

Representational Meaning of Multimodal Discourse in Kto X Exo Tvc Advertisement: A Discourse Analysis.

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- **Abstract:** This research is entitled The Representational Meaning of Multimodal Discourse in Kto X Exo Tvc Advertisement: A Discourse Analysis. The aims of the study are to analyze the kinds of representational meaning and to analyze the meaning appearing in KTO X EXO TVC Advertisement. The method used qualitative descriptive. In the collected datas, the researcher focused on identifying the kinds of representational meanings and the data were taken from KTO Official YouTube Channel. The theory used for analyzing the kinds of representational meaning is Halliday's theory (Halliday, Matthiessen, Halliday, & Matthiessen, 2014), whereas the theory of meaning is based on Gunther Kress and Theo van Leeuwen's theory. The result shows that in terms of this research it indicates the kinds of representational meanings. The researcher found some kinds of representational meanings. Multimodal are as many as 30 datas (27/30) and narrative 9 data.
- **Keywords:** KTO X EXO TVC Advertisement, Multimodal