of Mankind*. Exploring the two cultural perspectives contained in the Indonesian and English editions can help explain the differences such as representing different values, social contexts, and cultural interpretations. Each elements contained has a different meaning such as color, text, and images. The researcher analyzes how each element can form a constant meaning. In addition to this, analyze how the multimodality of *This Earth of Mankind* covers the Indonesian and the English edition. Each edition has a different meaning, especially in the translated edition from source (Indonesia) into target (English). Therefore, the researcher used the novel cover as the object of research. The researcher used multimodality theory because it can include ideational, interpersonal, and textual to build a constant meaning from elements that have different meanings. In addition, modality is used to convey the validity or credibility of information.

1.2 Statement of the Problem

This Earth of Mankind novel is a bestseller that has been published in several languages. The novel has a different cover for the Indonesian edition and the English edition. This difference shows how the illustrator depicts the novel through the story. So, the problem that the researcher wants to analyze here is the interpretation of multimodality that appears on the cover of *This Earth of Mankind*.

1.3 Research Question

The statement that has been presented above, the research question is as follows:

1. How is the meaning found in the novel cover of *This Earth of Mankind* according to multimodality theory by Kress & Leeuwen (2006)?
2. What is the different between Indonesia edition and English edition of novel cover according to multimodality by Kress & Leeuwen (2006)?

1.4 Goal and Function

In this section, there are two points to show the goal and function such as below:

1.4.1 Goal

1. Identification and analysis of the meaning of cover novel in *This Earth of Mankind* based on Kress & Leeuwen (2006).
2. Finding the differences between Indonesian edition and English edition covers.

1.4.2 Function

1. Theoretical

Researchers hope this research can be useful such as reference and study for future researchers. So, the results of the research become useful for the people who need material especially in multimodality. Research that can add to the repertoire of multimodal studies, especially those that discuss the exploration of novel covers from different languages. Increase knowledge in multimodality theory, which remains relatively uncommon.

2. Practical

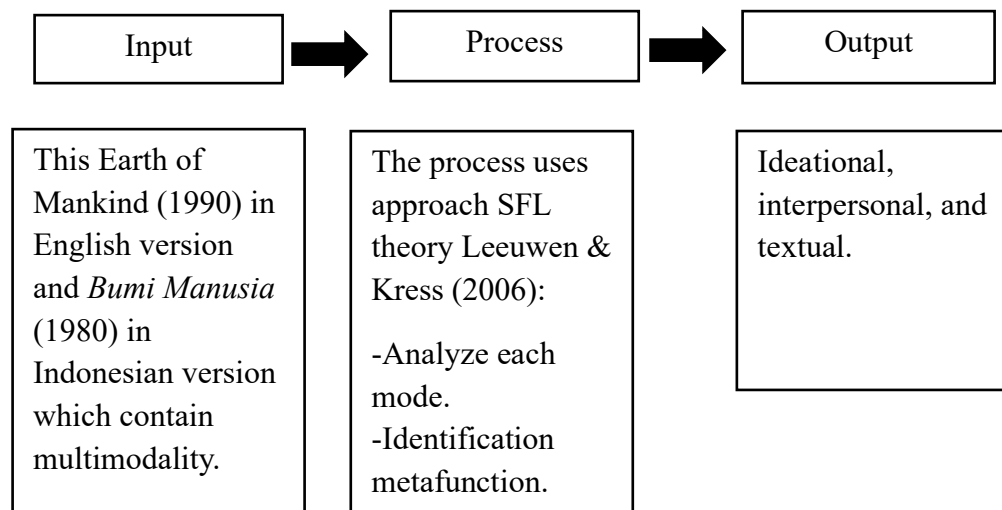
The first multimodality analysis was conducted in Buddhi Dharma University (UBD). This research provides information and finds meaning complex on the cover novel of *This Earth of Mankind*. The researcher hopes it will be useful for the people who are interested in the field of multimodality and the research can be used as a reference.

1.5 Scope and Limitation

Scope in this study in the multimodality field. In the cover novel, which includes the use of text, visual (images), and color. Therefore, the meaning of the cover This Earth of Mankind novel will be explored with multimodality based on Kress and Leeuwen theory. To avoid deviation from the main topic and provide more relevant results regarding multimodality in meaning of the cover. This research will also focus only on cover novel of This Earth of Mankind in Indonesian and English version.

1.6 Conceptual Framework

There is a diagram to clarify the data as explained above:



The chart shows that there are three processes, that are input, process, and output. The input in the chart is the data to be analyzed, that are This Earth of Mankind in Indonesia edition and English edition on cover novel. In the process, there are two stages of data processing. First, the multimodality of cover novel through the SFL approach using theory from Kress & Leeuwen (2006) for analyzing each of modes and identifying metafunction. The output is to reveal the various complexities of metafunction such as ideational, interpersonal, and textual. Therefore, it could create coherent sentence from the various complexities.

CHAPTER II THEORETICAL BACKGROUND

This chapter, the related theories about the research will be elaborate more to give understanding the theoretical. This theoretical into two subchapter they are: review of previous studies and main theories of multimodality. Below is the description of the subchapter.

2.1 Review of Previous Studies

There are ten previous research studies which are relevant to this research. The first research written by Bayu and Alfa (2024). This research is about Multimodality Discourse Analysis (MDA) in a film by Dong Yi. The purpose is to describe the form and the function of multimodal discourse in the Dong Yi film. In addition, to understand complex meanings through multimodality. The research used a qualitative method based on Jewitt and Leeuwen (1996, 2001) theory about multimodal discourse. The process from data collection, visual and audio observation. The researcher also analyzes of each element in the movie. The data taken from episode 5 of Dong Yi (2010). Based on the research, found there are 83 total data that are 12 data of language, 30 data of image, 14 data of music, 19 data of sound, 8 data of movement. The result that the film maximizes in five aspects of multimodal.

The second was written by Carol Girón-García (2024). This research about characteristic multimodality from a YouTube video in Legal English class. The purpose is to analysis the characteristic multimodality from video and to improve awareness of students about the multimodality in the video. This research uses Multimodality Analysis Video (MAV) as a tool from O'Halloran theory (2012). The process identifies, describes, and analyzes of combination between modes. The data taken from YouTube video in Legal English class, especially English for Specific Purpose (ESP) and a questionnaire for students about multimodal in the video. The sample are 165 students at *Universitat Jaume I* in Spain. Students in first year with an English level of A2, the level of difficulty is equivalent to secondary school. Some students have higher level

(from B1 to B2). The result is YouTube video as teaching can improve awareness of students about multimodality and help to understand digital.

The third was written by Herlina (2024). This research about hyperreality in International Gandrung Sewu 2022 advertisement video. The data taken in @ipukfdani instagram at 33 second duration. The purpose is to analyze how new meanings are formed in the Gandrung Sewu 2022 international video and how the concept of hyperreality takes place in the video. The method is qualitative that uses systemic functional linguistics (SFL) by Halliday to understand, interpreting in linguistics, and visual in advertisement video. Therefore, it reveals the elements that create the new meaning. This research also combines visual theory from Kress and Leeuwen (2006) in visual grammar, also Bateman and Schmidt (2012) in systemic functional visual theory. The process starts from documentation, observation, and analysis in descriptive form. The result is an advertisement video creating new meaning about Gandrung as a dance involving thousands of dancers on the beach. The meaning is to support hyperreality, which means Gandrung Sewu as a big performance that replaces the original values of authentic Gandrung, so that it becomes an attractive tourist product for tourists.

The fourth was written by Ahmadi F et al (2024). The research is multimodality on Instagram post about the Bakiak game at G20 in the 2022 context. The purpose is to describe meaning and moral value in the post. The researcher used a post on the presidents Instagram account about G20 Indonesia in 2022 to include image and caption as a data. The theory used visual grammar analysis from Leeuwen (2006). In addition, the researcher used transitivity analysis from Halliday & Matthiessen (2014, 2018). The method is qualitative because it used discourse multimodal analysis as an approach. The data through observation and taking notes. The data are analyzed through visual grammar and transitivity analysis to find ideational or representational. Therefore, the researcher analysis meaning proses in visual and verbal such as material and relational. The result found that the post contains meanings about moral values and relating to traditional Indonesian sports celebration of Indonesian independence.

Besides that, mention about important to coordinate and collaborate to Achieve a common goal with others

The fifth was written by Putri (2023). This research about multimodality in skin care advertisements in Instagram. The purpose is to analyze the use of multimodal elements in the advertisement for Scarlett Whitening products featuring Song Joong Ki on Instagram. Therefore, it can understand the message on the advertisement to convey well. This research used a qualitative descriptive method. The theory based on Kress and Leeuwen (2006) is multimodality. The Data was obtained from screenshots on Scarlett's ad posted on the Instagram account @scarlett_whitening. The investigation and process focused on three metafunctions: representational, interpersonal, and compositional. The result is Provides a good marketing impact on consumers, especially people who are interested in Korean countries and culture.

The sixth was written by Azuaje et al., (2023) is about the evaluation of the *Visualyre* application for multimodal album visuals that combine text and music audio. The purpose is to assess the usability and suitability of the resulting image as an album cover. In addition, it tests text-to-image methods and tests a method that can change images without changing meaning (style transfer) in the visualization of song lyrics. The data used original English songs and feedback from users who tested the app. The feedback came from user comments and responses through the *Visualyre* app as online surveys. Opinion data was collected automatically from users as they interacted with the app. Researchers also surveyed participants after using the app. The method used a mixed method, quantitative based on numeric and statistical data. In addition, qualitative based on collected comment and opinion in description. The method used includes the development of a web-based application that integrates text-to-image generation and style transfer. Researchers evaluated through user surveys and telemetry. There were 621 population data used, that is participants who had experience writing English songs and were willing to share the songs for evaluation of the *Visualyre* application. Researchers selected 95 participants as data that met the criteria. After that, researcher took 35 participants as a sample who completed the whole

process and filled out the survey. The participants were mostly aged between about 19 to 38 years old. The results show that the resulting images are quite feasible to be used as album covers with an average score of 4.60 out of 5. In addition, the style transfer method is considered more effective in matching the tonality of songs than text-to-image.

The seventh was written by M. Abdullah (2022). This research is about the advertising of various variants of Hot Jeletot and Ayam Geprek. The purpose is to analyze the visual and verbal components in the advertising. So, it can identify linguistic and visual problems in making meaning. This research used a qualitative descriptive method. The subject of this research is a video about Indomie Hypeabis. The video on the YouTube platform in 2020. The research features ways of verbal elements such as rhymes and rap, visuals such as bright colors, audio such as gamelan music and modern rhythms, and movement such as player expression. These are then combined to produce results. All elements serve to enhance the results to be achieved, that is, to enhance new products with a local flavor. The research used multimodal based on Kress and Leeuwen theory to analyze function in visual. The researcher also used Michelle Anstey and Geoff Bull to identify elements. The process collecting, compression of the data, and analysis to find a meaning. The results found the creativity of local cultural elements to attract the attention of consumers.

The eighth, the research was written by Lim et al., (2022). The research about is on the literature multimodality in English learning in the classroom. The purpose is to identify and analyze various studies on multimodal pedagogies and multimodal literacy applied in English classrooms. The population in this research is articles from all the literature relevant to the study. The data used are 98 articles selected through a search and screening process in Google Scholar and the online library that is NIE (National Institute of Education). The focus on literature related to multimodality in English language education. The theories used multimodal approaches and multimodal literacies, which are related to the concept of multiliteracies by Cope and Kalantzis (2009). This theory emphasizes the importance of various semiotics and modes in the

process of communication and learning. The method used is qualitative because the method uses thematic analysis. The process includes creating research questions, journal selection, determining inclusion and exclusion criteria, keyword search, data retrieval, and descriptive to explanation data. The results showed that multimodality was used to improve visual literacy, emotional communication, and technical skills through various technologies.

The ninth was written by Putri & Sinaga (2022), the research about is multimodal discourse on Selena Gomez's album cover and song titled "Revival". The purpose is to reveal the meaning of the album cover, song lyrics, and ideological messages contained on it. The data used are the image of the album cover and the lyrics of the song "Revival." This research uses Halliday's (2014) theory of linguistic metafunction to analyze lexicogrammatical elements and meaning in the text. The researcher also analyzed visuals from the theory of Kress and Leeuwen (2006). The researcher used a qualitative method to analyze. There are 4 steps to multimodal discourse analysis: selection of images and lyrics, description of images and clauses, analysis of verbal and non-verbal data, and interpretation. The results show that the album cover and song lyrics contain messages related to identity, certain ideologies, and describes Selena Gomez as ordinary and not very glamorous. However, participants contradicted the glamorous image presented in her life.

The tenth, the research was written by Rahardi (2022). The research is about the development of an educational pragmatics learning models based on multimodality and social-semiotics. The researcher focused on students' perceptions of the components of multimodality in learning. The purpose of this study is to describe students' perceptions of the importance of multimodality components in the design of educational pragmatics learning model and to develop the model from monomodal to multimodal. The data used are the perceptions of students and alumni of the Indonesian Language Education master program collected through questionnaires in pie charts. In addition, the researcher used data from the multimodality component which was identified and classified. The theory used is social semiotics theory from M.A.K. Halliday (1978).

The method is descriptive qualitative method to describe students' perceptions of multimodality components and aspects in learning. The data collection method is through questionnaires, then the data is identified, and classified to get the data to be analyzed. The analysis was conducted with the context of the situation and culture in the environment. In addition, comparing data and finding relevant meanings. The results showed that students' perceptions of the importance of multimodality components were quite high. Multimodality with visual, aural, gestural, and spatial mode is considered important in developing a multimodality-based educational pragmatics learning model.

Those ten preview studies mostly use multimodality theory as a tool for analyzing every element of the object. However, the objects are different, because Bayu and Alfa (2024) about Dong Yi film in 2010. Girón-García (2024) about YouTube video in Legal English class. Herliana (2024) about International Gandrung Sewu 2022 advertisement video at Instagram. Putri (2023) about Scarlett Whitening advertisement on Instagram. Abdullah (2022) about Indomie Hypeabis on YouTube in 2020. Lim et al., (2022) about articles in English learning. Putri & Sinaga (2022) about cover album and song lyrics. Azuaje et al (2023) about *Visualyre* application and opinion of users. Ahmadi F et al., (2024) about Instagram post about the *Bakiak* game in president's account. Rahardi (2022) about perception of students. Therefore, this research is *This Earth of Mankind* in both the cover novel of the English version (1990) and the Indonesian version (1980).

The selection of objects in multimodality studies is very important to investigate each element contained and theory to analyze multimodality, so that it can convey messages. For example, research on a cover novel can represent the content of the story and the environment around the writer so that it can convey ideas and opinions well. Therefore, the researcher would like to explore the meanings that are formulated through visual, color, and text.

2.2 Theoretical Framework

This sub-chapter, the researcher would like to serve a theory for understanding the study. This study review is organized in various subheadings. The researcher will use the theory about Kress and Leeuwen (2006) about multimodality.

2.2.1 Systemic Functional Linguistic (SFL)

In SFL theory, language choices made in social contexts can produce understood meanings (Schönthal, 2019). Leeuwen & Kress (2006) stated that there are three types of metafunction that form the basis of language in communication. First, ideational function, which is language as a tool for interpreting, describing, and processing deep thoughts in experiences, feelings, or situations to understand meaning. Second, interpersonal function, which is language as a tool to communicate and interact to maintain social relationships, influence, and express opinion. Third, the textual function, which is the ability to turn a collection of abstract sentences into an organized text. SFL is about how messages are organized and connected in a social and structural way.

Ideational metafunction is the way language is used to describe ideas and experiences. According to (Suparno et al., 2022) language uses a transitivity pattern that involves the selection of certain types of verbs called processes. According to Gebhard & Accurso (2022) transitivity can analyze fields through 3 elements that are: process (action or state), participants (person or community), and circumstances (information such as time, place, or manner). So, ideational metafunction through the field to help understand how language constructs meaning about what happens and how things happen.

Interpersonal metafunction which focuses on social relationships. According to Halliday (2014) this metafunction can be through the tenor system, a language system that shows the level of familiarity or formality. According to Gebhard & Accurso (2022) Interpersonal focuses on mood, modality, and appraisal. Mood is a grammatical structure that shows one's

attitude towards the information conveyed in the sentence. Examples of mood are statements, questions, and commands. modality is expressing possibility or certainty, for example “should” and “must.” The appraisal system is expressing attitudes and emotions. Therefore, interpersonal metafunction uses the tenor system to determine the level of familiarity or formality. In addition, this metafunction relies on mood, modality, and appraisal to express attitude, possibility, and emotion in communication.

Textual metafunction organizes text by managing information that is known and will be known. This metafunction can be done through theme or rheme patterns (Halliday, 2014). It provides coherence by organizing clauses into theme (known information) and rheme (new information). According to Gebhard & Accurso (2022), there are five main patterns: constant theme, to keep the focus on the main topic using synonyms or pronouns. Zigzag pattern, which turns new information (rheme) into the next theme to build ideas abstractly. Time marker theme (ideational theme), which sequences events chronologically. Interpersonal theme, which highlights attitudes or feelings to emphasize emotional evaluation. Textual theme, which connects clauses and ideas in writing, such as conjugation. These patterns allow writers to construct logically related and contextually appropriate multimodal texts.

2.2.2 Multimodality

In multimodality, there are five modes of communication: linguistics, visual, aural, gestural, and spatial to convey meaning in different ways. This be related with discourse is complex, there are various elements that have contributed to the completeness of meaning. A novel cover is an example of a complex discourse. In a novel cover, there are various elements such as image, text, color, and size. In discourse, there is context in communication to evaluate complex elements and convey messages well. In the context of multimodality, Signer communicates with the information receiver through different semiotic modes simultaneously, such as verbal language, visuals,

gestures, and facial expressions. These modes complement each other to create interpersonal meaning. Multimodality is the use of several semiotic modes simultaneously in communication to reinforce or complement the message conveyed. It contains speech acts that include requests and offers, which are part of directive and commissive speech acts.

Multimodality in images can be through the representation about the level of realism or abstraction of the image (Yuwono, 2023). There are three levels of representation: images with low abstraction, images with high abstraction, and images with very high abstraction. The first, images with low abstraction are images that are very similar to the original object. Low abstraction has high multimodality because of the higher level of possibility in the perception process of the image with the original object. The second, images with high abstraction, the details of the object have been simplified as a symbol. This abstract has a low multimodality because it is far removed from reality and individuals have difficulty relating to the real world. The last level is image with very high abstraction until the image almost no longer represents any object. This abstract is very low multimodality as the image has few elements or no visual clues that can be connected to reality. Multimodality can influence how strongly the image can convince, inform, and create meaning that will be received by the individual.

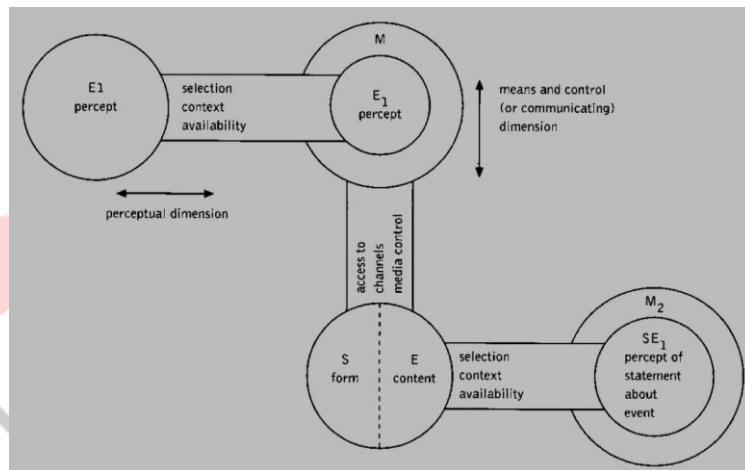
Visual communication is always structured through codes (Leeuwen & Kress, 2006). Communication in visual form is indirect (implicit) in conveying meaning. However, people do not immediately understand the meaning contained in an image and lack knowledge about what to do after reading or viewing an image. Therefore, a person accumulates cultural context, personal experience, and knowledge into an understanding of the image they see. In visual communication design, understanding how people see and interpret images is essential to the effectiveness of the message. Therefore, visual communication is not only about the visible image, but

also about how the message is organized and read using a structured visual language.

Code (mode) in multimodal involves the arrangement of visual and verbal elements. According to (Leeuwen & Kress, 2006) Visual and verbal are connected using spatial and temporal modes of arrangement. Temporal modes that organize the elements are placed and relationships in space and time. According to Leeuwen & Kress (2006, p.177) there are principles that play an important role in understanding how elements in an image or layout are arranged to convey messages effectively. These principles form a textual metafunction that connects ideational and interpersonal metafunction. Principle into three that are: information value, salience, and framing. Information value is managing the placement of each element such as left, right, top, bottom, center, and margin. Salience is directing and focusing visuals that stand out. Framing is a barrier that connects and breaks elements on the object. Principles that are the basis for composing visual elements. In addition, it can direct the focus and understanding of the person effectively.

Information value divided into three: left and right, top and bottom, center and margin (Leeuwen & Kress, 2006). The value of information on the left and right in an image (layout) is usually related to the concept of Given and New. The left is considered information that is already known (given). The left can also be the basis of the merge. Meanwhile, the right side contains new information that needs to be noticed and understood by the reader. This arrangement helps direct the reader's attention. Reader can think on the left as something they already know and what is on the right as something that is being introduced or is the focus. This is below the diagram:

this information must be carefully considered for the communication in purpose. This is below the diagram:



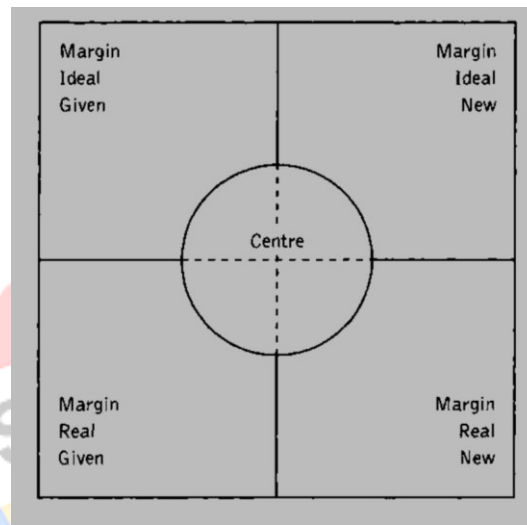
Picture 2. 0.3: Diagram Top and Bottom

The diagram illustrates the process of perceiving and evaluating images about top and bottom. "E1" can represent an object, situation, or fact, as well as the basis of communication. "M" represents the media used to convey the message. "S" and "E". "S" means form or source, and "E" means the chosen context. "M2" refers to the understanding of the message received by the individual. There are two dimensions: the perceptual dimension and the control dimension. The perceptual dimension involves perceiving and evaluating information based on context. The control dimension involves converting information into messages and transmitting them through media, especially images. The message that reaches the individual processes and perceives the message to be conveyed. The example of images:



Picture 2. 0.4: Diagram Top and Bottom

The information that are center and margin (Leeuwen & Kress, 2006). Center displays the main element that is the focus of the message. The center is usually used for the main topic or object that is considered the point of the information, while the margin serves as a support that presents additional elements that enrich the context or provide supporting information. In addition, the center can be connected to two margins or more. In the context of modern visual communication, the center can display the main message to be conveyed, while the margin contains additional information that supports understanding and reinforces the message. This is below diagram:



Picture 2. 0.5: Diagram Margin and Center

The diagram can illustrate that there are centers and margins. The center in the middle can correspond to four margins. There are four margins: margin ideal given, margin ideal new, margin real given, and margin real new. The ideal given margin is a limit set based on initial conditions, while the ideal new margin is updated based on new conditions or changes. The real given margin is the margin measured based on initial facts and conditions before any changes occur. The real new margin is the margin that occurs after any changes or adjustments. Thus, these four types of margins illustrate the difference between ideal and real conditions, as well as old and new conditions, which help in the analysis of center position and margins in a particular context. The example of image:



Picture 2. 0.6: Example Margin and Center

Saliency in a visual context refers to the level of attention or strength of an element in a composition that makes it stand out (Kress & Leeuwen, 2006). Factors that influence saliency include size, tonal and color contrast, position in the visual field, perspective, and culture. Saliency is used to direct the viewer's attention to certain elements, thus creating a hierarchy of importance in a work. Saliency in analysis objectively creates complex possibilities. Complexity can be the interaction of various elements to focus on the main element, resulting in perception.

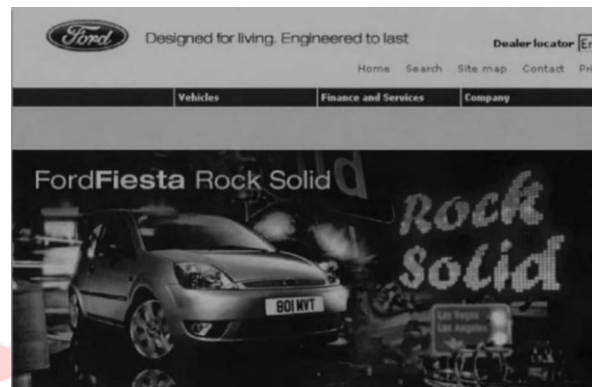
Framing focuses on the way elements in an image are arranged or separated to emphasize or connect elements (Kress & Leeuwen, 2006). Therefore, it can influence the perception and meaning received by the reader. Framing can be made visible through boundary lines, empty spaces, and color differences that separate one part from another. For example, in photography and film, framing can focus on emotional distance and relationships between characters. In this way, framing can reinforce the message and relationship between elements in the image. In the right setting, framing can enhance the visual experience. The image becomes more communicative and aesthetically meaningful.

In the frame, especially social distance between individual and subject (Yuwono, 2023). According to (Kress & Leeuwen, 2006) There are three types: Close shot (close-up), medium close shot (medium shot), and

medium long shot. Close shots (close-ups) show the subject's head and shoulders in proximity. Therefore, the individual can see facial expressions and emotional details clearly. This type of shot creates a sense of intimacy and closeness. Medium close shot (medium shot) shows the subject from the waist up, while a medium shot shows the subject from the knees up. This shot is used to establish a social relationship that is neither too intimate nor too distant. A medium long shot shows the subject from head to toe and may show part of the environment around the subject. This shot creates more social distance, so the audience plays a more observational role. Therefore, it can create the impression of a formal relationship. This illustrates how framing visuals can affect perception. In addition, the social relationship about different social status between individual and the subject (Simamora & Suryani, 2022).

According to Kress & Leeuwen (2006), there are five things to explain perspective (point of view): subjective image perspective, involvement and horizontal angle, power and vertical angle, subjective image narrative, and objective image.

1. Perspective the subjective image is a way of looking at image if the individual is seeing from the point of view of someone in the image. It helps the individual feel such as point of view into the someone's position. It creates a visual experience that helps individuals to feel the emotions and situations experienced. The example:



Picture 2. 0.7: Example Perspective the subject

Images provide a natural perspective. A viewed image looks as if it exists in the real world. The position and angle of the shot can create the impression of viewing from a distance, so it can see the car from a certain distance. People feel naturally subjectively engaged with the image.

2. Involvement in an image can be determined by the horizontal angle. The horizontal can help determine the close or distant relationship between the viewer and the subject of the image. If the image is taken from the front, the viewer feels more connected directly with the subject. On the other hand, if the angle is oblique, the viewer feels more like an outside observer and less emotionally involved. The example:



Picture 2. 0.8: Example Involvement in an Image

The image has an oblique angle, the reader feels such as looking from a distance and the object is not part of the reader's world. So, this horizontal angle helps to show the reader's level of engagement with the image.

3. Power and vertical angle in an image shows the power relationship between the viewer and the subject. In a high angle, the subject appears small and less powerful, while in a low angle, the subject appears larger and more powerful. An eye-level angle shows an equal relationship. This vertical angle is used to show the dominant subject in a visual. The example:



Picture 2. 0.9: Power and Vertical angle

Images taken from a low angle make the subject appear stronger and more powerful. This angle also suggests that the subject is observing and controlling the situation. Therefore, a low angle can make a person appear more powerful.

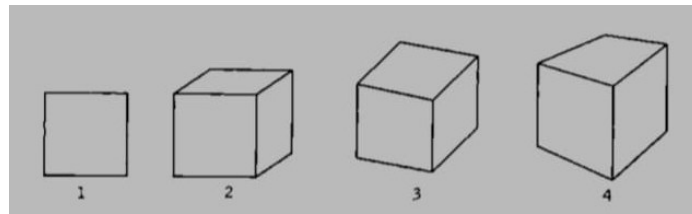
4. Narrativization of subjective images is that the images not only show what the individual sees, but also the experience or story from the individual's point of view.



Picture 2. 0.10: Example Narrativization of Subjective Images

A picture taken from a high angle of a woman at balcony can be interpreted as a view of a student doing his or her work. However, a view from a higher vantage point does not indicate whether the woman is staring at the sky with a laptop is a student or an employee. So, people can imagine a situation based on an image that does not provide clear information.

5. Objective images are taken from a neutral point of view, excluding the feelings and experiences of the subject. Individual sees the image as an outside observer. The example:



Picture 2. 0.11: Example Objective Images

An image with a frontal isometric perspective shows the subject from various angles, including above, below, front, back, right, and left. This perspective is also called objective. This perspective does not involve the emotional or subjective side of the photographer. It focuses on neutral, technically correct representations. Therefore, this type of image is used to show objects clearly and objectively.

2.2.3 Cover in literature work

The cover of a novel serves more than just a decorative function. It plays an essential role in conveying the core themes and narrative tone of the story. As stated by Dharmawisesa et al. (2024), the design of a book cover is intended to visually represent the content of the novel through using of various elements, including color, images, and typography. These visual choices are not made randomly but are carefully selected to align with the storyline and genre. When readers encounter a book for the first time, the cover becomes their initial point of interpretation. A visually engaging and thematically accurate cover can capture attention, build interest, and guide potential readers in understanding what to expect from the book.

The effectiveness of a cover lies in how its visual elements are arranged and combined to deliver a message. Rustan (2008) emphasizes that the layout of a cover is a key factor in shaping how information is perceived. This layout involves thoughtful planning in the placement of text, imagery, and space to create a balanced composition. According to Rustan, there are five main concepts that guide the development of a media layout, especially in book covers: the objective of the design, the intended audience, the message to be

communicated, the method of delivering the message, and the choice of appropriate media. These components are typically addressed before the design process begins. By following these principles, a designer ensures that the cover does not only attract visually but also conveys the story's essence in a structured and meaningful way.

In addition to its communicative function, a novel cover also acts as a promotional tool in a competitive book market. Desintha (2019) points out that the cover serves to advertise the book to its target readers by creating a strong visual identity. As design trends change over time, the style and presentation of book covers also adapt to remain relevant and appealing. This evolution reflects not only market demands but also cultural shifts in how visual information is processed and valued. A well-crafted cover has the power to influence readers' interpretations, encourage reading interest, and even stimulate academic inquiry into how visual modes contribute to meaning. Therefore, studying book covers is valuable not only for understanding design practices but also for exploring how visual communication shapes literary experiences.

CHAPTER III

RESEARCH METHODOLOGY

In this chapter, the researcher outlines the approach used in the process of collecting, identifying, and analyzing data. Therefore, methodology is very important for a deep understanding of the data to be studied. The researcher explains the step-by-step process, carried out in the process of collecting and analyzing data.

3.1 Research Approach

In the multimodality of novel cover, the purpose of this study is to analyze the meanings contained in novel covers Indonesian and English editions. The researcher used descriptive qualitative methods, describing the data visually and verbally to explain multimodality in novel covers of each edition. According to Bogdan and Biklen (1992) as cited in Fiantika et al., (2022). Qualitative research produces descriptive data in the form of writing or speech. Descriptive qualitative is a method of research that describes an object or problem (Fiantika et al., 2022). Qualitative research is an inquiry project that focuses not only on data collection. Additionally, qualitative research can be moral, allegorical, and therapeutic (Creswell, 2003). Therefore, qualitative research can refer to the use of narratives that convey moral or social meaning, as well as therapeutic approaches that involve sharing experiences, providing support, and fostering understanding among individuals or groups.

3.2 Data Types

There are two types to conduct background research, that are primary and secondary. Dawson (2002) states that primary research involves the collection of data through direct methods such as firsthand observation, interviews, or experiments. This type of research allows the researcher to gather original data that has not been previously recorded or analyzed, offering insights that are specific to the current study. Therefore, secondary is collecting data from research that other researchers have done on an object

(Dawson, 2002). This includes sources such as books, journal articles, reports, and other forms of documented studies. In the context of this study, the researcher employs secondary research methods to obtain and analyze data that is already available to the public. Specifically, the study focuses on the covers of the novel *Bumi Manusia* in Indonesian and *This Earth of Mankind* in English editions. These covers serve as visual data that have been previously published and distributed, making them suitable for secondary data analysis. By examining the covers, the researcher does not collect new data from the authors or designers, but rather interprets and draws conclusions from existing materials. This approach enables the researcher to explore design elements, representations, and interpretations nuances without the need for direct interaction with the original creators of the material. Therefore, this study is an example of how secondary research can be effectively used to analyze visual and textual elements of published works. It highlights how researcher can engage critically with pre-existing sources to generate new perspectives and contribute to scholarly discussions.

3.3 Data Sources

This study employed observational and analytical approaches to examine secondary data. There are two data, covers of Pramoedya Ananta Toer's novel *Bumi Manusia* in Indonesian edition as source language and *This Earth of Mankind* in English translation as target language. *Bumi Manusia* has 535 pages and researcher used second edition. Data collection focused on both visual elements and verbal components present on each cover. *Bumi Manusia*, published by Hasta Mitra PT in 1980, was subsequently translated into English by Max Lane and published as *This Earth of Mankind* by Penguin Books in 1982. The English edition has 367 pages, first public in 1982 and reprinted in 1996. The analysis aims to interpret the visual and verbal meanings embedded in the covers and how they communicate messages to the target reader.

In the digital era, the use of multimodality in Pramoedya Ananta Toer's novel *This Earth of Mankind* is an important role in understanding social and cultural dynamics in Indonesia. The novel conveys not only the story but also relevant social issues. The novel covers use various modes of communication, such as text, images, and symbols.

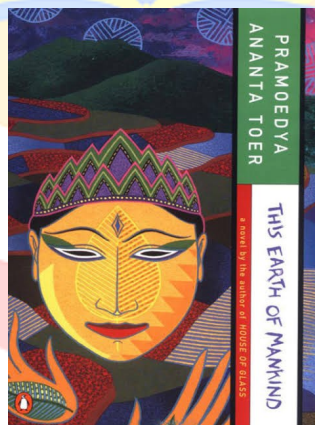
This allows readers to delve deeper into the historical and social context of Indonesian society. The multimodality in this novel cover contributes to a deeper understanding of the lives and challenges of Indonesians.

The data there are two, Indonesia and English edition as data source. In the Indonesia edition divided four data and English edition divided four data as follows:



Picture 3. 1: Source data in Indonesia edition

The layout divided in four with horizontal grid (Rustan, 2008). In Indonesian edition, there are four data to analysis, there are: *Roman: Karya Pulau Buru*, *Bumi Manusia*, *Pramoedya Ananta Toer*, *Hasta Mitra: Penerbit Buku Bermutu*.



Picture 3. 2: Source data in English edition

In English edition, the data divided into four. There is visual data: human and the background. In addition, there is linguistics data: Pramoedya Ananta Toer, *This Earth of Mankind* and *A novel by the author of House of Glass*.

3.4 Data Collection Method

In this research, the data uses a documentation study. A documentation study is a data collection technique involving the collection and review of written, visual, and digital documents. Analyzing written, visual, and digital documents related to the research subject (Sugiyono, 2017). These documents can be books, photos, or images such as novel covers relevant to the focus of the study.

This research uses content analysis, a documentation technique. It is a technique that utilizes and analyzes the content of documents (Moleong, 2018). The documents used are digital and visual. The documents digital taken from an e-book platform and website. Visual documents are screenshots of novel covers. In this study, the document processing stage involves determining the document selection criteria, such as symbols, pictures, colors, and fonts. The next step is collecting visual documents, such as novel cover screenshots. The documents are classified and organized for further analysis. Visual data analysis is conducted using Kress and Leeuwen's theory.

In the context of communication and meaning, multimodality contains five modes: linguistic, visual, oral (audio), gestural, and spatial. However, this study only explores novel covers that contain text and visuals. However, this research focuses on novel covers containing text and visuals. This research uses four of these modes: linguistic, visual, gestural, and spatial. These modes are employed to comprehend multimodality and the conveyance of meaning in the novels.

3.5 Data Analysis

Researcher used theory from Kress and Leeuwen (2006) to analyze the multimodality of novel covers. the researcher used several steps to explore meanings of object:

1. Observing the image of both Indonesian and English cover.

2. Taking notes on the differences between the two covers. For example, note differences in the main symbol or image, color, font, and theme.
3. Identifying metafunction from ideational, interpersonal, and textual.
4. Analyzing novel covers such as text and visual both of Indonesian and English Edition. The text meaning from *Kamus Besar Bahasa Indonesia* (KBBI, 2016) and Oxford Learner's Dictionaries (1948). Symbols and images are analyzed using a dictionary of symbols from Cirlot (1971), while colors are analyzed using Darmaprawira's color theory.
5. Describing the result of both edition of the novel covers using theory of multimodality. The researcher explained the conclusions that were derived from each result obtained.
6. Making conclusions from the analysis results.

