

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 communicating meaning between two or more people interacting with each other. People have to communicate in social life and its interaction using language as a means of communication. According to Wardaugh (1972), language is an arbitrary system of vocal symbols used as a means of human communication. This suggests that symbols can be used to create an unlimited number of messages. A person can convey messages with symbols in various means of communication, such as telephone, internet, television, radio, billboards, and movie posters. They use this symbol to express ideas, adapt, evaluate literary works, and use technology and science. Language has forms and meanings that are divided into two types, spoken and written.

Spoken language is language expressed through speech. It contrasts with written language, expressed through words, images, and symbols. Therefore, written language can be used to express meaning, fulfilling its symbolic and interactive functions. Today people communicate in two languages: verbally and visually. Spoken language can be easily used with text or written forms. Spoken language can be understood and interpreted by reading. In contrast, a visual language is a language that can be understood through various visual representations such as pictures, photographs, diagrams, and maps. Spoken and visual language is also known as verbal and visual texts that create meaning in both written and spoken forms. Sometimes the expression of meaning can be ambiguous, as found in video advertising. Using video

advertising as a research object Multimodal conversation analysis is a very appropriate procedure. Because movie posters have a discourse that takes full advantage of the relationship between spoken and visual text to find true meaning.

In linguistics, Multimodal Discourse Analysis is incorporated and integrated into parts of multi-semiotic phenomena, such as media advertisement in video. According to O'Halloran (2014), multimodal discourse analysis is a new type of research that developed in 1990. In multimodality, video advertisement usually has structures. The generic structure works by combining leads, displays, emblems, announcements, enhancers, tags, calls and visit which are usually found in the form of advertising. Advertising is a method or activity related to advertising, while advertisements are advertisements displayed by marketers. Moore and Tuckweel (2006), 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 correspond to the genre of the text and forms a generic structural potential (GSP).

Based on the generic structure of the video advertisements use complex structures to generate meaning. It needs multimodal discourse analysis to create meaning. According to O'Halloran (2014), 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.

In addition to linguistic aspects, video advertising also includes verbal, 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 that adds value to the film. Understanding the meaning of the video requires a multimodal discourse analysis. Video advertising is a media presentation (video) used in advertising. A video is an image movement consisting of a screen, sound, and gesture to produce content of different sizes. According to Jewit (2013), a company displays images and interesting words that contain a message about itself. It shows that

advertising is a message that can be used to inform, persuade, promote, or encourage people to use a brand. Because the video ad is the first thing in the ad that indirectly tells the content of the video.

In 2023, many video advertisements were released from various contents or concepts, such as live-action. One of the world's most famous and iconic video advertisement is "BLACKPINK and Starbucks : Turn up your summer." The thing that makes this video advertisement so famous is because of the collaboration between Starbucks and the famous South Korean girl group BLACKPINK. Moreover, the audience has been waiting for quite a long time for this new product to be released. Moreover, the advertising video for BLACKPINK and Starbucks: Turn Up Your Summer will show more scenes that focus on each BLACKPINK member showing which new product from Starbucks they like via Starbucks' official YouTube. This company has a following of more than 398 thousand subscribers and has succeeded in obtaining verification with a verified checklist. On the Starbucks YouTube channel, managers often post various advertising videos about Starbucks products.

This phenomenon is the basis for this study because many Starbucks video advertisement 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. The researcher chose the Starbucks video advertisement as the object of study for three reasons. First, this company supports go green in the food and beverage industry, and it is very popular among the public. Second, videos are an effective media for visual communication. Third, multimodal studies that use video advertisements as research objects.

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

In addition, to get the clear meaning of the video advertisement, the researcher needs an analysis of the visual and verbal contained in the video advertisement as an object. Some explanations above, make the researcher interested and encouraged to conduct the research in the title “ **A Multimodal Discourse Analysis of Starbucks Video Advertisements of BLACKPINK Version**”.

1.2 Research Questions

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

1. What are the types of Generic Structure Potential found in the Starbucks Video Advertisement of BLACKPINK Version?
2. What are the processes found in Verbal Language Metafunction in the Starbucks Video Advertisement of BLACKPINK Version?

1.3 Objectives of the Study

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

1. To find out about generic structure potential in *Starbucks Video Advertisements of BLACKPINK Version*.
2. To explain the verbal aspects in the *Starbucks Video Advertisements of BLACKPINK Version*.

1.4 Significance of the Study

The Researcher expected that the results of the research will provide benefits, namely theoretically and practically.

First theoretically, this study is expected to enrich the knowledge of Linguistics especially the subtypes of multimodal discourse analysis, and make 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 video advertisements.

The second practically, this study can help advertisers make video advertisements more attractive to audiences. The important meaning expected from this study is, firstly for students, it is to provide understanding to students about the meaning of generic structure in video advertisement using Cheong's theory. secondly to the society to provide an understanding to the public about the meaning formed in a video advertisement using Cheong and Kress and Leeuwen image reading theory. then the last thing is to motivate video editor to create more amazing video edits by inserting meaning through symbols.

1.5 Scope and Limitation of the Study

The scope of the research is multimodal discourse analysis on video advertisements. This research focuses on Starbucks product advertising videos as the best products that will attract a large audience in mid-2023 with a video entitled BLACKPINK and Starbucks: Turn Up Your Summer. Researcher limit this research to avoid expanding the discussion by focusing on visual images using Generic Structure Potential by Cheong (2004) theory and verbal analysis by Krees and Leeuwen (2020) and Halliday (2014). The generic structure of video advertisement uses Cheong's (2004) theoretical framework. To investigate the process of creating meaning using the approach of Kress and Leeuwen (2020). This multimodality approach is a method for directing the linguistic role of video advertising.