Printed Advertisement of Intangible Cultural Heritage "Pecel Madiun": A Multimodal Discourse Analysis

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ABSTRACT

Researchers are interested in examining the attractiveness of the Pecel Madiun printed advertisements. The aim of this research is to describe the verbal and visual elements then to investigate the appeals of the Intangible Cultural Heritage on the Pecel Madiun print ad. This research is a qualitative descriptive study by using observation documentation of the data collection process. The data is taken from the Instagram accounts @pecel_yugembrot and @pecel99. The researcher used a total of 5 posters consisting of 3 Pecel Yu Gembrot and 2 Pecel 99 posters. In this study the data were analyzed using Generic Structure Potential Cheong's theory. The visual elements are Display, Lead, LoA, Emblem. Meanwhile, the verbal elements are Announcement primary and secondary, Tag, Enhacher, and Call-and-visit Information. The results of the study show that advertisements use verbal and visual components in print advertisements. The most data shown in verbal component are dominant used in printed advertisement of Pecel Madiun.

1. INTRODUCTION

Madiun is a city in the western part of East Java. This city has a strategic geographical location. It can be seen that Madiun city is bordered by several districts such as Magetan, Ponorogo, and Ngawi. In recent years Madiun has experienced rapid development in various sectors such as trade and industry. Therefore Madiun is designated as a hinterland area or economic center for the surrounding area in the Spatial and Regional Planning (Perda No. 6/2007). In addition, Madiun city is also famous for its variety of uniqueness and characteristics. So this city has more than one nickname. (Wiyono et al.), said that Madiun city is known by various names, such as the Pendekar city, the Gadis city (trade, education and services), and the city of *Pecel*. Not only that, Madiun is also famous for its cultural heritage. There are still many cultural heritages that are still maintained and preserved by the people of Madiun such as Pencak Silat, Dongkrek and the special food of *Pecel Madiun*. The Madiun city has a variety of unique tangible cultural heritage, both tangible culture and intangible culture.

Intangible cultural heritage has had a significant global impact, so protection is needed, this is supported by the United Nations Educational, Scientific, and Cultural Organization (UNESCO). Based on (Hardwick) The Convention (UNESCO 2003) defines "Intangible cultural heritage" as a practice, expression, representation, knowledge and skill, an object in the form of an artifact, and an associated cultural space, which a group and individual recognize as part of their culture. Regarding Cultural Heritage This is also confirmed by (Almansouri et al.) Timothy (2015) saying that a tourist will go to see various cultural heritages, both tangible cultural heritage such as temples and museums as well as intangible cultural heritage such as celebratory dances, music and heritage food. Based on (Hernández-Rojas et al.) Dixit (2019) said that a world heritage for cities, cultural heritage that is not a culinary object which can be a different thing in choosing a destination. As people can already know that heritage food is one part of intangible cultural heritage that has a high enough appeal. Likewise with the food heritage of the Madiun City, the most famous is *Pecel Madiun*.

Pecel is a special food made from ground peanuts as the sauce, usually this food is served with various types of vegetables. In the Madiun area, there are many home-based industry entrepreneurs with chili sauce. However, not all

home industries of *Pecel Madiun* are able to attract consumers, people can see that not all home industries of *Pecel Madiun* use posters or print advertisements as a strategy to attract consumers to their products. Only a few home industries use posters or print advertisements, such as *Pecel Yu Gembrot* home industry and *Pecel 99*.

Printing advertisement media is an important component to market products to the public widely and attractively. An advertisement printing image is usually reflected in a lot of announcement posters which have a big role in promotion. This can be said as a form of indirect communication to the public in providing information. When the role of a visual image in modern communication increases, the study of advertising posters is very interesting to study or analyze. There are many ways that can be used, for example in multimodal discourse analysis.

Multimodal discourse analysis (MDA) is a paradigm in discourse studies that extends the study of language itself to the study of language in combination with other resources, such as images, scientific symbolism, gestures, actions, music and sounds. In other words, multimodal discourse analysis is an approach that can be used as a means to analyze and answer questions in a research. Broadly refers to the language approach used to learn other things such as: pictures O'Halloran (2011) (BRASIL). Types of Text Multimodal discourse analysis (MDA) is three-dimensional material objects such as buildings (Sydney Opera house), museums, artifacts, statues. Then, Electronic media and films such as television commercials, movies, video clips, websites, etc. The last, print media for example newspaper advertisements, static visual images, catalogs. There are several aspects that can be studied in Multimodal.

The multimodal theory was developed by Kress and Van Leeuven (2006:15). He argues that using multimodal analysis to find out the meaning contained in advertising messages. The text structure in print advertisements is presented by text with linguistic (verbal) and non-linguistic (visual) elements. In the multimodal discourse analysis (MDA) method, there is an important theory, namely Generic Structure Potential (GSP). So, in this study the author will examine and analyze these aspects in the Printed Advertisement of Intangible Cultural Heritage "Pecel Madiun" using multimodal discourse analysis.

Advertisements and print advertisements have become very popular research objects so that they are widely studied using perspectives, methods and approaches, as well as very diverse disciplines. (Gambescia and Zhong), for example, by using content analysis examines the types of images used for branding by hospitals in selling their services through print advertisements. Branding that hangs images of patients and the medical profession is the most widely used. The least used branding is that which precipitates image technology and procedures. (Kergoat et al.) examined the persuasive power of images in print advertisements. This study emphasizes persuasive communication and the role of images in managing information and relates to the persuasive impact of an image contained in a print ad with the ability of the recipient or the perspective of the reader. The next research conducted by (Prasad et al.) examined environmental themes in print advertising in India. This study identifies advertising literature with complete categories, such as profile, type of ad promotion, attractiveness, sector, claim, type, focus, validity, emphasis on execution elements, presenter, illustration settings and others. The last is research conducted by (Putranto et al.) who analyzed the rollingstone magazine cover february 9th, 2006 edition using prespective of CMDA (Critical Multimodal Disoure Analysis) especially in the generic structure potential, representational meaning, and the context of situation.

This research is applying by Multimodal Discourse Analysis (MDA). From previous research studies, this brings newness by not duplicating. First, this study takes the object of "Pecel", a traditional food of Madiun and becomes an icon of Madiun City. Besides that, no previous studies have taken the object of "Pecel". Second, this research is content analysis by applying "Generic Structure Potential" which has not been done by previous studies.

Thus, this research is expected to be able to provide knowledge to the public. Researchers try to provide information to the public about the branding strategy or the attractiveness of a product in *Pecel* print ads. So that it can help the community to improve various aspects of *Pecel* product branding. These aspects include product marketing strategies and increasing public interest in *Pecel* products. In addition, information on print advertising information media uses the multimodal discourse analysis (MDA) method to find out more about how to advertisement that meets standards.

2. RESEARCH METHOD

In this study using descriptive qualitative method because this research is a study of documents with print advertising objects that are analyzed using multimodality. Based on (Mathematics) Creswell (2009) empesize that qualitative research uses data taken from several sources such as videotapes, computers, electronic messages, art objects and photographs. Qualitative research is a type of research which does not use statistical procedures or other methods of quantification in analyzing data by Strauss & Corbin (1998) (Abrar). This is also emphasized by Punch (2005) (Abrar) that qualitative research is empirical and does not use data in the form of numbers. Based on (Abrar) Denzin dan Lincoln (1994) said that qualitative research is multi-method in focus, involving an interpretive, naturalistic approach to its subject matter. Qualitative research is used by collecting and analyzing data based on observations, interviews, documents, and artifacts (Miles, Huberman, & Saldana, 2014). Which in this study is to describe a printed advertisement of verbal and visual elements arranged in a poster. As it is known that this research

focuses on pictures, words and phrases. In addition, this research is also related to the understanding of several aspects of social life which in this study will produce words instead of numbers as data to be analyzed. Based on (Abrar) Holloway & Wheeler (2013) emphasized that qualitative research prioritizes data because in this case the new theory will support previous ideas and not determine hypotheses. Furthermore, this study uses a qualitative method where data is collected through print advertisements or posters from Instagram accounts @yu_gembrot dan @pecel_99. As is well known, data in qualitative research is obtained from participants so as to produce in-depth interpretations because there are several approaches that can be used to collect data such as through observation, documents, sound photographs, content data analysis, views, cases, cross-cases and thematic analysis. (Creswell, 2009; Blaxter et al., 2006; Mason, 1996; Miles & Huberman, 1994) (Abrar).

The data in this research is visual text. The visual text consists of the images components of the poster. The object in this study is poster or advertisement printed of *Pecel Madiun* home industry. The researcher using poster by *Pecel Yu Gembrot* and *Pecel 99 Madiun*. The source data in this research is taken from a printed advertisement or poster on instagram account of @yu_gembrot and @pecel_99.

Creswell (2009: 178) states "The data collection steps include setting the boundaries for the study, collecting information through unstructured or semi structured observations and interviews, documents and visual materials, as well as establishing the protocol for recording information (Mathematics)." It means that there are some ways to collecting the data. Data collection techniques allow researchers to collect information systematically about the object of research. In this study using observation documentation as a data collection process. The documents that the researcher uses are print advertisements or posters of *Pecel Yu Gembrot Madiun* and *Pecel 99*. There are several steps to collect the data. The first the researchers conducted online observations which is the researchers looking for data through the Instagram application. The second the researchers select and determine the posters to be analyzed. Next, take screenshots to analyzed the verbal and visual component using theory by Cheong's (2004) especially Generic structure Potential.

3. RESULTS AND ANALYSIS

This chapter discusses the answers to the research questions. The researcher conducted an analysis using the Generic structure potential theory in the printed advertisement of Pecel Madiun. This is to answer research questions about the analysis of verbal and visual components in print advertising.

3.1 Verbal And Visual Element Used On Intangible Cultural Heritage Printed Advertisement Of Pecel Madiun

3.1.1 Data Analysis Poster 1

1. The Realization of Generic Structure Potentials (GSP) on *Pecel Yu Gembrot Madiun* Printed Advertisement
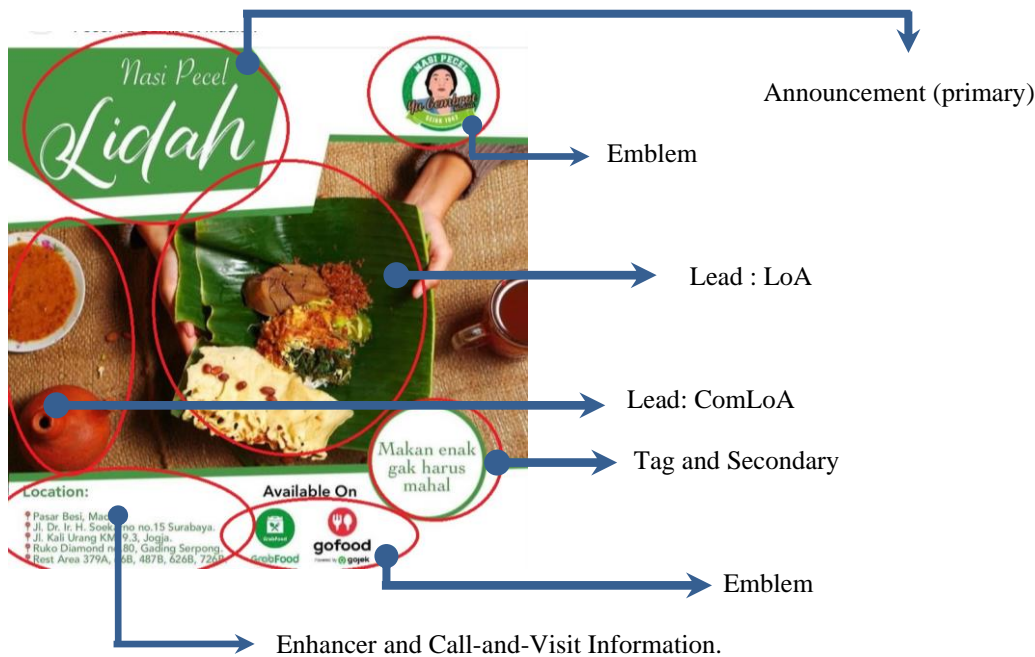
Describe Poster 1.

Poster 1 presents the Generic Structure Potential of the print advertisement of *Pecel Yu Gembrot Madiun*. This includes the Display, Leads, Emblem, Announcements, Tag, Enhancer and Call and Visit Information. The

Lead: Locus of Attention (LoA) focuses on the poster's central idea, which is the picture of *Pecel*; where is the Lead CompLoA refers to the Lead's less salient components, which is the less salient component when compared to LoA which is a small pictures of coconut sauce and small pottery. The emblem of *Pecel Yu Gembrot* is there. There are primary and secondary announcements which convey the intended message for the audiences. The announcement primary present in the sentences of "Nasi Pecel Lidah" in English is "Tongue pecel rice". After that the announcement secondary are present in the sentences of "Makan enak gak harus mahal" in English is "good food doesn't have to expensive" and the information of emblem Go food and Grab food. The tag present in it on the sentences of "Makan enak gak harus mahal" in English is "good food doesn't have to expensive". Finally, the location and branch location information as the enhancher and call and visit information that provides there. These the generic structure potentials are presented as follows:

Table 1. Summary Generic Structure Potential (GSP) on printed advertisement *Pecel Yu Gembrot Madiun* Poster 1.

No.	Components	N
Visual Components		**6**
1.	Display	1
2.	Lead: LoA	1
3.	Lead: Comp. LoA	1
4.	Emblem	3
Linguistic Components		**5**
1.	Primary Announcement	1
2.	Secondary Announcement	1
3.	Tag	1
4.	Enhancer	1
5.	Call and Visit Information	1

Table 1 presents the number of Generic Structures Potential found in the poster advertisement of *Pecel Yu Gembrot Madiun*. The table shows the two components of Print advertisement which are the visual and linguistic components. There are total of 6 visual components found, such as 1 Display, 1 Lead: Locus of Attention (LoA), 1 Lead: Compliments the Locus of Attention (Comp.LoA), and 3 Emblem. There are total of 5 linguistic components found, such as 1 Primary Announcement, 1 Secondary Announcement, 1 Tag, 1 Enhancer, 1 Call and visit Information. Therefore, the data justifies that there is a blend of both components on the print advertisement wherein that the visual components of the print advertisement more dominant. The result is shown in the figure above.

3.1.2 Data Analysis Poster 2
1. The Realization of Generic Structure Potentials (GSP) on *Pecel Yu Gembrot Madiun* Printed Advertisement
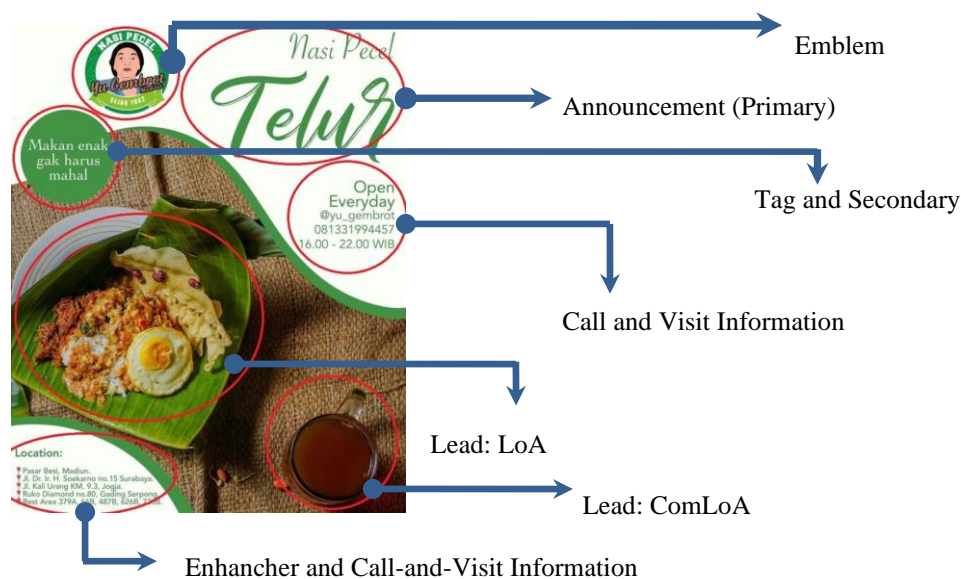
Describe Poster 2.

Poster 2 presents the Generic Structure Potential of the print advertisement of *Pecel Yu Gembrot Madiun*. This includes the Display, Leads, Emblem, Announcements, Tag, Enhancher and Call and Visit Information. The

Lead: Locus of Attention (LoA) focuses on the poster's central idea, which is the picture of *Pecel*; where is the Lead CompLoA refers to the Lead's less salient components, which is the less salient component when compared to LoA which is a small pictures of ice tea. The emblem of *Pecel Yu Gembrot* is there. There are primary and secondary announcements which convey the intended message for the audiences. The announcement primary present in the sentences of "Nasi Pecel Telur" in English is "The egg pecel rice". After that the sentences of "Makan enak gak harus mahal" in English is "good food doesn't have to expensive" as the secondary announcement and tag are present in the in the printed advertisement. In addition, the location and branch location information as the enhancer. Finally, there are two call and visit information that provides there. It is present in the sentence of "open everyday @yu_gembrot 081331994457 16.00 – 22.00 WIB" and branch location information. These the generic structure potentials are presented as follows:

Table 2. Summary Generic Structure Potential (GSP) on printed advertisement *Pecel Yu Gembrot Madiun* Poster 2.

No.	Components	N
Visual Components		**4**
1.	Display	1
2.	Lead: LoA	1
3.	Lead: Comp. LoA	1
4.	Emblem	1
Linguistic Components		**6**
1.	Primary Announcement	1
2.	Secondary Announcement	1
3.	Tag	1
4.	Enhancer	1
5.	Call and Visit Information	2

Table 2 presents the number of Generic Structures Potential found in the poster advertisement of *Pecel Yu Gembrot Madiun*. The table shows the two components of Print advertisement which are the visual and linguistic components. There are total of 4 visual components found, such as 1 Display, 1 Lead: Locus of Attention (LoA), 1 Lead: Compliments the Locus of Attention (Comp.LoA), and 1 Emblem. There are total of 6 linguistic components found, such as 1 Primary Announcement, 1 Secondary Announcement, 1 Tag, 1 Enhancer, 2 Call and visit Information. Therefore, the data justifies that there is a blend of both components on the print advertisement wherein that the linguistic components of the print advertisement more dominant than visual component . The result is shown in the figure above.

3.1.3 Data Analysis Poster 3
1. The Realization of Generic Structure Potentials (GSP) on *Pecel Yu Gembrot Madiun* Printed Advertisement
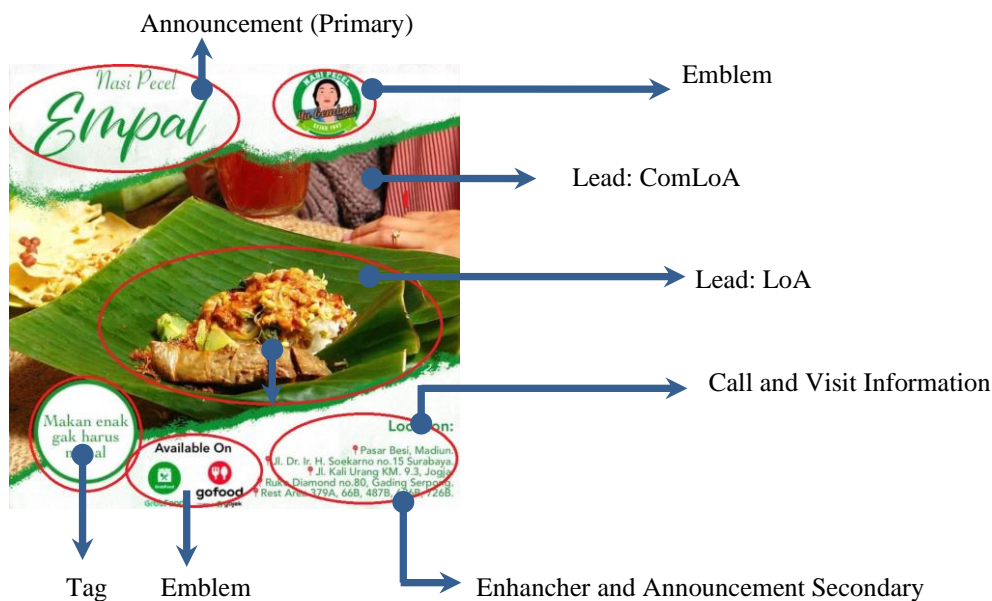
Describe Poster 3.
Poster 3 presents the Generic Structure Poential of the print advertisement of *Pecel Yu Gembrot Madiun*. This includes the Display, Leads, Emblem, Announcements, Tag, Enhancer and Call and Visit Information. The

Lead: Locus of Attention (LoA) focuses on the poster's central idea, which is the picture of *Pecel*; where is the Lead CompLoA refers to the Lead's less salient components, which is the less salient component when compared to LoA which is a small pictures of clothes the people. The emblem of *Pecel Yu Gembrot* is there. In addition, the emblem of grabfood and go food are there. Next, There are   primary and secondary announcements which convey the intended message for the audiences. The announcement primary present in the sentences of "Nasi Pecel Empal" in English is "The empal rice". After that the sentences of "Makan enak gak harus mahal" in English is "good food doesn't have to expensive" as the secondary announcement and tag are present on the printed advertisement. In addition, the location and branch location information as the enhancher. Finally, there is call and visit information that provides there. It is present in the some sentences that shows about the location or places the pecel available. These the generic structure potentials are presented as follows:

Table 3. Summary Generic Structure Potential (GSP) on printed advertisement *Pecel Yu Gembrot Madiun* Poster 3.

No.	Components	N
Visual Components		**6**
1.	Display	1
2.	Lead: LoA	1
3.	Lead: Comp. LoA	1
4.	Emblem	3
Linguistic Components		**5**
1.	Primary Announcement	1
2.	Secondary Announcement	1
3.	Tag	1
4.	Enhancer	1
5.	Call and Visit Information	1

Table 3 presents the number of Generic Structures Potential found in the poster advertisement of *Pecel Yu Gembrot Madiun*. The table shows the two components of Print advertisement which are the visual and linguistic components. There are total of 6 visual components found, such as 1 Display, 1 Lead: Locus of Attention (LoA), 1 Lead: Compliments the Locus of Attention (Comp.LoA), and 3 Emblem. There are total of 5 linguistic components found, such as 1 Primary Announcement, 1 Secondary Announcement, 1 Tag, 1 Enhancer, 1 Call and visit Information. Therefore, the data justifies that there is a blend of both components on the print advertisement wherein that the visual components of the print advertisement more dominant than linguistic component. The result is shown in the figure above.

3.1.4 Data Analysis Poster 4

1. The Realization of Generic Structure Potential (GSP) on *Pecel 99 Madiun* Printed Advertisement
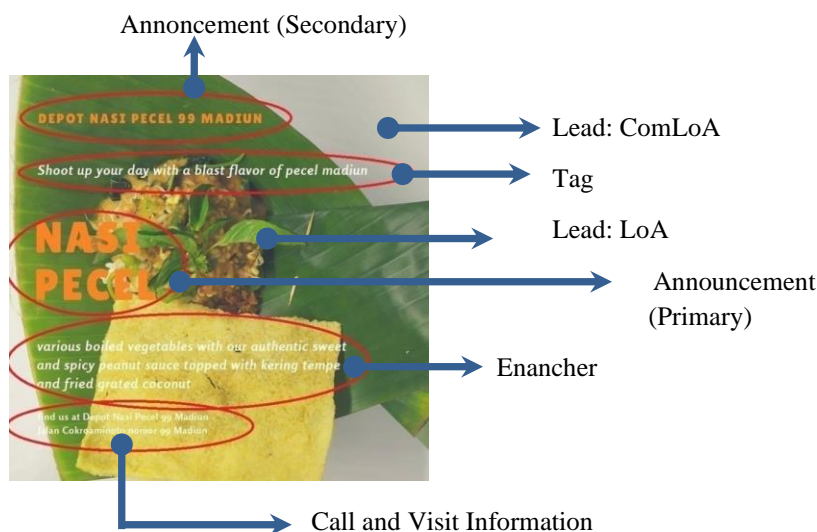
Describe Poster 4.

Poster 4 presents the Generic Structure Potential of the print advertisement of *Pecel 99*. This includes the Display, Leads, Announcements, Tag, Enhancer and Call and Visit Information. The Lead: Locus of Attention (LoA) focuses on the poster's central idea, which is the picture of *Pecel*; where is the Lead CompLoA refers to the

Lead's less salient components, which is the less salient component when compared to LoA which is a small pictures of the grey background. Next, There are primary and secondary announcements which convey the intended message for the audiences. The announcement primary present in the sentences of "Nasi Pecel" in English is "The pecel rice". After that the sentences of "Depot nasi pecel 99" in English is "Pecel rice store 99" as the secondary announcement are present on the printed advertisement. Next, the tag is present on the sentence "shoot up your day with a blast flavor of pecel madiun". In addition, the sentences of "various boiled vegetables with our authentic sweet and spicy peanut sauce topped with kering tempe and fried grated coconut" as the enhancher. Finally, there is call and visit information that provides there. It is present in the sentences that shows about the location or places the pecel available. These the generic structure potentials are presented as follows:

Table 4. Summary Generic Structure Potential (GSP) on printed advertisement of *Pecel 99* Poster 4.

No.	Components	N
	Visual Components	**3**
1.	Display	1
2.	Lead: LoA	1
3.	Lead: Comp. LoA	1
4.	Emblem	0
	Linguistic Components	**5**
1.	Primary Announcement	1
2.	Secondary Announcement	1
3.	Tag	1
4.	Enhancer	1
5.	Call and Visit Information	1

Table 4 presents the number of Generic Structures Potential found in the poster advertisement of *Pecel 99*. The table shows the two components of Print advertisement which are the visual and linguistic components. There are a total of 3 visual components found, such as 1 Display, 1 Lead: Locus of Attention (LoA), 1 Lead: Compliments the Locus of Attention (Comp.LoA), and there is no Emblem found. There are a total of 5 linguistic components found, such as 1 Primary Announcement, 1 Secondary Announcement, 1 Tag, 1 Enhancer, and 1 Call and visit Information found. Therefore, the data justifies that there is a blend of both components on the print advertisement wherein that the linguistic components of the print advertisement more dominant than visual component. The result is shown in the figure above.

3.1.5 Data Analysis Poster 5
1. The Realization Generic Structure Potentials (GSP) on Pecel 99 Madiun Printed Advertisement

Describe Poster 5.

Poster 5 presents the Generic Structure Potential of the print advertisement of *Pecel 99*. This includes the Display, Leads, Announcements, Enhancer and Call and Visit Information. The Lead: Locus of Attention (LoA) focuses on the poster's central idea, which is the picture of *Pecel*; where is the Lead CompLoA refers to the Lead's

less salient components, which is the less salient component when compared to LoA which is a small pictures of the yellow background and the picture of banana leaf. There is no emblem found on the printed advertisement. Next, There are primary and secondary announcements which convey the intended message for the audiences. The primary announcement present in the sentences of "Shipping Again". After that the sentences of "Depot nasi pecel 99 madiun" in English is "Pecel rice 99 madiun store" as the secondary announcement and there is no tag are present on the printed advertisement. In addition, the social media and contact person information as the enhancher. Finally, there is call and visit information that provides there. It is present in the some sentences that shows about the social media and contact person are available. These the generic structure potentials are presented as follows:

Table 5. Summary Generic Structure Potential (GSP) on printed advertisement 99 Poster 5.

No.	Components	N
	Visual Components	**4**
1.	Display	1
2.	Lead: LoA	1
3.	Lead: Comp. LoA	2
4.	Emblem	0
	Linguistic Components	**4**
1.	Primary Announcement	1
2.	Secondary Announcement	1
3.	Tag	0
4.	Enhancer	1
5.	Call and Visit Information	1

Table 5 presents the number of Generic Structures Potential found in the poster advertisement of Pecel 99. The table shows the two components of Print advertisement which are the visual and linguistic components. There are total of 4 visual components found, such as 1 Display, 1 Lead: Locus of Attention (LoA), 2 Lead: Compliments the Locus of Attention (Comp.LoA), and there is no Emblem found. There are total of 4 linguistic components found, such as 1 Primary Announcement, 1 Secondary Announcement, 1 Enhancer, 1 Call and visit Information and there is no Tag found. Therefore, the data justifies that there is a blend of both components on the print advertisement wherein that the visual and the linguistic components of the print advertisement are equally dominant or balanced. The result is shown in the figure above.

Samplings of Analysis Data as follow :

A. Visual Component
  1. Display

  The display on the *Pecel Yu Gembrot Madiun* poster is *pecel*. The *pecel* is explicit display because it is tangible product. Then *pecel* become mind of the display because the big picture. So the picture can attract customers when first see poster.
  2. Lead
    a. LoA

    The lead is an interpersonal image that stands out from its size, color, and position to attract customers. The image of the *pecel* in center is the lead in this advertising poster. The appearance is very attractive to customers who have just seen it because of its large size, and beautiful colors.

    b. Comp. LoA

Complementary to the Locus of attention is less prominent than to the Lead but Complementary to the Locus of attention creates additional meaning in advertising poster. On the poster there is a smaller picture of coconut sauce and pottery, so the picture is complementary to the locus of attention.

3. Emblem
   a. The Emblem Brand of *Pecel Yu Gembrot*

Emblem Brand name a brand gives identity to a product. Logo is included as the identity of a company. Logo is very important because it is a trademark. In this image the *Pecel Yu Gembrot Madiun* company logo looks there is the picture by owner.

   b. The Emblem of Grabfood

Emblem Grabfood, other than the company logo, in this advertising poster there is a grabfood logo. Grabfood is the one of company that have the provide services for online food delivery.

   c. The Emblem of Gofood

Emblem Gofood, other than the company logo, in this advertising poster there is a grabfood logo. Gofood is the one of company that have the provide services for online food delivery.

B. Linguistic Component
1. Announcement
   a. Primary Announcement

The primary announcement conveys the message of the print advertisement as stated, "Nasi pecel Lidah". It is the most salient linguistic component as it easily perceivable by the eyes so considered as the catch- phrase of the printed advertisement of *Pecel Yu Gembrot*.

   b. Secondary Announcement

The secondary announcement is less salient than the primary announcement. It is the emphasis of the primary announcement wherein it engages the customers into a more encouraging and convincing message. It also provides a simple information that will capture the interest of the customers to try the product. In the data it is show on the phrases "Makan enak gak harus mahal"

2. Tag

The Tag is show in the phrases "Makan enak gak harus mahal" is a sales supporting label for the *pecel* product. This aims to attract the attention of buyers. It used promotional message to the target market and have the market act on it.

3. Enhancher

The enhancer is the least in salience among the linguistic components. But when delivered, it emphasizes important announcements involving customers regarding location information that there are more than one location for consumers to buy the product.

4. Call and Visit Information

From the picture, written the paragraph that show the information about the branch location of *Pecel Yu Gembrot Madiun*. So that buyers can know the location to buy the product. In addition there is number phone that the reader can call it, attracting the attention of readers.

The attractiveness of communication in an advertisement is an important aspect to attract the attention of viewers. One of them is printed advertisements, it is also the center of attention of the audience in an advertisement. A good standardized print ad usually includes both a verbal and a visual component as printed advertisement of *Pecel Madiun*. Thus, these two components can be used to persuade and attract the attention of the viewers in an advertisement. This study using Generic Structure Potential (GSP) to analyzing the component of printed advertisement of *Pecel Yu Gembrot and Pecel 99*. The Generic Structure Potential (GSP) analysis is also widely used by previous studies. Therefore, this study aims to analyze not only the verbal and visual components are used to construct the intangible cultural heritage of printed advertisements *Pecel Madiun*, but also the attractiveness.

After analyzing the data, in this study the researcher found the some component or the structure of verbal and visual components on the printed advertisement of *Pecel Yu Gembrot* and *Pecel 99*. The visual component found on the three printed advertisement of *Pecel Yu Gembrot* are Display, Lead: LoA, Lead:Comp.LoA, and Emblem. While on the printed advertisement of *Pecel 99* are Display, Lead: LoA and Lead: Cmp.LoA. Next, the verbal component found on the three printed advertisement of *Pecel Yu Gembrot* are Primary and secondary announcement, Tag, Enhancer and call and visit information. While on the printed advertisement of *Pecel 99* are Primary and secondary announcement, Enhancer and call and visit information.

Next the researcher wants to discuss the results of the analysis in this study with some previous studies. Based on the finding in this research the researcher assumed that there was a similarity between the results of the several research done. The first similarity the research done by (Batrynchuk et al.) with their research which analyzed political printed advertisement in Ukraine using Multimodal text. Precisely on analysis of the Generic Structure Potential and the interpret the symbolic representation the levels of verbal and non-verbal in the political advertisement. The visual of the generic structure potential components are Lead (Locus of Attention (LoA) and Complement to the Locus of Attention (Comp.LoA), emblem and pictogram, then the verbal components are Announcement, enhancher, slogan and the last call and visit information. While for the interpretation of verbal level incorporating patriotic, social, economic, and political slogans. Then the non verbal levels they observe analysis of photo by the candidates, appearance, pictograms, and additional pictorial elements.

Then this study found by (Purba and Herman). In their research about the multimodal analysis on printed advertisement. Which the research analyzed the Generic Structure Potential on Ertiga car printed advertisement. So, in this study only focused in the component are used in print advertisement to persuade the audience to buy the product was offered. The components are verbal and visual were inserted in the printed advertisement. The verbal components are Announcement, Enhancher, and Call and Visit Information while the visual components are Lead, Display and Emblem.

This is supported the research by (Elfhariyanti et al.) which analyzed shampoo advertisements with four different brands in the magazine using multimodality approach. The brands are Love, Beauty and Planet, Loreal Extraordinary Oil, Treseme and Garnier Fructis. This constructs beauty standards using verbal and visual elements in generic structure potential and meta-function analysis then interplay analysis to determine differences in beauty standards in society in the four shampoo advertisements. The results show that there are differences in beauty standards for each shampoo brand.

Then, the study done by (Ramdhan et al.). It was analyzed verbal and visual components in the advertisement of men's health magazine. The analysis using Generic Structure Potential to represent the product and attractive the target markets. Not only focus to analysis and discuss of the Generis Structure Potential but also discuss interplay the masculinity portrayal and to make meaning. So, there is the similarities with this research wherein It is same using Generic Structure Potential and the differences is addition of theory was used. In this research using visual images by Kress and van Leeuwen (2006) and SF-MDA by Halliday and Matthiessen (2004).

(Linguistik et al.) conducted research related to multimodality. Especially the Generic Structure Potential of advertisement. They analyzed the verbal and visual elements on the beauty advertisement in the women's magazines. In their research, they found Lead, Display, Emblem, Announcement, Enhancher, Tag and Call-and-Visit Information.

It is supported the research done by (Furnama and Rosa) which analyzed the verbal and visual elements the Generic Structure Potential of brochures. It is Sumbar Holiday brochures of Mandeh Island was downloaded on instagram trevel agent randomly. No more theory used to analyzed the brochures, so this research only focus to analysis the verbal and visual components. The result components are (verbal) Lead, Display, Emblem, (visual) Announcement, Enhancher, Emblem, Tag, and Call-and-Visit Information.

The last similarity research was conducted by (Savitri and Rosa) which the study using multimodality approaches. In their study analyzed the advertisement of audiovisual in Samsung Galaxy S9 advertisement. There are several theory used in this research to analyzed. So, not only focus on the Generic Structure Potential but also

using The systemic functional linguistic by Halliday and Multimodal by Kress and Van Leeuwen. So, there is the similarity and the differences this study and the several previous study with the research by the researcher.

So, from previous study it can be seen that this study has similarities with previous research which both used the generic structure potential theory to analyze data in the advertisements. The results find are not much different in that the data analyzed has fulfilled the two verbal and visual components. Not only that, this study also has a difference in that in previous studies, on average, it used additional theory regarding interpretation, meta-functions and others.

4. CONCLUSION

In conducting this study, the researcher make conclusions based on the results was analyzed. The first finding explains that kinds of verbal and visual component the Generic Structure Potential on the printed advertisements of intangible cultural Heritage Pecel Madiun especially on printed advertisements of *Pecel Yu Gembrot* and *Pecel 99*. The verbal and visual component used is based on Cheong's theory. From five printed advertisements data, there is 23 data of visual components found 16 from *Pecel Yu Gembrot* poster then 7 from *Pecel 99 poster*. There is 26 data of verbal components found 16 from *Pecel Yu Gembrot* poster and 10 from *Pecel 99* poster. The most data shown in verbal component are dominant used in printed advertisement of Pecel Madiun. So, the main conclusion that can be draw is that a printed advertisement can be analyzed verbally and visually. Thus good and correct advertising in accordance with the standard elements of Generic Structure Potential can attract consumer interest.

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