

## CHAPTER I INTRODUCTION

### 1.1 The Background of the Study

Advertisements are found easily in our daily life nowadays. The advertising industry has evolved tremendously since ancient times and is still constantly changing as technology advances. Technology is a primary factor of many of the innovative advertising techniques and advancements in today's world. The use of technology has allowed advertising to enter every aspect of the consumers' lives and to allow the capability to target the key audiences quickly and efficiently. There has also been much advancement with traditional forms of advertising which include television, radio, print, outdoor media, and other special advertising techniques. For most companies today, advertising plays a key role in the success of their company or campaign.

The perceptions of advertisements messages can vary widely depending on audiences (Altstiel and Grow, 2006:12). Afdjani and Soemirat (2010) observed that *Kuku Bima* advertisement version of *kolam susu* was interpreted differently by its audiences. From the data collection, the interpretation of informant can be grouped as follows: (a) the audiences whose revenues over 20 million per month interpreted that the advertisement participated in promoting tourist resorts in East Nusa Tenggara and encourage a sense of patriotism and culture Indonesia. (b) The audiences whose revenues between 2 million – 19 million per month interpreted that the advertisement informed the audiences about the benefit of *Kuku Bima* energy drink. (c) The audiences whose revenues over 20

million per month interpreted that the advertisement made the audiences trust the benefit of the product *Kuku Bima* energy drink.

The differences of those interpretations are caused since the message of the advertisement is not shown explicitly, it is shown implicitly. The meaning or the message from some advertisement can be seen directly such as the advertisement of Dove shampoo. In its advertisement, either the picture or the statement expresses explicitly Dove's function is to maintain and care healthy hair. In other hand, there are some advertisements which do not express their meaning and message directly, especially, cigarette advertisements in Indonesia. This is due to the Indonesian republic government regulation number 109 in 2012 on the security of materials containing addictive substances such as tobacco products for health. In verse 26 it is said that the government controls advertising of Tobacco products.

Advertising as referred to verse 26 are: (a). Include health warnings in the form of drawings and writings by at least 10% (ten percent) of the total duration of advertising and/or 15% (fifteen percent) of the total area of advertising; (b). Include marking/writing "18 +" in the Advertising of Tobacco Products; (c). Do not demonstrate, use, and/or display the form or forms of smoking or other designations that maybe associated with a brand of Tobacco Products; (d). Do not include the name of the product in question is smoking; (e). Do not describe or suggest that smoking is beneficial to health; (f). Do not use the word or phrase that is misleading; (g). Do not stimulate or advise people to smoke; (h). Do not

show children, adolescents, and/or pregnant women in the form of image and/or text.

Properly, cigarette advertisers in addition to supporting and obeying the laws and legal regulation pertaining to cigarette advertising, undertake to extend and broaden the application of high ethical standard specifically in making cigarette advertisement will not knowingly create advertisement that contains false or misleading statement or exaggerations either visual or verbal. It can be seen from many cigarette advertisements nowadays which do not express persuasion to the consumer visually or verbally. For example, DJI SAM SOE advertisement describes a spirited young man who is playing drum with verbal text '*KEBANGGAAN ATAS KARYA SEMPURNA*'. DUNHILL MILD describes a ruler, cutter, and some pieces of cut paper with verbal text '*FINE CUT FOR FINE TASTE*'. Other example is A MILD advertisement describes two men who are skateboarding with verbal text '*go ahead*'.

Many viewers of the advertisement do not understand the meaning and message of the cigarette advertisement text. Istanto (1999) observed that A-Mild advertisement made people ask and guess about the meaning and message of that advertisement themselves. The picture of a Hockey keeper dressing completely with the attribute in creepy style followed by the written text "*Kata Pacar Saya, Lebih Baik Main Bulutangkis*" generates thousands of questions and thousand of answers as well. This phenomenon is very interesting to be analyzed and it can be analyzed by using multimodal analysis.

Multimodality refers to the use of more than just one communication channel to transmit/ receive information to/from the user (e.g. speech, gestures, gaze, facial expressions, etc.), which allows a reduction in the number of interaction errors. In fact, human-to-human communication relies on several communication modalities such as, for example, speech, gaze, body gestures, facial expressions, etc. Thus, multimodal systems are designed to support more transparent, flexible, effective and powerful interaction in a wider range of applications, to be used by non-expert users and to offer a more robust performance in changing environmental conditions (Lopez and Delgado: 2005). The concept of metafunction by Halliday then developed by some semiosis experts. Multimodal SFL analysis sees visual presentations as subject to the same generic functional requirements as other communicative artifacts. Such artifacts are accordingly already presumed to manage meaning-making in the three metafunctional domains. A photograph, for example, may present simultaneously a representation of something occurring, an interpersonal appeal to the viewer (as when a character in the photograph looks directly 'out of' the picture at the viewer), and a textual organization whereby some things are made more salient in the composition (by visual prominence, position, selection of subject-matter, etc.).

The study of meaning in advertisement print was made by Yuen (2004) by using multimodal analysis. Yuen (2004) observed *EPSON*, *GOLF*, *M1*, *Beetle*, and *Guess* advertisement. The result of the analysis shows how the relationship of verbal and visual text creates the meaning of print advertisements. In order to function as a full system of communication, the visual, like all semiotic modes,

has to serve several representational and communicational requirements. The theoretical notion of 'metafunction' from the work of Michael Halliday is adopted for the semiotic landscape purpose. The three metafunctions are the ideational, the interpersonal and the textual.

From the explanation above, it can be understood that this research is necessary and interested because through the multimodal analysis the construction of verbal and non verbal in advertisement can be known due to its chosen colors, the position of a picture and the text in a picture.

### **1.1 The Problem of the Study**

In relation to the background, the problems of this study are formulated as the following.

1. What meanings are realized in the cigarette advertisement texts?
2. How are the meanings coded verbally and non-verbally?

### **1.2 The Objectives of the Study**

In line with the stated problems, the objectives of the study are

1. to analyze the meanings realized in the cigarette advertisement texts, and
2. to elaborate how the meanings are coded verbally and non-verbally.

### **1.4. The Scope of the Study**

In analyzing verbal and non-verbal text, there are many features that can be analyzed by using multimodal analysis, namely: the ideational function,

interpersonal function, and textual function and the generic structure potential of a print advertisement. However, this study will limit its scope in ideational function, interpersonal function, and the generic structure potential of a print advertisement in mild cigarette advertisement.

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

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

1. Theoretically, the findings are expected to extend and enrich the horizons of theories in multimodal studies. In addition, the findings can be relevant references for further studies of multimodal texts.
2. Practically, the findings can be as the reference for the stakeholder dealing with advertisements. The findings will also be useful for the advertiser or bureau of advertisement to enrich their advertisement.