

**A STUDY OF MULTIMODAL ANALYSIS IN SMARTPHONE  
ADVERTISEMENTS**

**Thesis**

*Submitted as Partial Fulfillment of the Requirements for the Strata*

*One (S1) Degree*



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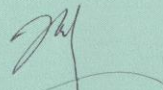
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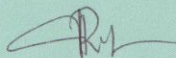
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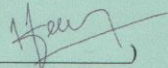
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
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## ABSTRACT

**Savitri, Maulydia Tamara. 2019. A Study of Multimodal Analysis in Smartphone Advertisements. Skripsi. Jurusan Bahasa dan Sastra Inggris. Fakultas Bahasa dan Seni. Universitas Negeri Padang.**

This research aims to analyze multimodal in *Samsung Galaxy S9* and *Iphone Xs* audiovisual advertisements. The theories used in this research are systemic functional linguistic theory by Halliday, multimodal theory by Kress and Leeuwen and generic structure analysis theory by Cheong. The method used in this research is a descriptive research method. The data in this research are images, texts, symbols, sounds, and gestures used in *Samsung Galaxy S9* and *Iphone Xs* advertisement videos. The source data of this research is obtained from Samsung and Iphone Youtube account. Based on the data analysis, it reveals that both advertisements have the similarities and differences. The similarities found in linguistic, audio and location analysis. Meanwhile, the differences between these two advertisements found in all semiotic systems. The analysis also reveals the differences in generic structures. In Samsung Galaxy S9 advertisement there are five structures used; lead, display, announcement, emblem and call-visit. Meanwhile, in Iphone Xs advertisement only four structures found in this advertisement; lead, display, announcement, and emblem.

**Keywords:** multimodal, advertisement, semiotic systems, smartphone

## **ABSTRAK**

**Savitri, Maulydia Tamara. 2019. A Study of Multimodal Analysis in Smartphone Advertisements. Skripsi. Jurusan Bahasa dan Sastra Inggris. Fakultas Bahasa dan Seni. Universitas Negeri Padang.**

Penelitian ini bertujuan untuk menganalisa multimodal pada iklan Samsung Galaxy S9 dan Iphone Xs. Teori yang digunakan dalam penelitian ini adalah teori sistemik fungsional linguistik oleh Halliday, teori multimodal oleh Kress dan Leeuwen dan analisis generik struktur oleh Cheong. Metodologi yang digunakan dalam penelitian ini adalah deskriptif metodologi. Data pada penelitian ini berupa gambar, tulisan, simbol, suara dan gerakan yang digunakan dalam iklan Samsung S9 dan Iphone Xs. Sumber data dari penelitian ini adalah akun Youtube dari Samsung dan Iphone. Berdasarkan data analisis, ditemukan bahwa kedua iklan ini memiliki persamaan dan perbedaan. Persamaan ditemukan pada analisis linguistik, audio dan letak. Sementara itu, perbedaan antara kedua iklan ditemukan pada semua unsur semiotik sistem. Berdasarkan data analisis, ditemukan juga perbedaan pada struktur generik iklan. Iklan Samsung Galaxy S9 menggunakan lima struktur; lead, tampilan, pengumuman, lambang dan informasi nomor ponsel. Sedangkan pada iklan Iphone Xs hanya menggunakan empat struktur; lead, tampilan, pengumuman dan lambang.

**Kata kunci:** multimodal, iklan, semiotic sistem, smartphone

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Padang, August 2019

The Researcher



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# **CHAPTER 1**

## **INTRODUCTION**

### **1.1 Background of the Research Problem**

The language user will successfully get the whole meaning of expression delivered by using the verbal language and by conjoining the non verbal elements which are functional in social contexts. As cited in Pratiwi and Wulan (2018), understanding language based on a single point of view is called monomodal. Meanwhile, multimodal is understanding a text based on more than one point of view. One of the texts using more than one point of view to express its meaning is advertisement.

Advertisement is a media used to promote a product to get interest of consumers to buy the product. According to Kasali (1992:9), advertisement is a part of promotion process meanwhile promotion process is part of marketing process. In simple way, advertisement, marketing and promotion have an important role in product sales. Advertisers have a lot of possible media to promote their products. The first media is printed media such as newspaper, magazine and brochure, while the other media is electronic media such as radio, television, internet and so on. These media are usually used to promote products, goods or services.

In general, electronic advertisement uses language, picture, sound and gesture. According to Suprakisno (2015), advertisement contains complex meaning in conveying a message which is presented not only through linguistic or verbal

elements, but also through visual elements. Multimodal analysis can be used to get understanding about meaning complexity of advertisement.

Recently, smartphone is one of the popular products used by society. The technology development makes smartphone company increase its product quality. In fact, smartphone is identical with young people. By using smartphone, they will get easier to do anything, such as getting information earlier, communicating with other people more easily, and so forth. The use of visual, verbal, auditory, gesture and location elements in smartphone advertisement is the easiest way to persuade the consumers to buy the product because the visual, verbal, auditory, gesture and location elements in advertisement play an important role to attract people.

The smartphone products that had been analyzed in this research were *Samsung Galaxy S9* and *Iphone Xs*. The researcher chose these products as the object of the research because of three reasons. First, these products are made in different country and different culture, so the researcher analyzed how these two product advertisements conveying meaning. Second, these products introduce more sophisticated features than the other products of Samsung and Iphone. Third, there are very few studies that focus on smartphone advertisements.

Recently, there are number of studies on multimodal which are related to this research. First, Rosa (2014) analyzed *Sunsilk Nutrien Sampo Ginseng* advertisement by using semiotic approach which focuses on multimodal system proposed by Cheong (2004). He analyzed multimodal only in one advertisement and focuses on Cheong's theory, while this research analyzed multimodal in two advertisements and focuses on Cheong, Kress and Leeuwen's theory. For the

result of the research, he found that in the ideational function the use of material is dominant. In interpersonal function all the clauses use mood declarative system. Meanwhile, in textual function, the dominant theme was unmarked theme.

Second, Suprakisno (2015) analyzed *Indomie* advertisement by using systemic functional linguistic by Halliday (2004) and multimodal analysis by Kress and Leeuwen (2006). He analyzed multimodal only in one Indonesian advertisement, while the research analyzed multimodal in two advertisements made in different countries. For the result of the study, he found that *Indomie* advertisement contains multimodal semiotic system that includes linguistic, visual, audio, gestural and spatial element and each of the elements are in relation to create meaning.

Third, Muslimah (2015) analyzed *Baby Skin of Maybelline New York* advertisement by using semiotic approach which focuses on verbal and visual elements in advertisement by using Cheong and Royce's theory. She analyzed multimodal in one advertisement and only focus on visual and verbal element, while this research analyzed multimodal in two advertisements and focus on semiotic systems by using Halliday, Cheong, Kress and Leeuwen's theory. Her finding shows that the verbal texts of the advertisement strengthen the visual image. The relation between verbal texts and visual images is to deliver the message of the advertisements to the consumers. The relation of them resulted in the positive response from the consumers to the product.

Fourth, Guo and Feng (2017) analyzed *World Cup* advertisement from the perspective of representational meaning, interactive meaning and compositional meaning. They analyzed multimodal only in one advertisement and only focus on



visual grammar, while this research analyzed multimodal in two advertisements through semiotic approach that focus on semiotic systems: linguistic, audio, visual image, gesture and location. For the result of the study, they found that the relations of participants and objects can be reflected by analyzing the picture and settings can be shown by the size, contrast, color and distance. They also found that the advertiser puts the background, theme and symbol carefully into an advertisement in order to convey the value of the business product.

Fifth, Pratiwi and Wulan (2018) analyzed advertisement by using Halliday's (2004) systemic functional linguistics multimodality was analyzed by combining two theories from Anstey and Bull (2010) and Kress and Leeuwen (2006), and also the generic structure of advertisement was determined based on Cheong's (2004) theory. They analyzed multimodal in one television advertisement, but this research analyzed multimodal in two advertisements. Their finding show that *Dettol TV* advertisement contains various semiotic elements. The material process occurs dominantly comparing to other process. The visual element delivered the complete meaning to the viewer. Meanwhile, the auditory, spatial and gestural analysis adds the completeness understanding of the message and meaning.

Sixth, Pardi, Asnani, Siregar, and Hariani (2018) analyzed audiovisual advertisement by using Chandler's (2007) semiotic approach, multimodality was analyzed by using Anstey and Bull's (2010) theory, and the analysis of the linguistic and visual aspects followed Cheong's (2004) theory and systemic functional linguistics theory by Halliday (2002, 2004). They analyzed multimodal in one advertisement, while this study analyzed multimodal in two advertisements. For the result of the study, they found that by the existence of

verbal text of the participants in the form of attributive process, the advertiser wants to tell the audience that the product has many benefits.

Then, Amatullah, Rosa, and Fitrawati (2019) analyzed Beauty product advertisements by using semiotic approach which focuses on verbal and visual elements in advertisements based on systemic functional linguistics theory by Halliday (2004) and Kress and Leeuwen's (2006) multimodal theory. They analyzed multimodal in two Indonesian advertisements, while this research analyzed multimodal in two advertisements made in different countries. For the result of the study, they found that in every metafunction components in verbal and visual element have a same potential in express meaning in both advertisement. They also found that the visual and the verbal processes of two advertisements are complete each other.

This research is related to the seven previous studies in the way of analyzing the advertisement by using multimodal analysis through semiotic approach. There are differences between this study and the previous study. The first until the sixth studies analyzed multimodal only in one advertisement and the last study analyzed multimodal by comparing two advertisements in Indonesia. Meanwhile, in this research the researcher analyzed multimodal by comparing two advertisements made in different countries but using English as the language. Hence, this study analyzed how these two products' advertisements made in different countries convey meaning and attract the consumers to purchase the product. Rosa (2014) used *Sunsilk Nutrien Sampo Ginseng* advertisement as the subject of the research, Suprakisno (2015) used *Indomie* advertisement as the subject of the research, Pratiwi and Wulan (2018) used *Dettol (protecting child*

version) advertisement as the subject of the research, Pardi et al. (2018) used *Kartu AS Edisi Paket Mingguan Bikin Kenyang Internetan* advertisement as the subject of the research and Amatullah et al. (2019) used *Wardah Lip Cream Matte Lipstick* and *Purbasari Hi Matte Lip Cream* advertisement as the subject of the research. Meanwhile, this research used *Samsung Galaxy S9* and *Iphone Xs* as the subject of the research.

## **1.2 Identification of the Problem**

Based on Jewitt (in Amatullah et al., 2019:21), multimodal analysis can be analyzed by using three approaches, such as: (1) multimodal discourse analysis, the objective is to analyze semiotic resources in order to understand their meaning potential and how they function, as well as how they can integrate with each other and how they are interpreted in a given context; (2) multimodal interaction analysis, focuses on the notion of context and situated interaction: how participants in a communicative event express and react to the discourse of others; and (3) social semiotic multimodality, aims to shed light on how people use modal resources in certain social context. This research were use semiotic approaches as the tool to explain and describe how the audiovisual advertisement contains semiotic systems; linguistic, visual image, audio, gesture and location in conveying meaning.

## **1.3 Limitation of the Problem**

Based on identification of the problem above, the problem of this research is limited only to semiotic approach that focuses on semiotic systems in audiovisual advertisements; linguistic, audio, visual image, gesture and location. This research was analyzed based on Halliday's systemic functional linguistics, Cheong's

generic structure theory and Kress and Leeuwen's multimodal theory. Afterward, the analysis of this study explained the differences between the semiotic systems; linguistic, audio, visual, gesture and location elements in *Samsung Galaxy S9* and *Iphone Xs* advertisements.

#### **1.4 Formulation of the Research Problem**

Based on the limitation of the problem above, the formulation of this research is "How is the semiotic systems found in *Samsung Galaxy S9* and *Iphone Xs* advertisements?".

Related to the research problem above, the researcher elaborate it into two following questions:

- 1) How do semiotic systems (linguistics, visual, audio, gesture, and location) in *Samsung Galaxy S9* and *Iphone Xs* audiovisual advertisements convey meaning?
- 2) What are the differences between the semiotic systems used in *Samsung Galaxy S9* and *Iphone Xs* audiovisual advertisements?

#### **1.5 Purposes of the Research**

Based on the research questions formulated above, the purposes of this research are:

- 1) To find out how the semiotic systems in *Samsung Galaxy S9* and *Iphone Xs* audiovisual advertisements convey meaning.
- 2) To find out the differences between the semiotic systems used in *Samsung Galaxy S9* and *Iphone Xs* audiovisual advertisements.

## **1.6 Significance of the Research**

Theoretically, this study is expected to give an additional resource for the study of multimodal analysis in advertisements through a semiotic approach. Practically, this study will be expected to enlarge the reader's knowledge especially the scholars about how the semiotic systems conveying meaning in advertisement. This study will also be expected to give some references dealing with multimodal analysis in different perspective.

## **1.7 Definition of the Key Terms**

To avoid misunderstanding of this study, the following terms are operationally defined:

- Advertisement : Advertisement is a media used to promote a product to get interest of consumers to buy the product.
- Multimodal : The study of analyzing a text that contains more than one semiotic mode such as linguistic, visual, audio, gesture and location.
- Smartphone : A mobile phone that has functions like a computer and has touch screen and internet access.