
A MULTIMODAL DISCOURSE ANALYSIS OF THE INTERPERSONAL MEANING OF A TELEVISION ADVERTISEMENT IN INDONESIA

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ABSTRACT

This article attempts to investigate and explore the interpersonal meaning of YOU C1000 on Indonesian television advertisements. This study was conducted qualitatively using case study to check how different semiotic and modes such as music, sound, speech, color, action, and image work together to build the interpersonal meaning. This study discusses the interpersonal meaning in speech and music, interpersonal meaning in movement and interpersonal meaning in image and color. The study aimed to give some contributions to social semiotics studies, television, or video advertisement. YOU C1000 advertisement is successful to attract audiences' attention. The election of Miss Universe advertisement star, Bali as the shooting location, English as the language function and wedding ceremony as the activity are the significant factors to introduce the product to the market. In addition, its tagline is a successor factor as well. If people hear Healthy Inside and Fresh Outside, they will remember YOU C1000.

Keywords: multimodal discourse analysis; interpersonal meaning; social semiotic

ABSTRAK

Artikel ini bertujuan untuk menginvestigasi and menyelidiki makna interpersonal dari produk 'YOU C1000' pada iklan televisi Indonesia. Penelitian ini dilakukan secara kualitatif dengan menggunakan pendekatan studi kasus untuk mengetahui bagaimana semiotik dan moda yang berbeda seperti musik, suara, ucapan, warna, tindakan, dan gambar, dapat berjalan bersama-sama dalam membentuk makna interpersonal. Penelitian ini mengulas makna interpersonal dalam ucapan dan musik, makna interpersonal dalam gerakan, dan makna interpersonal dalam gambar dan warna. Penelitian ini bertujuan untuk memberikan kontribusi pada studi semiotika sosial, televisi, atau iklan video. Iklan YOU C1000 berhasil menarik perhatian penonton. Pemilihan bintang iklan Miss Universe, Bali sebagai lokasi syuting, bahasa Inggris sebagai fungsi bahasa dan upacara pernikahan sebagai aktivitasnya adalah faktor-faktor yang signifikan untuk memperkenalkan produk tersebut ke pasar. Selain itu, 'tagline'-nya juga merupakan faktor penting lainnya. Jika orang-orang mendengar 'Healthy Inside and Fresh Outside', mereka akan mengingat YOU C1000.

Kata kunci: analisis wacana multimodal; makna interpersonal; semiotik sosial

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INTRODUCTION

If people discuss about discourse, generally they will focus on words. Words are identified as the representation of a discourse. However, actually there are many aspects talking about discourse. Discourse can be discussed through games, movies, political speeches, news elements, fashions, musics, and all ways that interact with human being. Semiotic resources and modes are communicated in discourse also. All these aspects can be studied or analysed using multi modal. In recent era, multimodality also applies in images, children books, match, television advertisement and so forth (Gao, 2018; Kress & van Leeuwen, 1996; O' Halloran, Tan, & Marissa, 2013). Every aspect definitely provides the interpersonal meaning because they are created based on one purpose or goal. People mostly experience them fun, simply because it can be a style used in every aspect of life. However, every human being experiences them differently because the level of communication activities are formed by their ideologies and power relation.

It means that combination of words and other modalities, such as video, picture, film, and sound construct a lot of reading texts, for example, the ways in which people reacted to event of 11 September for instance were very much affected by the image they saw on television as they were verbal reports of the events. Therefore, multimodal discourse has a

significant role in analyzing and creating the meaning of various modes. The multimodal use in discourse is as much a feature of print genres as it is of television genre.

From social media semiotic, Li (2016) explains that interpersonal meaning is defined as the substitution of language clause which it is one of meta function of language. There are three the parts of language clause interacting to each other; those are speaker, audience, and writer. Speaker and writer can be represented by advertisers and audiences may be represented by the consumers. The medium of interaction between speaker and audience is interpersonal meaning. The audience gain the meaning from a product or another semiotic resources. All attributes provide the interpersonal meaning for the audience.

Kress and Leeuwen (1996, cited in Yang, 2016) investigate more details to reveal the concept of interpersonal meaning based on multimodal prespective. It includes movement, image, sound, speech and music. This investigation result is claimed as the foundation of interpersonal meaning. Interpersonal meaning is substituted and delivered by some meaning resources. It can be image duration and prespective, rhythm and action because there is a specific aspect in interpersonal meaning.

In previous research about multimodal narratives in SIA's

Singapore Girl TV advertisement (Wang, 2016), it was found that how gendered representations of the Singapore Girl are manipulated in SIA's advertisements. It also revealed how these gendered representations adopted by SIA are joined with contemporary branding philosophies, which also work to cloak them in relation to the use of increasingly well-rounded narrative structure. In addition, another previous research entitled "A Multimodal Discourse Analysis of Glocalization and Cultural Identity in Three Indian TV Commercials" (Dash, Patnaik, & Suar, 2016) found that the commercials construct the global identity in several ways. In the Knorr Soups commercial, the melody of the title song is contemporary pop, whereas the delivery style and crooning are distinctively Western. The language is predominantly Hindi with depth use of selected English words.

Given the examples on how particular advertisements deliver hidden agenda and messages, the authors were of interest at YOU C100 advertisement which is delivered by 2017 Miss Universe as new discussion using multimodal analysis. In this case, the analysis explored the interpersonal meaning of the advertising which is published in Indonesian television programs. The analysis was focused on revealing the way it interacts with the audience. There are some semiotic of language aspect in this research; those are, action, image, sound, colour, and

music. These aspects work at once to build and increase the interpersonal meaning of the advertisement. Image represents the color. It can be found in bottle or another medium. Movement can be found in the advertisement process. Generally, the movement is represented and conveyed by human being. The human being as the actor or actress should be selected well because mostly audiences focus and concentrate into movement. Sound or music provide a vital influence in an advertisement to convey interpersonal meaning.

Dash, Patnaik, and Suar (2016) also describe that semiotic resources of this research refer to the image and colour. There are two aspects explored in image and colour: distance and perspective. The fundamental colour is categorized color semiotic resources which can be combined into one meaning. The orange colour in YOU C1000 bottle as dominant one shows some meanings. Firstly, it can be as the representation of fruit or freshness. Hence, the audiences are attracted to the bright colour. It means that colour can be one of the tools to communicate with the audiences because it could attract them. The advertiser should determine based on the purpose of advertisement. It must be synchronized to give good contribution. Another key point that should be considered by advertiser is audiences view. Indonesian people are known as a low readers so that mostly they focus to another view in a product.

In this case, the first Indonesian audiences' view is image. They consider that image is able to represent the meaning of the product.

Rossolatos (2014) explains about kinesthetic meaning as the tool to build an interaction between the actors and the audiences. The kinesthetic expresses the message from the advertisement. Every movement in the advertisement should be managed carefully because it is very fundamental. Moreover, the audiences have different views and interpretations for each movements. There are other considerations to create a movement, such as place, actor and actress. To get the interpersonal meaning of a movement, it should be matched with the goal of the product. If it talks about clothes, the movement should be related to clothes' movement or action. If it wants to present about drink, so the action or movement should refer to drink. The movement should not focus to one actor or actress. It needs another figure to represent the interpersonal meaning. However, the advertiser can use the actor or actress as the main focus.

In relation with above explanations, Helland (2018) agrees on the concept of interpersonal meaning in speech and sound. Sound and speech have same and general signs. They represent the message of the advertisement. If speech, image and colour are combined, it would create an interesting meaning. These three parts support each other. The audience can see clear and right

meaning. It will determine if the advertisement reaches success or not. There are some considerations in speech section in order to represent good interpersonal meaning, such as the actor or actress, intonation, dialect, and the interaction between one to another.

Helland (2018) also suggests a clearer information about the basic aim of advertisement. He explains that advertisement is aimed to engage the audience in order to attract the audience with the product. Therefore, the development of advertisement should be performed carefully and thoroughly that frame the advertisement and several forms of positioning (McVee & Carse, 2016). The advertisers should consider some aspects, such as the culture, the situation, the interaction, and the population. The authors provide some questions to answer the interpersonal meaning of an advertisement. In this case, YOU C1000 is the advertising product. The questions are as follow: 1) How is the interpersonal meaning of speech and music conveyed and interacted in television advertising?; 2) How is the interpersonal meaning of movement conveyed and interacted in television advertising?; 3) How is the interpersonal meaning of image conveyed and interacted in television advertising?

METHOD

This study draws on those representative research on interpersonal meaning using multimodal analysis, more specifically of product related to movement, music, speech, and image. It is aimed to reveal how the interpersonal meaning is made in You C1000 video. The authors employed analytical qualitative procedures to obtain clearer findings. YOU C1000 is selected as the case study in this research. There are some considerations why it is important to be investigated. Firstly, YOU C1000 is one of the most famous drinking brands in Indonesia. The tagline "Health Inside, Fresh Outside" is admitted as the most popular lexis drink in Indonesia. Second, a multimodal analysis research study is relatively scarce in the Indonesian context; thus, it is worth to investigate this context to enrich the pool of discussion regarding the multimodal analysis.

FINDINGS AND DISCUSSION

Interpersonal Meaning in the Speech and Music

It is important to understand the aim of speech in advertisement to know the information and goal of the advertisement. To get clearer information of the speech in YOU C1000, it can be checked through this speech text: "In Indonesia, communities come together to help out the wedding celebration. As preparation of a special event can be physically and mentally

exhausted for the happy couple, it is important for them to stay healthy. For the bride, her beauty starts from health. You C1000 keeps you stay healthy". Then, the soundtrack of music starts from medium tempo, and it is accompanied by Miss Universe aiming to attract the attention of the audience.

From the script above, it could be interpreted that the advertisement dominantly focuses on how staying healthy may lead to happiness and beauty. Happiness is represented through the wedding celebration, while beauty is represented by the appearance of Miss Universe. The transition from wedding celebration to Miss Universe part clearly describes that drinking YOU C1000 can help the audience to stay healthy.

Besides, the music as the background for the advertisement also helps the audience visualize the happiness as the music engages audiences through its tempo (Li, 2016). While the voice is only delivered by Iris, the music could help audience to visualise happiness of the married couples and their surroundings.

Interpersonal Meaning in Movement

The interpersonal meaning of the action comprises engagement, modality and affect. Movement is a meaning-making semiotic resource by means of which participants in interactions relate to one another

(Baldry & Thibault, 2006). Engagement is interpersonal meaning by interaction of body and angle. Modality is related to willingness and unwillingness, while affect is related to display of emotion. It can be seen from the gesture and facial expression of Iris as Miss Universe in YOU C1000 shooting. During the video shooting, Iris clearly keeps her smile all the time as to express happiness involving in an Indonesian wedding celebration. Besides, the movement expressed by the married couple also invites the audience into a happy situation while representing that staying healthy could lead them to happiness. Moreover, the way Iris stands together with the bride can also describe that the focus of the advertisement is more likely for the brides as to represent the word "beauty". Lastly, as to the closing of the advertisement, the transition from Iris standing with the brides to the image of the product also describes smooth movement that healthy and happiness comes from drinking YOU C1000.

Interpersonal Meaning in Image

There is a collaboration of color and image in interpersonal meaning of image. Firstly, let us focus on the image of location. As for the setting, Bali is chosen as the location for the shooting and depicts the image of a well-known tourism spot in the world. It should be clear that the choice of the shooting location could target global audience while it could also perform to introduce

the local wedding tradition in Bali and to invite visitors to come to Bali. In this part, the advertisement may not only engage global target market, but also promote Bali as a tourist destination.

Furthermore, the image of bottle represents two basic colours: orange and white in YOU C1000 bottles. The colour represents the taste and function and can spark, among others, excitement (Kress & van Leeuwen, 2002). Orange colour represents the orange fruit as the basic taste. This way expresses the interpersonal meaning in which orange comprises of Vitamin C. Therefore, it can attract the audience to consume it.

CONCLUSION AND SUGGESTION

This research is conducted to explore the interpersonal meaning of YOU C1000 advertisement. The authors investigated three semiotic resources in this research: speech, movement, and image. All of resources support and interact to each other and create a perfect meaning because each aspect could attract audiences' attention. In this research, YOU C1000 is selected as the case study. There are some reasons showing that YOU C1000 advertisement is successful to attract the audience. Firstly, it is influenced by the speech of Miss Universe. Next, the color of the bottle has a vital role to describe the taste. Finally, the tagline "Healthy Inside and Fresh Inside" also affects the audiences' willingness to buy the

product which is often claimed as one of the favorite beverages in Indonesia. The audiences accept well interpersonal through image, color, music or sound and speech. Based on the above explanation, it can be concluded that the interpersonal meaning of YOU C1000 is effective in influencing the audience to choose the product.

The authors propose to continue further related research studies due to some limitations in this research. These limitations are expected to provide a research gap for other researchers interested in investigating more about this topic. Hence, more information can be excavated.

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