

CHAPTER I

INTRODUCTION

In this chapter there are five sub-chapters, starting with the background of the study, research questions, objectives of the study, significant of the study, and the last is the scope and limitation of the study.

1.1 Background of the Study

Multimodal analysis explains that verbal and nonverbal means of communication have an important role in causing a meaning it is because language itself contains meaning, namely informative content. According to O'Halloran and Smith (2012:133), multimodal analysis is the analysis of any type of communication that has a text of interaction and integration over two or more semiotic sources or means of communication to achieve a communicative function of the text. Multimodal Discourse Analysis helps to show consumers the intention of the advertisement contained in it. Advertising is the center of attention of several Discourse Analysis research because it has an interesting and persuasive language. In a discourse, verbal and visual in communication have a balanced role. By relying on one's own verbal language without considering nonverbal language, understanding discourse will be limited. Therefore, Van Leeuwen (Leeuwen, 2004) states that it is necessary for linguistics to initiate visual communication as equally crucial as textual.

In modern times like today, with the development of technology that is getting better so it really helps human life to spread information in the media. With the aim of attracting the attention of consumers, many business companies choose to promote their products through advertising. The advertisement is used to convey what products they sell to consumers. According to Chris Hackley (2005:7), advertising is very important because advertising offers and involves imagination for the consumption experience. Advertisements in modern times today are widely spread on social media, and packaged in an attractive and unique to attract the attention of consumers. The advertisement is served through

news papers, magazines, television, radio, or social media such as Instagram, YouTube, and others. Consumers get product information through such advertisements, and help consumers to consider their choice in choosing a product to buy.

However, language both verbal and visual is a key component of the promotion advertisement. In fact, people communicate in both verbal and visual ways every day, including when promoting their product in advertisement. The purpose of advertisement is to engage an audience through the use of several aspects, including verbal, visual and auditory communication language. These component will be connected to produce significance and establish the quality of the advertisement. Additionally, if more than one combination semiotic system is used to create a text, it can be referred to as Multimodal in Multimodal Analysis.

Advertising can be very easily accessed on social media platforms, one of which is YouTube. YouTube is a platform that is currently widely used to find information in the form of videos. Many companies are interested in showing their product ads on the YouTube platform because many people use the application, so the company promotes about the product on the YouTube platform. By reason, companies will certainly choose media that they consider very easy and widely used by users. Cook (2001) states that the function of advertising is to inform, persuade, remind, influence and perhaps change opinions, emotions and attitudes. That is, advertising is not only for sales purposes but also to make consumers interested in what is seen through the advertisement.

In sum, the advertisement is presented with the combination of different elements of semiotic systems such as verbal, visual, and audio. Since the advertisements video uses more than one mode of communication or element of semiotic systems to create meanings, the advertisement can be treated as multimodal texts. Therefore, this study attempts to observe the visual and verbal elements represent, especially in terms of multimodal discourse analysis in an advertisement in YouTube to understand the concept of the advertisement. Based

on these reasons, the writer chose an advertising video namely *Sirup ABC*, *Nutrisari*, and *Teh Pucuk Harum* as the object of research. Therefore, the writer conducted a research entitled “A Multimodal Discourse Analysis of Beverage Products Advertisement”.

1.2 Research Questions

According to the background of the study above, there are two statement of the research question. Those are:

1. What are the visual elements and verbal elements in the beverage products advertisement?
2. What are the implied meaning of verbal text used in beverage products advertisement?

1.3 Objectives of the Study

Based on the statement of the research question, this research is focused on:

1. To identify the visual and verbal elements of selected beverage products advertisement.
2. To explain the implied meaning of verbal text used in selected beverage products advertisement.

1.4 Significance of the Study

Based on the topic of the study, this research is expected to add knowledge to Multimodal Analysis in advertisement, especially the relationship between verbal and visual texts in advertisements. This research is also expected to add diversity and strength to the theory of Multimodal Discourse Analysis. Then, the results of this study are expected to help readers to improve their ability to read more about how to analyze an advertisement. By analyzing the Multimodal Discourse on the advertising, the writer hopes that this research can make a lot of contributions in the future. For readers, it is hoped that this research can provide an understanding of the concepts contained in an advertisement. And the last, for future researchers, this research is expected to be useful to be a reference for research on Multimodal Discourse Analysis.

1.5 Scope and Limitation of the Study

The scope of this study is Discourse Analysis, which discusses Multimodal Discourse Analysis in beverage products advertisement namely is *Sirup ABC*, *Nutrisari*, and *Teh Pucuk Harum*. This study discusses the representation of beverage products advertisement through an advertising video that was aired on the YouTube platform. Based on the research question, this research only focuses on multimodal elements to examine verbal and visual elements, the implied meaning of linguistics analysis, audio, gesture, and spatial analysis. Moreover, multimodal analysis will examine the data in selected scenes using the theory Systemic Functional Linguistic (SFL) by M.A.K Halliday (2004), theory of Anstey and Bull (2010), and Generic Structure of Potential from Cheong (2004).

In this study, the beverage products advertisement selected was chosen because its verbal and visual element are considered one of the advertisement containing multimodal elements that are perfectly connected between its verbal and visual elements. Therefore, the author limits the advertisement examining the beverage products selected, which are the most famous beverage products in marketplace.