

CHAPTER I

INTRODUCTION

This chapter covers several points. They are the background of the study, problems of the study, objectives of the study, scope and limitations, and significance of the study.

1.1 Background of the Study

Language as a communication bridge in today's modern world is not only interpreted from the verbal aspect but also from other sources that can establish the overall meaning. Recently, semiotic authorities such as images, space, and architecture have become widely recognized for making meaning in communication (Ly & Jung, 2015). One mode that has received greater attention is imaged in visual communication. In today's society, this mode is often found in advertisements. Advertisement is considered an influential thing in the development of a product.

It cannot be denied that the rapid development of technology brings people to be able to see many advertisements appearing everywhere. If advertisements were only displayed in newspapers, magazines, brochures, billboards, or other print media, unlike today, advertisements could be found easily on social media. Almost every entity has its website to make it easier to introduce its products to cover a large audience.

Advertising on social media is increasing. This is because social media is used as a means of promotion and a tool to reap maximum profits for all types of businesses in a more diverse manner. It also tends to be more targeted in determining potential customers because they can be adjusted in terms of gender, age, education, occupation, hobbies, favorite foods, drinks, or other user interests. In Charles Schwab's official website (2019) entitled "2019 Modern Wealth Survey", it can be seen that the survey results show that as many as 49 percent of millennials

state that social media has a tremendous influence in deciding to spend their money to enjoy the experience.

The rise of social media advertising and its influence in today's society makes many companies compete to provide their print advertisements digitally, such as brochures, flyers, magazines, booklets, and others. One of the social media advertisements that are still often used is e-booklets. The more significant number of pages owned by booklets is a distinct advantage for e-booklets/booklets as a means of advertising media globally. This makes the process of delivering information and messages can be reviewed in detail.

The booklet is a mass communication media that aims to convey promotional messages, suggestions, prohibitions for mass audiences, and concrete forms. So, the main goal is so that the public can understand and follow the statements contained in the mass communication media (<http://digilib.petra.ac.id>). This feature attracts large companies to use e-booklets as a medium for advertising, promotion, or information sharing. One of the significant entities of e-booklet users is tourism.

As Bruner (2005) said on Yao & Zhuo (2018) that earlier tourism was "one of the greatest population movements of all time." In Indonesia itself, the government continues to strive to improve the development of Indonesian tourism through a digital approach. In 2015, the Association of South Asian Nations (ASEAN Summit), Minister of Tourism Arief Yahya, conveyed that the ministry's main goal for the next four years is to elevate Indonesian tourism's international position and increase foreign and local tourists (Sompotan, 2015).

One of the biggest tourism platforms in Indonesia is Wonderful Indonesia. They promote Indonesian tourist destinations through their website www.indonesia.travel. Along with the development of the times, the website became widely recognized as an object of research. Pauwels (2012: 247) said that in the late nineties, the interest in studying website sites became the main focus of scholars with orientation to linguistic elements. However, it was found that recently

the main focus has shifted; research that initially focused on the linguistic side only has now developed into various communication features such as visuals and other semiotic sources, which are investigated along with verbal elements. The combination of these communication features is called multimodal.

The new discourse approach states that all discourse is multimodal and not monomodal (Scollon and LeVine 2004: 3). Modality as a framework for interpreting the meaning of modes of communication begins with analyzing the grammar images. Proposed by Kress & Leeuwen (2006), modality offers a technique to understand more meaning from text through the visual side. Therefore, multimodal discourse analysis presents a method for researchers to analyze the substance contained in modern discourse beyond just text.

In a discourse, verbal and visual forms of communication play an almost balanced role. By relying on verbal language alone without considering nonverbal language, understanding discourse will be limited. Therefore Van Leeuwen (2004: 8) states that it is essential for linguists to start viewing visual communication as equally crucial as textual.

Concerning the above statement, in this study, the writer intends to analyze Wonderful Indonesia's e-booklet on the official Indonesia Travel website, which is used to attract tourists both verbally and visually. In today's digital era, it looks pretty shallow if we only judge a discourse from the verbal or textual side. However, we must see and interpret it by considering the existing visual side. Therefore, a multimodal approach is needed to understand the full intent, purpose, and message contained in Wonderful Indonesia's e-booklet advertisement.

Wonderful Indonesia's e-booklet was chosen as the object of this research because the promotional campaigns released by Wonderful Indonesia have always succeeded in attracting foreign and local tourists to visit Indonesian tourism sites by adequately presenting the elements of modality in their advertisements. As mentioned above, Wonderful Indonesia has won the People's Choice Award as the best tourism category in East Asia and the Pacific through its promotional

advertisements. In addition, Wonderful Indonesia is a world-famous brand, as evidenced by its achievements, including getting 46 awards in 22 countries in 2016. Then in 2017, Wonderful Indonesia received 27 awards in 13 countries, and in 2018 won "Brand of the Year Indonesia 2018" by Philip Kotler Center for ASEAN Marketing (Prawibowo & Purnamasari, 2018). Therefore, it will be essential to examine in depth the discourse and describe the types of multimodal and the meaning of Wonderful Indonesia's e-booklet advertisement.

Several researchers have widely studied the Wonderful Indonesia brand, including Poyk & Pandjaitan (2016) in their journal reviewing one of Wonderful Indonesia's promotional videos using critical discourse analysis. They discuss the representation of Indonesia in selected tourism advertisements entitled *Feeling Is Believing* (2012), Krismayanti (2019) used Wonderful Indonesia's advertising video as a source of data of her research to analyze the attitudinal resources found in the verbal texts of the ad videos she chose, then Islam & Cahyani (2020) who used video transcripts of an advertisement from Wonderful Indonesia entitled "Culture and Heritage, Nature and Eco-tourism, and Culinary" to analyze the linguistic aspects of the narrator's style of language in persuading the public. In these studies, it was found that many researchers used advertising videos from Wonderful Indonesia. There has been no research on Wonderful Indonesia's e-booklet. Therefore, the study about Wonderful Indonesia's e-booklet discourse uses Multimodal Discourse Analysis will provide new insight.

Hence, in analyzing the object of this study, the author uses Generic Structure by Cheong (2006) to determine the verbal and visual elements in the e-booklet advertisement. Furthermore, to reveal the realization of verbal elements, the writer uses an Ideational function, especially transitivity, which includes process, participle, and circumstance in the text by Halliday & Matthiessen (2004). Finally, this study is complemented by a visual grammar design analysis by Kress & Leeuwen (2006), which focuses on interpersonal metafunctions to analyze the meaning between producers, viewers, and objects in the selected e-booklet advertisement.

Verbal and non-verbal texts in a discourse clearly must have logical relationships in conveying the meaning and purpose of the discourse. Salim et al. (2018) stated that verbal and visual elements play an important role in tourism advertising to influence potential tourists and persuade them to make decisions. So, every aspect that composes advertising or promotional media has the power to build a complete discourse. Based on the above rationale, this research can contribute to implementing multimodal analysis. Therefore, this research is entitled "*A Multimodal Discourse Analysis in Wonderful Indonesia's E-booklet Advertisement.*"

1.2 Statement of Research Questions

Referring to the description of the background above, it is formulated with the following questions:

1. What are the verbal elements of selected Wonderful Indonesia's e-booklet?
2. What are visual elements of selected Wonderful Indonesia's e-booklet?
3. How are the verbal elements realized in selected Wonderful Indonesia's e-booklet?
4. how are the visual elements realized in selected Wonderful Indonesia's e-booklet?

1.3 Objectives of the Study

Based on the formulation of the problem above, the objectives of this study are:

1. Identify the verbal elements of selected Wonderful Indonesia's e-booklet.
2. Identify the visual elements of selected Wonderful Indonesia's e-booklet.
3. To explain the realization of verbal texts in selected Wonderful Indonesia's e-booklet.
4. To explain the realization of visual texts in selected Wonderful Indonesia's e-booklet.

1.4 Significance of the Study

Based on the topic of this research, this study will be conducted to make a real contribution theoretically and practically, especially in the interdisciplinary field of international tourism e-booklet advertising. This research is expected to

provide additional perspectives in discourse knowledge as findings of linguistic development, multimodal discourse analysis, and semiotic sources for undergraduate students.

In practice, the results of this study can provide a reference for research that focuses on multimodal e-booklet advertising. On the broader community, the results of this study can be used as a layout reference for producers to make marketing advertisements in the creative economy. Finally, the results of this study can increase language awareness among its readers.

1.5 Scope and Limitation of the Study

Scops of the research is determined so that this research does not extend to other disciplines. This study focuses on multimodal elements to examine textual and visual elements. The verbal text contained in the e-booklet will be analyzed using language metafunctions by Halliday & Matthiessen (2004). Furthermore, a visual point analysis was developed using the framework of Kress & Leeuwen (2006) to examine the visual grammar of advertisements and their potential meanings and Cheong's (2004) Generic Structure of Potential theory to analyze visual elements in printed advertising. However, as a research objective in examining visuals, this study only examines interactive functions and does not examine representational or compositional functions.

In this study, the writer focuses on Wonderful Indonesia's advertising e-booklet " Best Honeymoon Travel Guide In Indonesia " edition to be analyzed. This edition was chosen because its verbal and visual elements are considered one of the advertisements containing multimodal elements that are perfectly connected between its verbal and visual elements. This e-booklet contains 74 pages, so the writer needs to provide a page limit to analyze the interactive dimensions that require each page to be broken down. Therefore, the author limits the page by examining the contents of the city of "Bali," which is one of the most famous tourist attractions in Indonesia.