

CHAPTER I

INTRODUCTION

This chapter consists of sub-chapters, namely background of the study, statements of the problem, objectives of the study, significance of the study, scope and limitation of the study.

1.1 Background of the study

Language is a way of conveying meaning between two or more people who communicate with each other. People need to communicate in social life and its interaction by using language as a means of communication. According to Wardaugh (1972, p.3), says that language is an arbitrary system of vowel symbols used as a means of communication for humans. This suggests that symbols allow one to create an unlimited number of messages. Humans can convey messages using symbols in various means of communication, such as the telephone, internet, television, radio, billboards, and video advertisements. They use this symbol to express ideas, build adjustments, appreciate literary works, and utilize technology and science.

Language has forms and meanings that are categorized into two types: spoken and written. Spoken language is a language expressed through the way of speaking. It contrasts with written language, expressed with words, images, and symbols. Therefore, written language can be used to express meaning by performing its symbolic and interactive functions. Nowadays, people communicate using two types of language: verbal and visual. Verbal language can be easily accessed through text or written forms. Verbal language can be clearly understood or interpreted through reading. In contrast, visual language is a language that can be understood with a variety of visual presentations, such as images, photos, charts, and maps. The verbal and visual language is also known as verbal and visual texts that create meaning in written and spoken. Sometimes, there may be ambiguity in expressing meaning, as the example found in the video advertisement. Using a video advertisement as an object of research Multimodal Discourse Analysis is a very appropriate action. Because

in video advertisements, there is a discourse that fully utilizes the relationship between verbal and visual texts to find true meaning.

In linguistics, multimodal discourse analysis is one part of research in the field of multimodality. This suggests that Multimodal Discourse Analysis is incorporated and integrated into parts of multi-semiotic phenomena, such as media advertisement in video. According to O'Halloran (2014, p.44-45), multimodal analysis is a new type of research that developed in 1990. In multimodality, video advertisement usually has two structures. The generic structure works in combining both frameworks typically found in the form of video advertising. Moore and Tuckweel (2006 p. 427), show that generic design is a dynamic theory. The existence of a reverse generation of textual structure and relevant features of the available context suggests that the text has a systematic mapping structure of information ideas that corresponds to the genre of the text and forms a generic structural potential (GSP).

Based on the generic structure of the advertisement video advertisement use complex structures to generate meaning. It needs multimodal analysis to create meaning. According to O'Halloran (2014, p.44 - 45), multimodal discourse analysis is a paradigm that emerges in discourse research that extends the study of language to other combinations such as images, scientific symbolism, gestures, actions, sounds, and music.

The video advertisement contains not only linguistic aspects but also non-verbal aspects and other visual images. It uses words, images, photos or symbols, and colorful backgrounds to make the video more interesting. Each symbol has a meaning to add value to the movie. It needs multimodal analysis to understand the meaning of a video. A video advertisement is a media play (video) that is used in an advertisement. Video is an image movement that consist with display, audio, and gesture that produced with various content sizes. According to Jewit (2013, p.5), the company will display images and interesting words that contain a message from itself. This indicates that advertising is a message that can be used to inform, persuade, promote, or motivate people toward a brand. Because video advertisement is the first thing of a advertisement which indirectly tell the content of the video.

In 2022, many video advertisement released from various contents or concepts, such as live action, and full editing CGI. One of the world's most famous and iconic video advertisemnt is "*Apple video advertisements.*" The thing that makes this video advertisement so famous is because the graphic visuals presented are so wild. Also, the audience has waited for a year for a new product will release since the previous product

was shown. Moreover, the video of *Apple video advertisement*, will present more scenes that focus in the products. Through the official YouTube Apple. This company has a follower count of more than 17,8 million subscribers and has successfully received verification with verified checklist. On the YouTube channel Apple, the manager often posts various video advertisement about the Apple products.

This phenomenon is the basis for this study because many Apple video advertisements connoisseurs do not understand what representation is shown and the meaning conveyed through the visual aspect and verbal aspects contained in a video uploaded via YouTube. Researcher chose the Apple video advertisement as the object of study for three reasons. First, this company is the first company that support go green in the technology industry, and it is very popular among the public. Second, videos are an effective medium for visual communication. Third, there are at least multimodal studies that use video advertisement as research objects. Most previous studies used print advertisement as an object.

In this study, the researcher examined multimodality in the fictional Apple video advertisements. One of the things that can be done to analyze a video advertisement is using multimodal analysis. Because the researcher will analyze the data using visual aspect (image) at the same time, he will analyze the meaning of what will be conveyed through verbal aspect. Multimodal is used for how people communicate using a mode simultaneously but differently.

In addition, to get the clear meaning in video advertisement , the researcher need an analysis of image which contained in video advertisement as an object. From some explanations above, make the researcher interests and encourage to conduct the research in title “**An Analysis of Multimodal in Apple Video Advertisements**”.

1.2 Problem of The Study

Based on the background of the study, this present study is conducted for the following questions:

1. What are the elemnts of Generic Structure Potential found in the *Apple Video Advertisement*?
2. What are the verbal and visual elements found in Generic Structure Potential *Apple Video Advertisements* represented to make meaning?

1.3 Objectives of The Study

Based on the problem above, the objectives of the study are stated below:

1. To find out the reader about generic structure potential in *Apple Video Advertisements*.
2. To find out and describe the verbal and visual aspects in the *Apple Video Advertisements*.

1.4 Significance of The Study

The researcher hopes the result of the research will bring some benefits. This study gives both theoretical and practical contributions.

1. Theoretically, this study is expected to enrich the knowledge of Linguistics especially the subtypes of multimodal discourse analysis, and makes the reader understand the generic structure potential and ideational meaning in the video advertisement. This study is also expected to give to the other researcher who conducts the next research about multimodal discourse analysis in Apple video advertisements.
2. Practically, this study can help advertiser make video advertisement more attractive to see by the audiences. The expected significance of this study are follow:
 - **Student:** Provide understanding to students about the meaning of generic structures in video advertisements using Cheong's theory.
 - **Society:** Provide an understanding to the public about the meaning formed in a video advertisement using the theory of reading images Kress and Leeuwen and Cheong.
 - **Video Editor:** Motivate movie video advertisement creators to create more amazing video editing by inserting meaning through symbols.

1.5 Scope and Limitation of The Study

The scope of this study focuses on video advertisement of the Apple products as the best products that attract a large audience at the end of 2022. Researcher limit this research to avoid expanding the discussion by focusing on visual image and verbal analysis. It uses a multi-semiotic mechanism to investigate the process of meaning creation with the approach of Kress and Leeuwen (2020) and Halliday (2014). The generic structure of the video advertisement incorporates the framework using Cheong's theory (2004). This multimodality approach is a method to direct the linguistic role of video advertisement.