









## APPENDIX







### The Visual Analysis of the Three Thumbnails



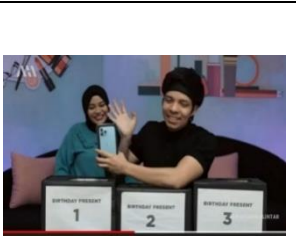


Figure	Screenshot	Ref. Code	Visual mode
AH1.1	 <p style="text-align: center;">The first video thumbnail</p>	VS1	<p>a. Text on thumbnail:            Bunda Ashanty Nangis Sesenggukan Dapat Surprise dari Atta Aurel (<i>Mom Ashanty was sobbing incessantly, getting a surprise from Atta Aurel</i>)</p> <p>b. Setting: domestic setting/ an apartment room in a medium shot technique (to capture the moment, setting, and all characters).</p> <p>c. Object:            Zoomed in Atta's image in black outfit and accessories, facing front at the camera</p> <p>d. The objects behind Atta:            Ashanty shows emotion. Crying happy tears, hugging her daughter, wiping tears</p>
AH2.1	 <p style="text-align: center;">The second video thumbnail</p>	VS2	<p>a. Text on thumbnail:  <i>Atta Aurel Kasih Ummi Abi Hadiah Jam Setengah Miliar</i> (Atta Aurel give Mom and Dad hundred-million-rupiah watches as gifts)</p> <p>b. Atta's image: middle, front, close up, looking directly at the camera.</p> <p>c. "Hadiah jam" and "Setengah miliar": luxury</p> <p>d. Mother's enthusiasm</p>
AH.3.1	 <p style="text-align: center;">The third video thumbnail</p>	VS3	<p>a. Text on thumbnail: <i>Asi lancar untuk Ameena, Atta beli tas 1M untuk Aurel</i> (Smooth breastfeeding for Ameena. Atta gives Aurel her dream bag, worth more than 1 billion)</p> <p>b. The baby in the middle</p> <p>c. <i>Hermès Bag</i>, orange box</p>







### The Verbal Analysis of the Three Videos


Figure	Screenshot	Verbal mode (VR.)	
		Ref. Code	Utterances
<p>AH1.2a</p> 	<p>AH1.2b</p>  <p>Funny verses in the first video</p>	VR1	<p>Funny verse</p> <p><i>Ada Septian suka sama janda Selamat ulang tahun bunda Yyaaahhh..Yyaaahhh... Yyaaahhh..Yyaaahhh...</i></p> <p>(There is Septian who likes a widow Happy birthday, Mom.. Yeah...Yeah... Yeah...Yeah...)</p>
<p>AH1.3</p>  <p>Giveaway segment in the first video</p>			VR2
<p>AH1.4</p>  <p>Ashanty is receiving a birthday present</p>	VR3	<p><i>Soalnya kalau ngasih bunda harus yang orens.</i></p> <p>(If [I] have to give mom, it has to be the "orange")</p>	

AH1.5	 <p>Ashanty fans herself with hands</p>	VR4	<p><i>Kalau sudah yang orens-orens gini tuh panas</i></p> <p>(When it comes to something orange, it becomes fascinating)</p>
AH1.6	 <p>Unboxing the gift</p>	VR5 VR6	<p><i>"Iya, itu warna kesukaan bunda"</i> (Yes, it is mom's favorite color).</p> <p><i>Nanti semoga tahun depan lebih upgrade lagi, Bun."</i> (Hopefully, the present will be upgraded by next year, Mom).</p>
AH1.7	 <p>Ashanty talks about Atta's upcoming birthday</p>	VR7	<p><i>Mereka tuh pintar. Ntar ulang tahun lagi. Aduh..Aduh.. Sebenarnya kita tuh cuman tukeran kado, ya.</i></p> <p>(They are indeed smart. Later, there will be another birthday. Oh well...Oh well... In fact, we are only doing a gift-exchange, aren't we?)</p>
AH1.8	 <p>Unboxing the first present: Orange bag</p>	VR8	<p><i>Tapi, ini aku tuh suka banget. Aku pernah bilang sama Kakak kalau bunda pengen banget warna ini, deh. Cariin kalau ada temennya yang punya.</i></p> <p>(But, I really like this. I once told Aurel that I really wanted this color. [I said] Please help me get one, maybe any of your friends has this.)</p>
AH1.9	 <p>Getting another <i>Hermès</i> bag: Green bag</p>	VR9	<p><i>"Jadi ada 2 kan. Jadi bisa hari ini pakai ini, besok pakai itu, gitu."</i> (So there are 2 right? So you can use this today, that one for the next day, like that)</p>
AH2.2a		VR10	<p><i>Pergi ke kali ambil batu Batunya dilempar, orangnya kecebur Untukmu para ibu Kasih sayangmu buat kami selalu bersyukur</i></p> <p>(Going to the river, picking a stone The stone was thrown, the person fell To all moms out there Your love makes us feel grateful)</p>

<p>AH2.2b</p> <p>AH2.2c</p> <p>AH2.2d</p> <p>AH2.2e</p> <p>The verses in the second video</p>	   		
<p>AH2.3</p> <p>Giveaway segment in the second video</p>		<p>VR11</p>	<p><i>Aku akan bagi bagi iPhone setiap harinya. iPhone 11, 12, 13, 14, woh kelebihan guys. Pokoknya sebanyak-banyaknya, iPhone setiap hari. Mau tau gimana caranya? Yaitu adalah hanya subscribers channel ini dan followers Instagram aku dan istriku.</i></p> <p>(I will share iPhones every day. iPhone 11, 12, 13, 14, ah, too much, guys. The point is as many as possible, iPhone every day. Want to know how? Only subscribers to this channel and my Instagram followers and my wife's.)</p>
<p>AH2.4</p> <p>Finding a gift for Atta's parents</p>		<p>VR12</p>	<p><i>"Langsung aja kita lihat videonya. Nah, di video in kita nyari, guys. Kadonya ternyata susah banget ya, sayang, ya. Alhamdulillah guys, akhirnya kadonya dapet."</i></p> <p>(Let's just watch the video. So, in this video, we're looking for the present, guys. The gift turned out to be extremely difficult, right, dear? Alhamdulillah, guys, we are able to find it.)</p>

AH2.5	 <p>Atta's mother as an active woman</p>	VR13	<p><i>Abi umi itu pakaiannya itu suka kadang casual, kadang sporty. Jadi harus yang bisa segala situasi. Jadi kita cari jam yang simple.</i></p> <p>(Abi Umi's clothes are sometimes casual, sometimes sporty. So that should be able to be worn in all situations. So we are looking for a simple watch.)</p>
AH2.6	 <p>Special giveaway for subscribers</p>	VR14	<p><i>Kemarin kepikiran ide, gimana kalau tiap bulan, kita milih subscribers yang ulang tahun. Jadi kita akan ngasih kado ulang tahun setiap bulan ke subscribers yang ulang tahun. Setuju nggak? Syaratnya gampang, subscribe aja channel ini ya guys. Jadi akan ada subscriberku yang aku kasih iPhone 13 pro max</i></p> <p>(Yesterday, I had the idea. Something like choosing a subscriber who celebrates birthday. So, we are going to give a birthday gift every month to a subscriber who celebrates his/ her birthday. Is that ok? It is very easy, just subscribe to this channel, guys. This means I will give my subscriber an <i>iPhone 13 pro max</i>)</p>
AH2.7	 <p>Atta hosting the birthday game for parents</p>	VR15	<p>Okay, mana yang Abi buang? Okay kita lihat ya. Yang dibuang sama Abi adalah iPhone 13</p> <p>(Okay, which item would Abi let go? Okay let's see. He'll let go <i>iPhone 13</i>)</p>
AH2.8	 <p>Atta's mom having fun in the game</p>	VR16	<p><i>Jadi harus yang bisa segala situasi. Jadi kita cari jam yang simple. Cuma aku bilang kayanya ini umi abi bisa pake ke mana aja. Nggak ada goldnya juga kan.</i></p> <p>(So, it has to suit all situations. So, we are looking for a simple watch. I said, it seems like Umi Abi can wear this everywhere. There is no gold either.)</p>
AH2.9	 <p>Rolex Oyster Perpetual Datejust in the green box</p>	VR17	<p><i>Dia tipe baru ini. Fresh from the oven.</i></p> <p>(This is a brand new type. Fresh from the oven.)</p>

AH3.2	 <p>The motif for buying a bag</p>	<p>VR18 <i>Jadi istriku waktu mau lahiran bilang pengen tas. Dia itu nyebutin tas yang merk ini lah ya guys. Yang orange orange ini, tapi yang croco. Jadi bahasanya itu croco.</i></p> <p>(So when my wife was about to give birth, she said she wanted a bag. She mentioned this brand, lah, guys. This orange orange one, but the croco one. So the term is croco.)</p>
AH3.3	 <p>Talking about the investment value in purple <i>Hermès</i> bags</p>	<p>VR19 <i>Dan katanya kalau warna ungu ini juga ada nilai investasinya ngga sih kak? [...] Ngga bakal rugi karena dia akan naik-naik terus ya?</i></p> <p>(And it is said that this purple color also has an investment value, doesn't it? [I] won't experience any loss because it is going to keep going up, right?)</p>
AH3.4	 <p>Asking for opinions</p>	<p>VR20 <i>Ini seneng ngga kira-kira istriku dikasih ini?</i></p> <p>(Do you think my wife will be happy t be given this bag?)</p>
AH3.5	 <p>Atta's choice for the bag</p>	<p>VR21 <i>Ok, guys, di antara 2 ini, aku lebih suka, kayanya dia lebih suka yang ini. [...] Tp aku tadi udah liat sekeliling. Kayanya ini aja.</i></p> <p>(Ok, guys, between these 2, I prefer, I think she prefers this one. [...] But I 've already looked around. I think this one.)</p>
AH3.6	 <p>Clarifying the reasons for giving the chosen bag</p>	<p>VR22 <i>Biar jadi hadiah karena sudah jadi ibu hebat kemaren. Karena ini tas kesukaan dia.</i></p> <p>(Let this be a present for her as she has become a great mother. Because this is her favorite bag.)</p>
AH3.7	 <p>Giveaway in the third video</p>	<p>VR23 <i>Hallo Guys, berbagi kebahagiaan karena kelahiran baby A. Kita mau amal-amal nih. Udah banyak yang dapet motor. Udah banyak juga yang dapet emas. Udah banyak juga yang mendapatkan handphone dan banyak lagi yang mendapatkan uang tunai.</i></p> <p>Hello Guys, [I] will share the happiness due to the birth of baby A. We want to do some charity work. Many have already got motorbikes. Many others have got some gold. Many of them also got cellphones and many more have got some cash.</p>

AH3.8	 <p>Chit chatting: women and bags</p>	VR24	<p><i>Kalau liat orange orange gini kaya seneng gitu sih sayang. Semua perempuan pasti pengen ini. Ini sih kalau kamu jalan, langsung bergetar semua nadi orang.</i></p> <p>When you see these “orange” stuffs, you seem so happy, honey. All women absolutely want this. This is certain that if you walk, all people’s pulse will thrill.</p>
AH3.9	 <p>Chit chatting: Woman’s excitement</p>	VR25	<p><i>Aku nunggu momennya. Sampe kamu berasa kepengen banget tas ini, berasa panas, gatal.</i></p> <p>I’m waiting for the moment. Until you feel deeply crave for this bag. When you start to anxiously desire, feeling like itchy.</p>
AH3.10	 <p>Bags for inheritance</p>	VR26	<p><i>Kalau punya tas kaya begini tuh dipake, bisa untuk keturunan ya, bisa untuk warisan. Betul.</i></p> <p>If you have a bag like this, you can use it for your descendants. It can be inherited. It’s true.</p>
AH3.11	 <p>Expressing gratitude for the bag</p>	VR27	<p><i>Makasih papa, pokoknya I love you. Semoga papa sehat selalu. Papa makin sukses. Papa semakin hebat. Papa semakin banyak rejekinya. Amin.</i></p> <p><i>Thank you papa, I love you. I hope papa is always healthy. Papa is getting more and more successful. Papa is greater. Papa is getting more fortune. Amen.</i></p>