

## PREFACE

All praises and gratitude are due to Allah SWT for his blessings and mercy so that I can finish my research thesis entitled “Scrutinizing the Contributions of Textual and Visual Resources in Campaign Posters Regarding the Promotion of Parents’ Awareness of Children’s Language Development: An SF-MDA”. This research thesis is submitted to fulfill the requirements for attaining *Sarjana Pendidikan* degree at English Education Department, Faculty of Educational Sciences and Teachers’ Training in Siliwangi University, Tasikmalaya.

This research thesis encompasses five chapters. The first chapter presents the background of the research which is to fill the gap in poster analysis research by analyzing campaign posters regarding parents’ awareness of children’s language development. The second chapter contains the literature review related to the research such as a brief discussion regarding the Systemic Functional Multimodal Discourse Analysis (SF-MDA) as the research design used, Posters as Media to Deploy Campaigns’ Messages, and Parents’ Awareness of Children’s Language Development since the research data are campaign posters about this issue. The third chapter explains the research procedures employed in this research from the research method used to the process of analyzing the research data. The fourth chapter provides research findings regarding the contributions of textual and visual resources in the campaign posters. Finally, the fifth chapter concludes the present research and provides suggestions for further research.

However, despite all the content, this research also contains mistakes and limitations. Therefore, constructive suggestions and criticism are expected from the readers for better preparation of this research thesis.

Tasikmalaya, June 2023

Compiled by,

Afifah Fauziyyah  
182122059