

# CHAPTER I INTRODUCTION

## 1.1 The Background of the Study

Multimodal analysis is applied as a model for complex analysis. Multimodal analysis can be applied to more than one model of text (language), such as verbal and non-verbal text analysis. The description that explains the content of language (oral or written) sometimes ignores another element that accompanies the use of language in social interaction. It is a non-verbal and other visual means. In fact, many results of work that has value (successful) because of the relationship among the language (text), nonverbal language, and other visual means (Sinar, 2012: 31). Verbal language without any nonverbal language such as motion, face, sound and other visual means, causes our understanding of the language (text) to be limited. Understanding the language (text) that stands on a single point of view is called monomodal. Understanding language (text) must stand on more than one point of view or it is called as multimodal, it means the complexity of the meaning of the language (text) can be understood.

One of texts that have a complexity of meaning is advertisement, both in print and electronic media advertisement. The complexity of that meaning to convey the message in the advertisement not only used language elements but also elements of nonverbal language and other visual means. Therefore, to understand the complex meaning of advertisement needs multimodal analysis of the advertisement.

Applied linguistics or linguistics applied is not different at all, but the important thing is how to apply it in human life, even in social, psychology, ecology,

forensic and other ones. The application of linguistics is not only in written and oral language, that is to say that one cannot limit the function of linguistics in science. Application of linguistics can be done in figure, picture, music, coloring, and others. In others words, it can be form of visual or audio-visual that can be found around of human. It can be found in side of street, walls, billboard and television. And all of them can be analyzed by linguistics.

One popular model of applied linguistics is multimodal text analysis or multimodal discourse analysis. In this study, the term multimodal analysis is used for multimodal text or discourse analysis. Multimodal analysis is one of applied linguistic aspects that can be seen in the purpose of something was made. Because multimodal analysis brings us into deep understanding and perception when we look at the phenomena. Multimodal analysis also divides into two models of analysis: first, multimodal discourse analysis and second is multimodal semiotics analysis. The way both of them used in linguistics is different. Both have different focus in analysis. One of them is focused on linguistic text (written and oral) and the other one is focused in non-linguistics text (picture, coloring, music, sound, chart, etc). But to be remembered, both of them are applied linguistic that can be applied in human science and knowledge.

Multimodal analysis can be applied to analyze written and oral language, picture color, music, sound, chart, etc. It is used to study the content of the object analysis. For instance, analysis of written and oral language is used to study the content of text, such as the process, that was used by the writer or speaker, it is not only to study the process realized in the text, but also to study the theme and mood

of the text. Another analysis, such as picture, is meant to study the purpose of the picture.

Advertisements (printed) is to show a kind of product that is going to be sold and introduced to the society. Painting is also a kind of picture. But it is not printed, it is painted by someone, from the painting itself, we can see what the painter wants to inform, what is going on inside of the painting. Therefore, the painting has specific meaning that can be seen. Color can be analyzed. The simple thing can be analyzed is traffic sign, there are three colors that show on the sign, they are red light, the color of the light to make sure people stop. Amber light, the color of the light to make people ready to stop or go. And the last green light. The color make sure people to pass on. But the traffic light can be analyzed based on another perspective of multimodal. It can be seen based on the color and it only focuses on the traffic light only, but it also can be seen as the icon of traffic light. Sound also can be analyzed by multimodal, such as music. Music in song and audio visual advertisement are going to be different. Multimodal can explain the differences of them, from the function of the music, the way of the music sounding on the song and advertisement, etc. Multimodal can explain it better. And many things that can be done by multimodal. Multimodal is a kind of applied linguistics activity that can be explained and explored scientifically.

Some of research about multimodal analysis that can be seen as proof. Cheng and Liu (2014) studied the application Multimodal in a movie. The findings, functional grammar and visual grammar is adaptive for the film discourse *Life of Pi*; by virtue of linguistic and non-linguistic analysis, the relationship between *Pi* and

the tiger is mostly determined by Pi's attitude toward the tiger; various modalities interact to make meaning, which provides a new perspective for film appreciation. The study helps broaden the linguistic understanding of film discourse, and provides a new perspective to understand film, thus improving audience's level of film appreciation.

Wu (2014) studied the relation Image and text. The findings, the logical relations between the visual and verbal elements in picture books is also given in terms of elaboration, extension, enhancement and projection. A fundamental type of image-text relation in picture books, is thoroughly investigated.

This study is focused on activities related multimodal analysis on the advertisement. Advertisement is one of the popular and common display to be seen by human in their life activity. Advertisement is everywhere, such as when people walking, riding and driving on the street, they see it everywhere. It is the case that, the researcher takes something to be analyzed from what human always see. There are so many advertisementd around of us, but sometimes we do not understand what advertisement meant and wanted to tell to the viewers.

Another case, if one looks at the advertisement, is that it has any connectivity with the product that is going to be sold. The meaning may be hidden. Because of that case, advertisement is one of the objects of analysis that is going to be discussed. There are so many kinds of advertisement around of us, such as printed, audio, visual, and audio-visual advertisements. This study is focused on only one model of advertisement, that is audio-visual advertisement, because this advertisement is always seen by human, such as in billboard on street, television,

and internet (youtube channel). Not all audio-visual advertisements are analyzed, the focus of this study is only on cigarette advertisement. There are many reasons for choosing this advertisements.

Firstly, more or less than 75% human population in the world are smokers, in Indonesia more or less than 67% human population are smokers, that is way this research is done in Indonesia (Atlas Tobacco, 2017).

Secondly, the data are accessible where one can find the ads on cigarettes at the street, television, internet, etc. Last, the cigarette advertisement is complicated. For example a cigarette on the actor inside is cool, rich, happy and health, there is no characteristic of smoker (cough, out of breath: common). The content of advertisement, there is no actor does smoke, but the product that is going to be sold is cigarette. This becomes fundamental reason for discussing and only multimodal analysis that can explain and it also can analyze the advertisement.

Multimodal analysis potentially explains the content of cigarette advertisement, from the sound (music), setting, plot and statement of actor or narrator. Multimodal text is rich with relation with another aspect of knowledge, such as discourse, semiotics, sociolinguistics, translation and teaching. Multimodal serves us with almost the whole of knowledge in the world, many thing can be done with multimodal. It is too large and when we make a research, we need to limit it before.

The element of Systemic Functional Linguistics (SFL) cannot be separated from in multimodal studies, that is each element of language it calles as discourse. Discourse is language element that is relatively very complex and complete. The supporting units of language are phonemes, morphemes, words, phrases, clauses,

sentences, paragraph, and complete text. The terms of discourse or text has been long introduced by s SFL that is initiated by Halliday. SFL is an approach that has been long known. SFL approach is applied in discourse or text analysis, because SFL is suitable to analyze a text or discourse.

Discourse analysis is a study that examines or analyzes the language used naturally, both in written and oral form (Saragih, 2011). Discourse analysis discusses discourse which is the language used to communicate. The language is not only in the form of verbal language that is spoken and written language, but also non-verbal language such as motion, sound, object, color and so on. In these communications both languages play an almost equal role, because by relying only on verbal language and without considering non-verbal language, our understanding of something will be limited. This is consistent with Sinar (2012: 131) who stated that verbal language alone is without all motion, sound, color and material objects limits our understanding of the complexity of an interaction and interactional meaning can have limited effect on a communication.

In interpersonal interactions or communication, there are three important elements that take part in it, namely: verbal, sound or voice (spoken language) or graph (writing language) and visual (Sinar, 2012: 131). Verbal language is spoken and written language while the components of verbal language output are sound or voice and writing is a graph. Visual interaction is a non-verbal language that includes gestures, body language, and so on. The three elements of interpersonal interaction usually have different levels of roles, but sometimes have a balanced role in conveying the message and motion.

## 1.2 The Focus of the Study

Multimodal analysis is the largest aspect to be discussed. This study was focused on cigarette advertisement on TV. The common focus an advertisement is what meaning is made, how it is realized and why it is used in the way it is. In addition, people want to know the reason for the realization of it. In the present study, fifteen of cigarette advertisements were taken as the sources of the data, they are: U mild cigarette ad, theme: *Sepanjang Jalan Kenangan* (2017), A mild cigarette ad, theme: *Nanti juga lo paham* (2017), Sampoerna Hijau cigarette, theme: *datang kondangan* (2017), Gudang Garam Surya Pro cigarette ad, theme: *Fighter Branding* (2017), Lucky Strike cigarette ad, theme: *seeing things* (2017), Djarum 76 ad, theme: *Pengen Kurus* (2017), LA Light ad, theme: *Take A leap* (2017), Surya Pro Mild ad, theme: *The Rush* (2017), LA Bold Ad, theme: *Stronger Than Life* (2017), LA Light ad, theme: *Taklukkan Tantanganmu* (2017), DUNHILL ad, theme: *Make It Your Journey* (2017), Gudang Garam Signature ad, theme: *Darts* (2017), Gudang Garam Merah ad, theme: *Kualitas Merah* (20017), GG Mild ad, theme: *Style of New Generation* (2017), and Gudang Garam Signature Mild ad, theme: *Big Cameras* (2017).

## 1.3 The Problems of the Study

Based on the background of the study, the problems of the stage are formulated as the following.

1. What semiotic resources are deployed in the cigarette advertisements?
2. How are the resources realized in the cigarette advertisements?

3. Why are the resources used in the way they are?

#### **1.4 The Objectives of the Study**

In relations to the background of the study, the objectives of study are

1. to analyze out the semiotic resource deployed in the cigarette advertisements,
2. to investigate the manner of semiotic resource realization in the cigarette advertisements, and
3. to investigate the reasons underlying the use of semiotic resources.

#### **1.5. The Significance of the Study**

Findings of the study are expected to be theoretically and practically relevant in some respects. Theoretically, the finding are potensial to

1. add up new horizons in theories of multimodal studies, and
2. be references for further studies related to the use of advertisement as a subject analysis.

Practically, the findings are expected to be useful for

1. advertisers, to make an advertisement must know who is the target of it, do not make the costumer candidate confuse the idea of the advertisement, it means people knows the product that is sold inside of the advertisement,
2. cigaret companies, to make advertisement more educated society, more priority the product as the main topic in advertisement, using clear language and focuse to the purpose of selling cigarette. So, society knows that cogarette is very danger, and people who do not care about their life, bought or consume cigarette,



3. smokers, actually, to learn the danger of the cigarette itself. The advertisement packaging is so much lie. None who consume cigarette is in good health, they are getting bad health. It is not such in advertisement. The advertisement show the very powerful people inside of advertisement, but the fact, everything is not such like that.
4. society, to deal with the finding of this study, society are expected to be aware about the danger of the smoke, because the packaging is not relevant with the fact that happen to people who consume cigarette. The packaging of cigarette advertisement that very cool, ideal, powerful, handsome, high class, happy are not the real fact for cigarette consumer.