

The Representation of Higher Education on the Advertisement Billboards of Private Universities in Yogyakarta

Representasi Pendidikan Tinggi dalam Iklan Baliho Universitas Swasta di Yogyakarta

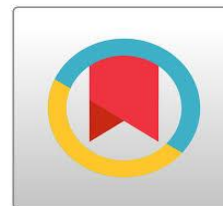
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ARTICLE INFORMATION	
<p>Keywords <i>Billboard;</i> <i>High Education;</i> <i>Multimodal Discourse Analysis;</i> <i>Representation;</i></p>	<p>ABSTRACT The competition to get students has made universities promote themselves intensively. One of the promotional media they use is the billboard, outdoor media placed at strategic locations. This paper discusses the discourse of education on the billboard advertisement of private universities in Yogyakarta using Gunther Kress and Theo van Leeuwen's multimodal analysis. The result shows that the university is put forward as an institution that prepares students before entering working life as pictured through the visual and linguistic messages, e.g., the illustration of study success, explanation concerning job opportunities, institutional achievement, and inter-institutional collaboration as indicated through the images of physical and human resource development. In terms of promotion, the discourse of education appears through constructing reputation, prospect, and educational product variants.</p>
<p>Kata Kunci Baliho; Pendidikan Tinggi; Analisis Wacana Multimodal; Representasi;</p>	<p>ABSTRAK Persaingan untuk mendapatkan mahasiswa menyebabkan universitas gencar melakukan promosi. Baliho sebagai media luar ruangan dipakai dan ditempatkan pada lokasi-lokasi strategis. Tulisan ini membahas mengenai representasi pendidikan dalam iklan baliho universitas swasta di Yogyakarta dengan menggunakan analisis multimodal Gunther Kress dan Theo van Leeuwen. Hasil temuan menunjukkan bahwa pendidikan tinggi direpresentasikan sebagai lembaga yang mempersiapkan mahasiswa untuk masuk dunia kerja. Hal ini ditunjukkan melalui pesan visual dan linguistik, seperti gambaran tentang kesuksesan studi, penjelasan mengenai peluang kerja, prestasi institusi, dan kerjasama antar lembaga yang ditunjukkan melalui gambar pembangunan fisik dan pembangunan sumber daya manusia. Terkait promosi, wacana pendidikan muncul dengan membangun reputasi, prospek dan varian pilihan produk pendidikan.</p>
<p>Article History Send 31th July 2020 Review 14th October 2020 Accepted 04th January 2021</p>	<p>Copyright ©2021 Jurnal Aristo (Social, Politic, Humaniora) This is an open access article under the CC-BY-NC-SA license. Akses artikel terbuka dengan model CC-BY-NC-SA sebagai lisensinya.</p> 

Introduction

The university is the meaning of the scholarly community filled with holistic dialectics to examine human problems (Aiqani, 2017). The success of education can be observed through various life aspects such as culture, social, politics, science, and technology, as well as the economic standard of society. Nonetheless, not all of the changes will bring immediate results to the economy, they also affect the thought maturity and the ability to holistically master the studied field (Anwar, 2008).

Unlike primary and secondary educational institutions that apply the zonation system for student enrollment, higher education institutions give liberty for the Senior High School (Sekolah Menengah Atas/SMA) and Vocational School (Sekolah Menengah Kejuruan/SMK) to, regardless of where they live, following their interest and competence, choose their desired field of study and compete to pass the entrance exam. Therefore, since every high school graduate is at liberty to choose a higher-education institution, the new student enrollment process of universities in Indonesia is always lively.

The higher education institution consists of the state and private institution. One of the institutions is the university. The main target of the high school alumni for obtaining the undergraduate degree is the state universities. The Province of the Special Region of Yogyakarta (henceforth D.I. Yogyakarta) has four state universities: Universitas Gadjah Mada, Universitas Negeri Yogyakarta, Universitas Islam Negeri Sunan Kalijaga, and Universitas Pembangunan Nasional Veteran Yogyakarta. Those four universities have never lacked applicants. In 2020, the Selection Committee of Joint State University Entrance Exam (SBMPTN/Seleksi Bersama Masuk Perguruan Tinggi Negeri) recorded 62.507 high-school alumni registered for the entrance exam of Universitas Gadjah Mada and 42.592 applied for Universitas Negeri Yogyakarta (CNNIndonesia, 2020).

Besides the four state universities, Yogyakarta also has many private higher education institutions. Referring to the data of the Higher-Education Service Institution of Region V (LLDikti Wilayah V/Lembaga Layanan Pendidikan Tinggi Wilayah V) (2020), there are 105 higher education institutions—academy and university—whose status is active (Pangkalan Data Perguruan Tinggi, 2020). The number of high-school alumni interested in enrolling in the private universities in Yogyakarta is quite high. Referring to Putsanra (2017), the number of new students in private universities in Yogyakarta reached 50.000, which was quite considerable, considering that, as recorded by Ristekdikti (2018), the number of active university students in Yogyakarta reached 170.000.

Lasambow (2013) argues that one of the reasons behind the competitiveness of education institutions to get students is the Government Regulation No. 61/1999 (PP No. 61/1999) on the Autonomy of Higher Education Institution, as it gives autonomy for each higher education institution to come up with more efficient management and more impactful scientific advancement. Also, the private universities are allowed to equally grow and advance along with the state universities. In other words, the regulation encourages the education administrators to compete and to focus the orientation on the quality of education which regards the interests of the education consumers, stakeholders, and the users of the alumni (Lasambouw, 2013). The competition forces private universities to formulate strategies to promote their institutions, by visiting schools, promoting their institutions through the official website, spreading brochures, and installing indoor or outdoor advertisements.

Advertisement is any kind of paid presentation for non-personal ideas, goods, or services introduced by the sponsor. Advertisement is a method of promotion often used in commercial marketing (Dharmawansyah et al., 2014). It can be put in electronic media (television, radio, films, cinema, Internet), printed media (newspaper, magazine, bulletin), outdoor media (advertisement board, the electronic board placed on the roadsides, billboard, advertisement put on a tree, banner, poster, etc.) (Kasali, 2007). The idea is the core of an advertisement and the most important aspect. Consequently, discussing an advertisement also involves discussing the ideas within.

As a promotional media that is most convenient to society, it is not infrequent that the audience fails to remember that advertisement is a form of discourse, a language system used in daily life (Ikaria-Maina, 2012). The advertisement presentation on the media can never be separated from discourse issues played by the advertiser. Thus, an advertisement text always contains discourses carried by the producer. Although it is aimed at selling or promoting goods or services, the content of advertisement text can produce various meanings more than what is initially intended. For private education administrators, the economic considerations of advertising their services are chiefly for ensuring the continuity of their educational activities.

Previously, research on educational-service marketing has been performed by Faizin (2017). His study on the marketing strategy of madrasa implies that educational institutions must employ marketing strategy, particularly for increasing the public interest towards their products and for spreading information associated with the educational-service they are offering.

The promotional effort is for attracting new students. The advertisements are usually put on various media, from printed- to audiovisual. The research of Nugraheni and Purnama (2013) discusses the higher education institution advertisements on printed media and how the families in Surabaya decide the education institution for their children. This study observes two types of advertisement on printed media: display and advertorial. The result shows that in choosing higher education institutions the families notice the display ads featuring interesting images and colors. Also, the families consider the clarity and completeness of information on the advertorials.

The study about billboard advertisement has hitherto been focused on political issues. One of the examples is the research of Sutarini (2019) that argues that the use of billboards is quite effective in acquiring political support and increasing the electability of leadership candidates. Private higher education institutions have adopted such promotional methods by installing advertisement billboards of their institutions in strategic areas to build brand awareness. Brand awareness is the ability of the potential customer to recognize or recall that a particular brand is a part of a certain product category. One of many ways to increase brand awareness is utilizing advertisement (Herdana, 2015). For private universities, brand awareness is vital to get as many prospective students as possible.

The positive impacts of the commercialization of education, among others, are: the decreasing of the burden of the government in education issues, the improvement of the quality of education due to the competitiveness among institutions, and the increasing of institutions' profit and income. On the other hand, the negative impacts or the commercialization are: the high cost of education, the shifting of academic values from educational to economic, the difficulties endured by the poor in accessing education, and the privatization of education (Asmirawanti, Sulfasyah, and Arifin, 2016).

Considering the vast research gap, it is interesting to discuss linguistic and visual mode by applying multimodal discourse analysis, a new approach and methods of discourse analysis, which also includes semiotic analysis (Putri, 2016). The multimodal analysis is one of the methods which can be used to analyze media consisting of verbal and visual text. It is an alternative approach to understand discourse in advertisement text (Kress & Leeuwen, 2006; Noviani, 2018).

In multimodal discourse analysis, the text is comprehended as a multimodal semiotic-entity. Text, regardless of the form, is the result of semiotic-design work and composition and production process. The text becomes the result of the synthesis of different compositions of styles and rests on semiotic works that give particular effects to the similar text producers

(Gunther Kress, 2013). Consequently, multimodal discourse analysis also emphasizes that all elements of communication, either verbal or non-verbal, have their particular roles in shaping the meaning (Noviani, 2018). The multimodal analysis involves the interaction and integration of text consisting of two or more semiotic sources or means of communication to attain the communication function of the text.

On its development, multimodal analysis has given contributions to the advancement of the theoretical framework to articulate meaning on multi-semiotic text, on the grounds that the research on this field has not yet been as advanced as that of the pure linguistic text. Subsequently, the research on the multimodal text will integrate analysis on visual and [linguistic] components (Cheong, 2004; Savitri & Rosa, 2019).

This paper discusses the representation of educational promotional-media presentation that carries a certain theme to attract audiences' attention and to transform the use-value of education into exchange value, which is rarely examined. Representation itself, as a concept developed by scholars of cultural studies, is the production of concepts that exist in an individual's mind through language. It is a bridge between concept and language that subsequently addresses an object to the meaning that is constructed (Hall, 2013). The codes representing the ideology of an educational institution are always reflected in various products of education, one of which is the promotional products such as billboards. The studies on representation are useful to explore the ideological and hegemonic practices of cultural products, one of which is the advertisement. This paper focuses on the representation of education that appears through outdoor advertising media, namely the billboards in Yogyakarta City. Particularly, this research examines the advertisement billboard of universities in Yogyakarta City by employing the multimodal discourse analysis of Gunther Kress and Theo van Leeuwen.

Method

It is qualitative research emphasizing the depth of analysis. The focus is the representation of higher education through the billboards of private universities in D.I. Yogyakarta. The research objects were collected by taking photographs of higher education billboards placed in Yogyakarta City and Sleman Regency in March 2018. The choosing of the billboards considers the variations of visual and linguistic components. Furthermore, the visual and linguistic elements were examined and presented as a table. The analytical process employed multimodal discourse analysis which had been developed by Kress and Van Leeuwen, considering that the research object is the billboards consisting of visual and verbal

modes. The research objects are the billboards of private universities that are placed in Yogyakarta City. During the process, we identified 5 (five) billboards, namely the billboards of Universitas Proklamasi 45, Universitas Amikom, Universitas Aisyiyah, Universitas Teknologi Yogyakarta, and Universitas Kristen Duta Wacana. The validity examination process is done by employing an intertextual technique or by observing the signs that are similar to the surrounding texts (Priambodo, 2017; Purwasito, 2007). The intertextuality is used to explore the interpretation of the texts. The comparative texts are employed to understand that the text content reflects its cultural environment.

Results and Discussion

The Visual and Linguistic Modes on the Billboard Advertisement of Private Universities

Among the five university billboards that were examined, four of them are predominated by the linguistic mode, while the other one, the billboard of Universitas Teknologi Yogyakarta, is predominated by the visual mode. The analysis of the visual components are presented in the following table:

Table 1. The Visual Modes on the Billboards

Sub-component	Universitas Proklamasi 45	Universitas Amikom	Universitas Aisyiyah	Universitas Teknologi Yogyakarta	Universitas Kristen Duta Wacana
Locus of Attention (LoA)	Blue shade with white on the background. The 'Accreditation B' badge. The scholarship announcement on the upper-left side.	The background is dark blue with white and yellow font. The university logo, university achievements, and the list of academic majors.	The image of the university campus on the upper side. The 'Accreditation B' badge. A QR code.	Females and males holding hands.	The landscape of the campus building. The text balloon containing the student admission (PMB/Penerimaan Mahasiswa Baru) information.
The complement to the Locus of Attention (Comp. LoA)	The campus building on the left side. The announcement of new student admission.	The image of two females and a male. On the lower side, the information about new student admission.	White background.	The campus area is put in the background. The background color of the student admission information. 'Checklist' button on the left side of the admission routes.	The billboard background is light-blue. The column of information is smeared with a color that is in contrast with the background.
Display	The explicit announcement of new student admission.	Student admission information, the registration dates, and the university address.	Showcasing the university building (implicit message).	The information about the new student admission is conveyed explicitly.	Explicit, through the presentation of the information on the student admission schedule.

Source: The data processed by the researcher

The visual modes on the five university billboards can be categorized into two: (1) the image of the campus facility which is shown through the picture of the campus building and (2) the student activities. The image of the campus building appears on the billboard of Universitas Proklamasi 45, Universitas Aisyiyah, and Universitas Kristen Duta Wacana, all of which show modern, multi-storeyed campus building, indicating the efforts of the universities to show that they provide modern, proper class room. Quite different from those three billboards, the billboard of Universitas Teknologi Yogyakarta uses the image of the campus building as the background for the image of students. The female students wear hijab. The male students wear suits and shirts, emphasizing the broad opportunity that could be gained by the students after graduation, namely the prospect of a good career and the possibility to jump to a higher social class. The other university, Universitas Amikom, however, only features the picture of students wearing the uniform jacket.

The linguistic mode is the mode showing the availability of product information and description in an advertisement. Here are the linguistic modes appearing on the examined private university billboards:

Table 2. The Linguistic Modes on the Billboards

Linguistic Elements	Universitas Proklamasi 45	Universitas Amikom,	Universitas Aisyiyah,	Universitas Teknologi Yogyakarta,	Universitas Kristen Duta Wacana
Primary Announcement	The announcement of the new student announcement, using a firm, bold, and blue font which contrasts with the white background of the billboard.	The announcement about the number of university achievements and the list of the academic majors predominate the billboard.	The URL for student admission. The announcement of scholarship (Rp3 billion). The schedule of the three batches of admission.	The student admission routes: PMDK (the student's academic interest and skills), scholarship, and regular.	The test announcement of student admission for the Faculty of Theology and the Faculty of Medicine (specific date).
Secondary Announcement	The announcement of admission information, entrance exam test (one day service), and the academic majors.	New student admission information.	The academic majors in the university.	N/A	The accreditation information. The schedule of the new student admission.
Enhancer	N/A	N/A	N/A	N/A	N/A
Emblem	The name of the university on the upper-right side, under the logo.	The logo and the name of the university on the upper-left side.	The name of the university.	The name of the university.	The identity of the university.
Tag	N/A	The UNESCO report of the achievement of the university.	N/A	Phrase: 'The Better Choice'	N/A
Call and Visit Information	The website of the university, the academic majors, the address, and the admission information on the lower side of the billboard.	The address, contact number, and the website of the university on the lower side.	The website, a list of the university's social media accounts, telephone number.	The website and contact number.	The website of the university, contact number (WhatsApp), the address of the admission and promotion office.

Source: The data process by the researcher.

The table shows that there are two absent elements on the five private university billboards, namely the ‘enhancer’ and ‘secondary announcement.’ The enhancer is the element whose function is to modify the message, as a dialogue between the visual (lead) and linguistic (announcement) element. If there were no dialogue or connection between the two elements, the enhancer would usually not appear. In other words, the inter-modal relation on the billboards is in contrast with one another e.g. the information of admission is in contrast with the image of students holding hands.



Picture 1. Universitas Amikom’s billboard

The billboard of Universitas Amikom mentions the achievement of the institution, using the phrases ‘45 International Awards’ and ‘150 National Awards’. It uses two languages, namely bahasa Indonesia (Indonesia language) and English. The English language is employed to write achievement. It helps the university emphasize that its achievements are at the international level. The ‘tag’ enforces the international-level achievement with these three phrases: *Laporan UNESCO* (UNESCO Report) A dynamic private higher education, World Conference on Higher Education 2009, Creative Economy Park; and ‘a private entrepreneurial model university by UNESCO’. Bahasa Indonesia is used in the admission schedule section. The combination of bahasa Indonesia and English is employed for the information about the academic majors of the university, e.g. Ekonomi (Creative Economy and Banking), Kewirausahaan (On-line Business), or Akuntansi (Applied Accounting). The use of two languages indicates an effort of the university to get new students (as bahasa Indonesia is more likely to be understood by the audience) while, on the other hand, the institution also tries to brag its position at the international level (by using English for showing off its achievement and for writing the title of the academic majors).



Picture 2. Universitas Proklamasi 45's billboard

The billboard of Universitas Proklamasi 45 emphasizes the script of the announcement of new student admission (PMB/Penerimaan Mahasiswa Baru) and the 'Accreditation B' badge. The lead is emphasized by the image of the accreditation status symbolized by the blue badge with the letter B in the middle. The 'announcement' emphasizes the announcement of the new student enrollment. Linguistically, this billboard is consistent in using one language, namely bahasa Indonesia.



Picture 3. Billboard of Universitas Aisyiyah

On the visual aspect, the billboard of Universitas Aisyiyah features the image of the university building, half of it, taken from the upper-front angle, with an 'Accreditation B' badge. The badge is positioned on the upper part of the billboard. Under the badge is the URL of the university website and the schedules of new student admission, all of which are put on a black column using the white font. They are followed by the academic majors offered by the university. On the lower part, the background is white and filled with information on the institution's international collaboration.



Picture 4. Billboard of Universitas Kristen Duta Wacana

The billboard of Universitas Kristen Duta Wacana is situated in front of the campus, facing Wahidin Sudirohusodo St. Visually, the billboard employs light-blue for the background and there is the image of the university building from above. A quite large university logo is put on the upper left side. The acronym of the university, UKDW, is written in red font and the size is somewhat similar to the logo. The upper-right of the billboard is the place for the accreditation status of the university that is written in white font. The billboard contains information on the admission schedule presented in colorful columns. The different color used for the column emphasizes that the information on each column is different. The contact information about the admission is put on a white text balloon that potentially attracts the audience's attention. However, the billboard does not feature so many images. It only has the image of the campus building taken from above framed in the indigo color, in contrast with the background color of the billboard, namely light-blue. Some of the information conveyed by the billboards are the schedule of student admission for each admission routes (test and prospective student achievement); the special admission schedule for the faculty of theology and the faculty of medicine; the address of the admission office as well as the contact number; and the online admission information on the official admission website.

The inter-modal relations, visual and linguistic, of all of the billboards, are as follows:

Table 3. The Inter-modal Relations among the Five Private University Billboards

University Billboards	Dominant Mode		Absent Elements	Inter-mode Relations
	Visual	Linguistic		
Universitas Proklamasi 45		V	- Enhancer - Tag	Complementing
Universitas Amikom Yogyakarta		V	- Enhancer	Contrast
Universitas Aisyiyah		V	- Enhancer - Tag	Complementing
Universitas Teknologi Yogyakarta	V		- Secondary announcement - Enhancer	Contrast
Universitas Kristen Duta Wacana		V	- Enhancer - Tag	Complementing

Source: The data processed by the researcher.

The table above shows that those five university billboards do not use the mode of ‘enhancer’, while three of them do not employ the ‘tag’ element. Both elements are part of the linguistic mode. The enhancer element is a linguistic element that takes shape as a paragraph, the function is to modify the meaning resulting from the ‘lead’ and ‘announcement’ (Bortoluzzi, 2010; Cheong, 2004). The function of an enhancer is to allure and influence the audience to purchase a product through an emotional approach. Ideally, the enhancer contains recommendations and explains the reason why the product is worth chosen and consumed. Another absent element is the tag. This element is the component that conveys the information that is advertised but it is not included on the enhancer. The function of the tag is to give recommendations about the advertised products and usually takes shape as short sentences, small font, and unobtrusive on an advertisement (Bortoluzzi, 2010; Cheong, 2004). The tag and enhancer are the elements that give an emotional approach to the audience, through recommendations from the advertiser in a paragraph or short sentence using a font that is not dominant. However, the absence of enhancer and tag does not necessarily subtract the effort of the universities to approach their prospective students. The emotional approach could be carried out by the element of ‘announcement’ or ‘lead’ that predominate the billboard advertisement. This research has unveiled that the advertisers (in which case is the universities) are more likely to depend on the visual and linguistic elements such as lead, display, and announcement to promote their institutions instead of employing extra elements as recommendations through the element of tag and enhancer.



Picture 5. Billboard of Universitas Teknologi Yogyakarta

On the billboard of Universitas Teknologi Yogyakarta, another absent element is the secondary announcement. The billboard that is predominated by the visual mode accentuates the 'primary announcement', namely the announcement of the new student admission through 3 (three) routes: the selection based on the student's academic interest and skills (PMDK/Penelusuran Minat dan Kemampuan), scholarship, and regular. The announcement is put on the left side of the billboard, using the color red as the background and white for the words, which are in contrast with the background color. It is possible that 'secondary announcement', which is basically an extra, not to be included on a billboard.

The Representation of Higher Education on the Billboards

These days, private higher-education institutions are managed like a corporation. Such management has made universities openly compete to get students. The competitiveness is actualized on how the institutions sell their education services. In this context, marketing becomes a social and managerial process to get things that are needed and wanted through creating supply, product exchange in the form of education with other parties (Khasanah, 2015). One of the efforts to market the education service is promotion. Promotion is aimed at giving information and convincing the customers about the benefit of the offered product (Khasanah, 2015). Subsequently, the universities promote their service through various media—visual, audio, and audiovisual.

Explain that from the ethical aspect the marketing service on the education is (aimed to) offering the quality of the intellectual service and holistic character building. Due to the complexity of the nature of education, it must be conducted responsibly, and the result refers far to the future, namely by fostering the citizens particularly the next, future generations (Machali & Hidayat, 2015).

Advertisement is a type of public communication aimed at giving information, persuading, reminding, and executing the accompaniment efforts (Shimp & Andrews, 2013). For corporations and institutions that produce goods and services, advertisement is one of the important elements. The advertisement is also regarded as an important thing by higher-education institutions, particularly the private universities that must compete with each other to get students. Through an advertisement billboard, the image on the education products offered by the university appears. The image of the education products appears visually through two types of symbols.

First, physical symbols. The billboards feature the images of campus buildings or the environment as the background. This research indicates that the billboards always showcase modern buildings—symmetrical, more than one-storeyed (indicating that it maximizes the use of space). Furthermore, some billboards feature only the upper part of a building, with the sky in the background. The image of a building that is higher than the surrounding buildings shows two things: (1) the high capacity (of students) and (2) the quality of the physical facility that is more eminent than that of the other institutions. There is also a billboard that features a campus complex portrayed from above as if implying that the institution announces that it has a sufficient amount of resources for running its education service.

Secondly, human symbols. It is observable through the images of the students performing as the billboard model. This research has found that the image of students on the billboard reflects two things. First, the affirmation of campus identity, as could be seen on the billboards with the images of students wearing varsity or uniform jackets. Secondly, the development of the students through extra-academic activities, as illustrated on the billboards featuring the non-academic activities of the students e.g. taking photographs together on the campus yard instead of the classroom.

On the linguistic aspect, the representation of higher education is also constructed through the slogans featured on the billboards. The slogans are the codes that serve as the ideological representation of the education institution. The function of the slogans is more significant than the enhancer elements that constructs and modifies the meaning in the advertisement. Moreover, it illustrates the form of education offered by the university. Unfortunately, all of the 5 (five) examined billboards do not use their university slogans to promote their service. Instead, they emphasize their accreditation status given by the National Accreditation Board of Higher Education (BAN-PT/Badan Akreditasi Nasional Perguruan Tinggi). The university billboards that expose their accreditation status are Universitas Proklamasi 45, Universitas Aisyiyah, and Universitas Kristen Duta Wacana. The

accreditation status of an educational institution is important in Indonesia, as it gives hope for the prospective students to for job opportunities, either in the industrial or government sector. The persuasive message on the billboard of Universitas Teknologi Yogyakarta is for reinforcing the message about education through the tag '*The Better Choice*'. However, the phrase does not explain the aspects that make the university a better choice than its competing institutions.

This research finds that the billboard advertisement is used to express the representation of higher education that will be faced by the prospective students. The representation is constructed through visual and linguistic modes featured on the billboards. As an aspect that constructs a discourse, representation stands on the circle of cultural production in which exists four other things: identity, rules, consumption, and production (Hall, 2013). During this process, advertisement becomes a part of the representation. The linguistic and visual modes on the billboard advertisement ideally should become modes that complement each other and elaborate the commodification process of educational messages. In this stage, the producer of billboard advertisement (in which case is the university), needs to plan a ripe concept concerning the educational practices that will be presented to the prospective customers. Furthermore, the education quality still needs to be noticed by the universities, instead of focusing merely on the efforts to get new students.

Conclusion

Ideally, the visual and linguistic modes in a billboard complement each other and elaborate the information on the billboard advertisement. The representation of education on the visual modes is conveyed through two things: the physical facility and human resources. The physical facility is illustrated through the image of the campus building, while the human resource is illustrated through the pictures of student activities. The image of the campus building shows the ability of the university to provide a comfortable and spacious facility, while the image of student's activities conveys that the higher-education service is, essentially, for the students. The exposition about academic majors, education level, and accreditation of the academic majors illustrates the discourse practice of the availability of educational products, quality, and the class of education that could be experienced by the students. It is what makes the billboard advertisement able to attract the attention of the audience and eventually purchase the educational products offered by the higher-education institutions.

Acknowledgement

Thank you to Universitas Atma Jaya Yogyakarta for funding this research.

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