

TABLE ANALYSIS OF THE ADVERTISEMENTS

| No. | Representational Metafunction | Interactional Metafunction | Compositional Metafunction | Written Text | Interpretation |
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| Advertisement 1 | <p>Narrative structure: Let the viewers make a story within this advertisement because there are more than 1 model and the vectors of motion that appear in this advertisement. There are the vectors, action process is indicated in this ad which shows that the vector is created by the bodies, hands and skins. The vectors that appear in the RPs hands, and skin touch that they make, the goal of the vector is always meeting the other participants or models.</p> | <p>Image act and gaze:</p> <ul style="list-style-type: none"> -Demand: which shows that the models are looking directly to the viewers. It shows the power and optimism from the models -Offer: which shows that one model is looking to other side. It shows that she wants to show the viewers the other side of her face. -Expression: fierce face that shows the power of themselves. -Gesture: indicates the openness that reflects new ideas, new | <p>Information value:</p> <ul style="list-style-type: none"> -The models are on the left side; as the given knowledge which means that the viewers already know about the models. -The picture of product is on the right side; as the new information where the viewers do not know about the product and it shows that this product is now available. -Maybelline logo is on the bottom side, it shows the realness, | <p>“WE BELIEVE IN FIT FOR ALL”.</p> <p>This sentence consists the mental process because the use of ‘believe’ as the process of this sentence. Mental is usually connected to something that does not happen with action but something that happens in self. This sentence shows that ‘we’</p> | <p>They want to show the viewers that the product that is made for all women, including the skin colors, textures, or even skin types that they own is now exist with putting the models in every skin color and also the sentences that mention about match and fit all skin colors and textures.</p> <p align="center">The advertisers want to</p> |

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| | <p>The vector narrates that the models are supporting and embracing each others, they do not feel they are different, they know that every woman is beautiful no matter what the skin color they own.</p> | <p>experience. One model makes her chin up that shows the power and optimism, positivity, the confidence</p> <p>Social Distance: Far social distance, that shows the whole figure with space around it</p> <p>Angle Perspective: -Using horizontal angle to show there is no power between the models and viewers. -Using frontal angle because the model is made frontally to the viewers and builds strong connection.</p> | <p>and give the information that this product is produced by Maybelline.</p> <p>Salience: -Size: the RPs (the models, the product, the logo) are in big size, it shows that these elements are important. -Color contrast: It is using the soft colors so it means that it does not have a greater salience in the matter of colors.</p> <p>The background:</p> | <p>that is represented by the models and the advertisers believe that shade fits to every skin color is important and this product (Maybelline Fit Me Foundation) could match and fit all skin colors that exist.</p> <p>“BEYOND MATCHING SKIN TONE, FITS SKIN’S TEXTURE.” This sentence consists the</p> | <p>show the viewers as well, that this product could increase their self-esteem and make themselves would feel good due to the function of foundation is to cover all the flaws such as acnes, redness, blemishes, or striped skin. But, something that would make it greater is this foundation accommodates what their customers’ seek in a foundation,</p> |
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| | | | <p>-Models' background: the apartments that shows that they live in a society.</p> <p>-Product's background: in white color that shows the equality, fairness, and neutrality. it shows that this product is made equally for all women, and skin colors, all races.</p> <p>Frame:</p> <p>-There are no framelines outside the elements, but there is a line that divides the models and the product. The</p> | <p>material process. Material process is a process of doing. This inflicts an effect, in this case, it gives an effect to the skin. This means that this product accommodates all their customers' needs or what their customers seek in a foundation, and it is made for everyone whatsoever skin colors or skin's textures that they</p> | <p>which is a foundation that could fit all skin colors because with a foundation that matches skin color, someone would not feel anxious about how they look, it does not look ashy, or even too dark, it just fits them well. Thus, they put the models in every skin colors (from dark to light), the models in strong expression such as fierce face to show the power and optimism in</p> |
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| | | | <p>separation does not show the boundary but it is even show that these participants are connected to each others with different information. The models' side wants to show the equality and embrace for all skin colors, while the product's side wants to show the information of the product like how it looks and its shape.</p> | <p>own, it could fit all of them.</p> <p>“OUR MOST DIVERSE SHADES EVER!”</p> <p>The context looks like it is the advertisers want to show the viewers the product that they produce. It is also such a dedication sentence to introduce the product that they produce. The ‘our most diverse shades’ refers to</p> | <p>themselves, the models in openness gesture to show that the models are not afraid to show themselves as they truly are and also they put the sentences, <i>“WE BELIEVE IN FIT FOR ALL”</i>, <i>“BEYOND MATCHING SKIN TONE, FITS SKIN’S TEXTURE”</i>, <i>“OUR MOST DIVERSE SHADES EVER!”</i> to show what this product could serve and</p> |
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| | | | | <p>Maybelline Fit Me Foundation. This sentence means that this product is their first product that could fit and match all skin colors and skin's textures.</p> | <p>what is the strength of the product to the viewers. The sentences show their strength, their product could fit for all skin colors and textures.</p> <p>With the models and sentences, this advertisement could also increase viewers' self-esteem. They would feel represented in the world of beauty because the existence of the models that appear</p> |
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| | | | | | in every skin color, they would feel they are beautiful as well (particularly for the women of color), they are decent as well, and they deserve to have a foundation in their own shades. |
| Advertisement 2 | <p>Conceptual structure:</p> <p>-There is no vector to make a narration or story, it is conceptualized. The concepts shows what advertisers want to deliver and represent. The concept that is shown is the equality of skin color.</p> | <p>Image act and gaze:</p> <p>-Demand: all the models are looking directly to the viewers. It means that the models are trying to talk to the viewers and make a strong engagement between the participants.</p> | <p>Information value:</p> <p>-The models are on the left side as the given information.</p> <p>-The product is on the right side as the new information. It gives the new knowledge for the viewers that do</p> | <p>“DON’T HIDE ME”</p> <p>This sentence consists the material process. It shows that the model is doing something to the viewers to not</p> | <p>It shows that the product they produce is made for all women, all skin colors, all skin’s textures, and skin types with putting the models in all skin colors</p> |

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| | <p>-This ad indicates classificatory, it means that the models are in the same group or class (beauty company).</p> <p>-This ad could also indicate the symbolic process because the models show their own meaning as the representation of beauty.</p> | <p>-Act: the models' heads are erect and straight looking to the viewers. It shows that they are comfortable, confident, and interested to face the viewers.</p> <p>-Expression: the models are in fierce look/face and it reveals the power and optimism in themselves.</p> <p>Social distance:</p> <p>-Using intimate distance because it shots the area of the head and face. It shows the close social distance between the participants in the advertisement and the</p> | <p>not already know about the product.</p> <p>Salience:</p> <p>-Size: the models are in big size to show the importance of the models in this ad. To show something what the advertisers want to deliver and present.</p> <p>-Color contrast: it is using the soft colors, it shows that this ad does not have a greater salience in the matter of colors.</p> <p>The background:</p> <p>white, to show the equality, fairness, and</p> | <p>hide her natural color. <i>"Don't Hide Me"</i> means she does not want to be hidden with the another color of foundation that does not fit her skin color well. She wants to have her own color. she wants to be her true color.</p> <p>"DON'T MASK ME"</p> <p>This sentence consists the material process. ". It shows that the model is</p> | <p>and arrange them in the equal position, show their strong expression which is fierce face to show the power, confident, and optimism in the models, and also with putting the sentences <i>"DON'T HIDE ME, DON'T MASK ME, DON'T CHANGE ME"</i> to persuade the viewers to believe in their true colors and they do not need to change anything in them just to wear a</p> |
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| | | <p>viewers.</p> <p>Angle perspective:</p> <p>-Using horizontal angle to show the equal power and position between the models and the viewers.</p> <p>-Using frontal angle because the model is made frontally to the viewers and builds strong connection. It show that the RPs or the images are one of the viewers.</p> | <p>neutrality. It shows that the models are equal in term of beauty, the have the same opportunity to wear the makeup.</p> <p>Frame: there is no framelines on the outside the elements but there are lines that divide the models but it does not show the boundaries, it even holds and connects them. . It looks like, even they come from a different skin color, but they stand equal as the same meaning and position.</p> | <p>doing something to the viewers to not mask her natural color.</p> <p><i>“Don’t Mask Me”</i> means that she does not want to be covered or hidden with another shade that does not fit her skin color well. She wants to have her true skin color.</p> <p>“DON’T CHANGE ME”</p> <p>This sentence consists the material process.</p> | <p>foundation, because the wide shade foundation is now available.</p> |
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| | | | | <p>It shows that the model is doing something to the viewers to not change her natural color. <i>“Don’t Change Me”</i> means that the model does want to change her true skin color with another shade that does not fit her well, let alone make her skin even worse because of the wrong shade. She wants to have her own shade of</p> | |
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| | | | | <p>foundation, she wants to be her true color.</p> <p>“FIND YOUR FIT”</p> <p>This sentence consists the material process. They want the readers to find a shade of foundation that could fit them well without changing their natural colors.</p> | |
| Advertisement 3 | <p>Conceptual structure:</p> <p>-There is no vector to make a narration or story.</p> | <p>Image act and gaze:</p> <p>-First look is using demand process because</p> | <p>Information value:</p> <p>-The first look is in the left side as the</p> | <p>“MY PERFECT FIT? IT’S A NATURAL”</p> | <p>, it shows that it could increase the self-esteem. With</p> |

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| | <p>-This ad indicates the classificatory, it means this model is coming from beauty company.</p> <p>-This ad also indicates the symbolic process, because the model from woman of color shows her own meaning as the representation of beauty.</p> | <p>the model is looking directly to the viewers. It indicates the power and optimism from the model and also it shows that she is confident, comfortable, and interested.</p> <p>-Second look is using offer process because the model is looking to the other side. The model wants to show the other side of her face, wherever she turns, she always shows a great view.</p> <p>-The expression: the model is using fierce face to show the power, confidence, and</p> | <p>given information.</p> <p>-The second look is in the middle as the nucleus of the information.</p> <p>-The product itself is in the right side as the new information.</p> <p>-At the bottom, there is the logo of Maybelline that indicates the realness.</p> <p>Salience:</p> <p>-Size: the size of RPs (models, the logo and the product) is in the big size to show the importance of them.</p> <p>-Color contrast: it is using the soft colors.</p> | <p>This sentence consists the relational identifying process.</p> <p>Relational identifying is a process to give a value to something. 'It' refers to 'my perfect fit' and as the token, 'is' is the process, 'a natural' is the value.</p> <p>"MAKE FIT HAPPEN"</p> <p>This sentence consists the</p> | <p>putting the woman of color in their advertisement and the persuasive sentences such as "MY PERFECT FIT? IT'S A NATURAL", "MAKE FIT HAPPEN", to persuade people to believe in their natural colors without change it and cover it with the other colors that do not fit them well. It is not always about having a white skin to be considered as</p> |
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| | | <p>optimism that she feels about herself.</p> <p>-The gesture: 1st look, do the chin up to show the power, optimism, and confidence in the model's self.</p> <p>2nd look, do the recliner gesture which lean to the car to show that the model relaxes and she feels good about herself because she wears the foundation that matches her own natural colors.</p> <p>Social distance:</p> <p>-The first image is using close personal distance which shows the part of head and shoulders.</p> | <p>It shows that it consists regular salience.</p> <p>The background:</p> <p>-The first look is using soft grey as background that shows the femininity and it has the lack of negativity. Soft grey connotes the feminine thing such as girls and women. The lack of negativity comes from the reduction of black color that usually represents several negativities such as death, fear, aggression, mystery,</p> | <p>material process..</p> <p>It shows that the model is doing something to the viewers such as persuade viewers to find the shade that fits their skin colors. It persuades viewers to not change their skin colors, it is better to find the shade that fits them well. It also means that 'make fit happen' with the product that they produce.</p> | <p>beautiful and represented in beauty company.</p> <p>"FIT SKIN TONE AND TEXTURE", "NOW IN MORE MATTIFYING SHADES THAN EVER" show the strength that this product serve for their customers which shows that this product could fit and match any skin colors, skin tones, and textures, and also this product could hold the oil that comes out of the skin.</p> |
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| | | <p>-The second image is using far social distance which shows the whole body of the model and space around her.</p> <p>Angle Perspective:</p> <p>-Using horizontal angle to show there is no power between the model and the viewers, they are considered equal.</p> <p>-Using frontal angle because the ad and the model are made frontally for the viewers and builds strong connection.</p> | <p>rebellion.</p> <p>-The second look is using the background of road and the buildings that show that the model is living in a town with society.</p> <p>-The product itself has white background that represents the equality, fairness, and neutrality.</p> <p>Frame:</p> <p>-There is no framelines outside the RPs. But there are lines connect the RPs to be united hold on to each others. The lines show the</p> | <p>“FIT SKIN TONE AND TEXTURE”</p> <p>This sentence consists the material process. It shows that advertisers are doing something to the viewers, talk and show to the viewers about the strength of this product to fit all skin colors, tones, and textures.</p> <p>“NOW IN MORE MATTIFYING</p> | |
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| | | | different information that each images give. | <p>SHADES THAN EVER”</p> <p>They want to inform the viewers about the strength of the foundation that consists mattifying materials to control the oil of the skin. Thus, this product could hold the oil of the face and stay up longer.</p> | |
| Advertisement 4 | <p>Narrative structure:</p> <p>The narrative structure let the viewers to make a story within this advertisement because</p> | <p>Image act and gaze:</p> <p>-Demand: all RPs or models are looking directly to the viewers. It shows that the models</p> | <p>Information value:</p> <p>-All the RPs or the models are occupying the center of the advertisement that</p> | <p>“A FOUNDATION AS INDIVIDUAL AS YOU”.</p> | <p>It shows that this product and this advertisement could increase the self-esteem</p> |

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| | <p>there are more than 1 model and the vectors of motion that appear in this advertisement. There are the vectors in this ad which are the hands and it indicates the action process (using the part of body).</p> | <p>are talking to the viewers.</p> <p>-Expression: 5 of 6 models are smiling which reveal the happiness, 1 model is making a fierce face which reveal the power, optimism and confidence.</p> <p>-Gesture: some of the models show the openness gesture that reflects new ideas, new experience.</p> <p>Social distance: Far social distance, that shows the whole figure with space around it.</p> | <p>shows that they are the nucleus and focus of the information.</p> <p>Salience:</p> <p>-Size: The RPs are in a big size to show the importance of themselves in this ad.</p> <p>-Color contrast: it is using soft color, it means that this ad has regular saliience.</p> <p>The Background: White is the background of this ad, and it shows the equality, the fairness, and the neutrality.</p> | <p>It means that, this foundation is characterized to depend on every individual's skin color. It is not made only for one group (for instance, only white skin color group) but it is purposely made for every individual or every person, every skin color, every skin tone, and texture.</p> | <p>because it is purposely made for all skin colors, skin tones, and textures. The advertisers put the models in every skin color to show the viewers that this product really accommodates every skin color in their product. With putting the models in every skin colors and the sentence “<i>A FOUNDATION AS INDIVIDUAL AS YOU</i>” it implies that this product is made for every woman, every skin</p> |
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| | | Angle Perspective: It is using vertical medium angle and it shows the participants (the models and the viewers) have the equal power. | Frame: There is only one line in the right that divides the RPs and the white color. | | color, every skin tone, and every skin texture. |
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