MULTIMODAL ANALYSIS IN CIGARETTE ADVERTISEMENTS

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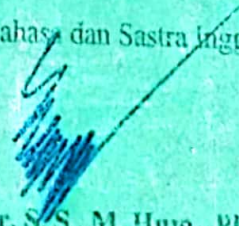Fakultas   : Bahasa dan Seni

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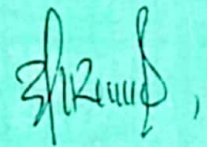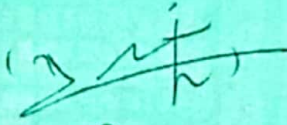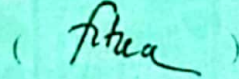Nama   : Santi Miharti

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ABSTRACT

Multimodality is a term widely discussed by linguistics and semiotics. It means the combination of different semiotic modes, for example, language and music in a communicative artifact or event (Leeuwen, 2005). In this research, the researcher examines multimodal advertising for cigarette products. The cigarette product named is *Djarum 76* and *Sapoerna Kretek*. This research is intended to 1) How semiotic systems in *Djarum 76* and *Sampoerna Kretek* cigarette's audiovisual advertisement? 2) What is the generic structure placed in both advertisements? 3) What are the differences between the semiotic system in *Djarum 76* and *Sampoerna* Kretek? This research used the descriptive qualitative method. Analysis in this research using the semiotics approach focused on multimodal systems that include linguistic, visual, audio, and gestural aspects. Linguistic analysis using Systemic Functional Linguistic by Halliday (2004), visual, audio, and gestural analysis using Anstey and Bull (2010) theories, and Cheong (2004) formulation of generic structure potential for print advertisement.

Keywords: Multimodal, advertisement, cigarette products, semiotic system.

ABSTRAK

Multimodaliti adalah istilah yang banyak dibahas dalam linguistic dan semiotic. Yang artinya kombinasi mode semiotic yang berbeda, misalnya, bahasa dan music dalam artek atau peristiwa komunikatif (Leeuwen, 2005). Dalam penelitian ini, peneliti mengkaji multimodal dalam iklan untuk produk rokok. Produk rokok tersebut bernama *Djarum 76* dan *Sampoerna Kretek.* Penelitian ini dimaksudkan untuk 1) Bagaimana system semiotic pada iklan rokok *Djarum 76* dan *Sampoerna Kretek? 2)* Apa struktur generik yang terdapat di kedua iklan tersebut? 3) Apa perbedaan sistem semiotik pada iklan *Djarum 76* dan *Sampoerna Kretek?* Penelitian ini menggunakan metode deskriptif kualitatif. Analisis dalam penelitian ini menggunakan pendekatan semiotik yang difokuskan pada system multimodal yang meliputi aspek linguistik, visual, audio, dan gestural. Analisis linguistik menggunakan Systemic Functional Linguistic oleh Halliday (2004), analisis visual, audio, dan gestural menggunakan teori Anstey dan Bull (2010), dan teori Cheong (2004) tentang potensi structure untuk iklan cetak.

Kata kunci: Multimodal, iklan, produk prokok, semiotik sistem.

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The Writer

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CHAPTER I

INTRODUCTION

1.1 Background of Research Problem

Advertising is one of the tools or methods used by advertisers to market a product or service. The advertisement text contains the names of products, ideas, and services that can benefit the user. Advertising has a purpose. One of them is to inform, remind, and persuade customers to take action on the products/ideas advertised (Kotler, 2006).

Persuasive sentences are common in advertisements. The creator addresses the sentence of invitation to other people who want and are willing to buy products or services offered by advertising media. In general, advertisements can be found in both print and electronic media. Television, Instagram, Facebook, TikTok, and other internet media platforms can all be used to distribute advertisements. Magazines, newspapers, billboards, and different kinds of printed media may also contain advertisements.

However, the primary goal of any advertisement is to assist a corporation in increasing revenue. Of course, revenue can be generated by piqued consumer interest in purchasing advertised goods. In making an advertisement, the creator or producer needs to be more creative and imaginative, so the people watching it will be interested. A cigarette advertisement is an interesting, unique, and innovative advertisement. In cigarette advertisements, the producers do not show the cigarettes they sell but rather the beauty of nature, culture, and comedy as the

attraction. It is unique and interesting without showing products and airing on television at certain hours, but sales are not declining.

In *Djarum 76 and Sampoerna Kretek's* advertisement, it shows the beauty of Indonesia. Both are from different factories and have different ideas for advertisement. *Djarum 76 and SampoernKretek'sek* advertisement videos do not show the products and there is no persuasive word. In general, in the advertisement, persuasive words and pictures of the product are being promoted, but not in cigarette advertisements. Even so, cigarette sales in Indonesia are quite high.

Indonesia has a law on cigarette advertising. *Government Regulation of The Republic of Indonesia Number 19 of 2003 concerning the safety of cigarettes for health.* The regulations explain how cigarette advertising does marketing and promotion. This makes cigarette advertisement never show their products in every promotion and have air time on television. It is illegal to encourage individuals to smoke cigarettes or to declare cigarettes to be advantageous. Teenagers and pregnant women should not be actors in commercials. A warning about the health risks of smoking should also include in the advertisement. To maximize the effectiveness of advertising, advertisers are vying to develop unique and sometimes funny styles. So, cigarette ads displayed are different from the image of cigarette products.

Advertising, both print media advertisement and electronic advertisement, is one text that has a complexity of meaning. The complexity of meaning occurs because to convey the message in the advertisement, one uses not only language

elements but also nonverbal language and other visual means. Therefore, to understand the complexity of meaning, it is necessary to conduct a multimodal analysis of the advertisement.

Multimodality is a term widely discussed by linguists and semioticians. It means —the combination of different semiotic modes —for example, language and music —in a communicative artifact or event.(Leeuwen, 2005)

In the advertisement, there are signs in the form of words, images, sounds, gestures, and objects. These various signs are also called multimodal. As (Anstey & Bull, 2010) said, a text is called multimodal if the text is manifested from two or more combined semiotic systems. At least, there are five types of semiotic systems, namely: linguistic, visual, audio, gestural, and location. Semiotic is the study of how words and other symbolics communication systems make a meaning. The term derives from the Greek word for sign, *semeion,* which means anything used to represent or stand-in for something else. For example, the sign "chair" is used by English speakers to describe the four-legged object on which people sit.

Linguists and semioticians frequently use the term "multimodality". Multimodal communication emphasizes the importance of all modes of communication in conveying the message, both verbal and nonverbal, because language contains meaning, content, or information content. In this study, multimodal refers to an analysis of rules and participle that allows viewers to comprehend the potential meaning of the semiotics in the advertisement. Each semiotic mode is a momentum of meaning or potential, and multimodality is

primarily concerned with the investigation of the interrelationships between various communication.

Multimodality theories used in the thesis are systemic functional linguistics and systemic functional approach to language and visual image, and at least three studies are related to this study. First, (Rosa, 2014) analyzed *Sunsilk Nutrien Sampo Ginseng* advertisement by using a semiotic approach that focuses on the multimodal system proposed by (Cheong, 2004). He is finding shows that the experiential function of using material is dominant (83.33%). In interpersonal function, all the clauses use a declarative mood system (100%). Meanwhile, in the textual function, the dominant theme used was the unmarked theme. Second (Muslimah, 2015) analyzed *Multimodal in Baby Skin of Maybelline New York Advertisements* by using a semiotic approach that focuses on verbal and visual elements in an advertisement by using Cheong and Royce's theory. She analyzed multimodal in one advertisement and only focused on visual and verbal elements, whereas this study analyzed multimodal in two advertisements and focused on Halliday's semiotic theory. The theory of Cheong, Kress and Leeuwen. Her discovery demonstrates that verbal texts and visual images are used to convey the meaning of advertisements to customers. The relationship between them resulted in a positive response from consumers to the product. Last, (Suprakisno, 2015) analyzed *Indomie* advertisement by using systematic functional linguistics by Halliday (2004) and multimodal analysis by Kress and Leewen (2006). He is finding show that *Indomie* advertisement contains a multimodal semiotic system that includes linguistics, visuals, audios, gestures, and locations element.

The cigarette advertisements in this study are *Djarum Coklat and Sampoerna Kretek.* The researcher chose these products as the resource of the research because an advertisement can be displayed explicitly or implicitly in a congruent or non-congruent manner. Cigarette advertisements in Indonesia as a whole are displayed implicitly and are not congruent because none of them are found pictures of cigarettes on the display of the advertisement. So, by conducting multimodality research on cigarette advertising, it can be known how cigarette advertising conveys a message to the viewer and the elements contained in cigarette advertising.

1.2 Identification of the Problem

The goal of multimodality analysis discourse is to comprehend the potential meaning and how multimodality analysis work, as well as how elements can interact with one another and be interpreted in a specific situation. Second, the concept of context and situated interaction is central to multimodality interaction analysis, which investigates how participants in communicative events express and react to the discourses of the other. Last, the goal of social semiotic multimodality is to reveal how people use modal resources in different social contexts. In this study, semiotic techniques are used to explain and describe how semiotic systems such as linguistics, visual images, audio gestures, and location are used.

1.3 Limitation and Scope of the Problem

The research is deconstructed based on Systemic Functional Linguistics by (Halliday & Matthiessen, 2004), (Anstey & Bull, 2010), and (Cheong, 2004)

generic structure theory. The study is limited only to the semiotic approach that focuses on verbal, visual, audio and gestural elements in the advertisement. After that, the result of this study analysis shows the differences between the semiotics (visual images, verbal texts, audio and gestural) systems in *Djarum 76 and Sampoerna Kretek's* video advertisement.

1.4 Formulation of the Problem

Related to the limitation of the problem above, the problem of this research is formulated as follows: to analyze multimodal analysis and generic structure found in cigarette advertisements *Djarum 76 and Sampoerna Kretek* based on multimodal discourse analysis.

1.5 Research Question

Based on the limitation of the problem elaborated above, the problem of this research is formulated into the following questions:

1. How do the semiotic systems in *Djarum 76 and Sampoerna Kretek* advertisements express meaning?
2. What is the generic structure placed in both advertisements?
3. What are the differences between semiotic systems in *Djarum 76* and *Sampoerna Kretek* cigarette's audiovisual advertisements?

1.6 Purpose of the Research

Referring to the formulation of the problem, the purposes of this research are as follows:

1. To find how the semiotic system in *Djarum 76 and Sampoerna Kretek* cigarettes audiovisual advertisements express meaning.

2. To find the differences between the semiotic system used in *Djarum 76 and Sampoerna Kretek* cigarettes audiovisual advertisements.

3. To find the generic structure placed in both advertisements

1.7 Significance of research

Theoretically, this study is expected to give a contribution as a source to the study of multimodal analysis in advertisements through a semiotic approach. Practically, it is expected this study can enlarge the knowledge of the reader about multimodal analysis, especially in how the visual and linguistic elements express meaning in advertisements. Hopefully, this study can give a contribution to other researchers who are interested in doing multimodal analysis on other subjects.

1.8 Definition of key terms

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

1. Multimodal: A study for analyzing a text or communication using different modes (e.g., language, image, gesture, audio, and more) at the same time.

2. Advertisement: The advertisement used as the focus in this study contains visual and verbal elements in conveying its meaning.

3. Cigarette products: The select advertisement that will be analyzed in this study.

CHAPTER II

REVIEW OF RELATED LITERATURE

2.1 Semiotics

Semiotics is the study of signs or symbols in communication. (McMenamin, 2002) stated that semiotics is the study of communication and language as systems of signs and symbols. Such systems are called codes and language is an example of a code with both verbal and nonverbal signs. The signs in the code have conventional meanings. Speakers and writers encode, and listeners and readers decode the system. It means that listeners and readers have to understand the verbal and non-verbal signs to know the whole meaning.

(Chandler, 2007) semantics is concerned with the meaning of words, whereas semiotics is concerned with the meaning of signs. A sign incorporates the additional meaning of a word. Even the smallest sign can be more meaningful than the words spoken. The intended meaning is achieved through the combination of words and signs. In short, semiotics is concerned with the meaning of words. Semiotics teaches us how meaning is created and communicated across multiple media such as advertisements, films, posters, or images.

Semiotics defines as the study of signs and symbols and their use or interpretation. (Pierce, 1931) states anything is concerned as a sign as long as someone interprets it as having meaning other than itself. Signs can be words, images, sounds, objects, etc. A sign does not have meaning if we do not contribute to the meaning. Signs are meaningless if the signs have no meaning in them.

According to (Chandler, 2002) stated that the sign is the whole results from the association of the signifier with the signified, and the relationship between the two is called "signification". It means that Signification is obtained from the signifier and signified relationship. Signs give influence other signs that construct meaning. So, the new meaning will occur when one sign influences the other sign.

Understanding of context moves beyond 'the non-verbal environment in which language is used when language is considered as one of many semiotic resources which combine to create meaning in discourse (Halliday cited in (McMenamin, 2002). To understand a meaning that is made, it is necessary to understand the various semiotic sources that build that meaning. Do not just stick to the language (verbal) that exists but also understand the non-verbal ones.

2.2 Multimodality

(O'Halloran, 2011) states that multimodal discourse analysis is an emerging pattern in discourse studies that extend the study of language perse to the study of language in combination with other resources, such as image, scientific symbolics, gesture, action, music, and sound. The terminology in MDA is this general field of study. For instance, language and other assets which incorporate to make it significant in multimodal.

According to the explanation above, the purpose of using multimodal in this analysis is to identify resources such as language, image, audio, gesture, and location. It integrates through modalities, discourse, and events, which are referred to as multimodal phenomena. This multimodal phenomenon's medium is

a newspaper, advertisement, television, computer, or material object event.

Multimodal analysis shifts the focus from language to the study of the interaction of language with other semiotic choices in the multimodal discourse, which is embedded in situational and cultural contexts which are themselves multimodal in nature (Flowerdew, 2014). The multimodal approach is demonstrated by investigating how business news networks contextualize certain events, social actors, and social (inter)actions on the internet and television. (Flowerdew, 2014)

The multimodal analysis is used to determine the overall meaning of the text through verbal and visual elements. According to (Sinar, 2008) the analysis of visual text in the multimodal analysis is important because of the verbal meaning obtained in the visual context, so functions became the source of the representation that shows the grammatical dynamics in the text.

(Gee, 2011) defines multimodal texts as texts that combine words and images because they combine the different modes like language, images, and music. For example, include posters, storyboards, oral presentations, picture books, brochures, slide shows (PowerPoint), blogs, podcasts, web pages, digital stories, interactive stories, animation, and film.

Based on (Anstey & Bull, 2010), a text is said as a multimodal text when it consists of more than one semiotics system. Not all text can be categorized as multimodal text. A text is said to be multimodal text if it has more than one semiotics system.

(Jewitt & Kress, 2003) suggest the term multimodality as the functional

use of language as text by using more than one modality. Advertisements in the form of written text have various semiotic resources such as visual elements, verbal elements, design elements, and others that build the advertisement. Multimodality is a study of the use of more than one semiotic resource.

The interaction between various semiotic modes and their meaning-making of each semiotic mode in the design of semiotic products, such as in advertisements, is the main concern in the study of multimodality (G. K. Leeuwen, 2001). Advertisement has various modes of semiotics. To find out the relationship between these semiotic modes, multimodality is needed to learn them.

Cited in (Camiciottoli & Gomez, 2015) multimodality is an approach used to understand the contribution of various semiotic resources in the study of communication. Communication is not only verbal but also visual. All kind of communications that have more than one semiotic resource is studied in multimodality. The purpose of communication can be understood if it takes meaning from the verbal and visual that is served in communication.

2.3 Systemic Functional Linguistics Theory in Multimodality

SFL (Systemic Functional Linguistic) is a comprehensive theory of language and social environment that has been developed mostly in the United Kingdom and Australia over the last six decades. In its relational notion of language as a layered system of sight, it leans on Saussure and Hjelmslev, and it follows Fifth in treating meaning as function in context. It also provides an influential theoretical underpinning for work in multimodal discourse analysis across semiotic systems.

The systemic functional approach in linguistics is a way to consider grammar in terms of usage and the creation of meaning (Halliday & Matthiessen, 2004). SFL is employed to provide the theoretical basis for multimodal discourse in analyzing written, printed, and electronic texts, and other realms of activity where semiotic resources (e.g., spoken and written language, visual imagery, mathematical symbolism, sculpture, architecture, gesture, and other physiological modes) combine to make meaning (O'Halloran et al., 2019)

The metafunction theory points first of all, to the need to keep in mind that communication always constructs realities and enacts them. However, much procedure supersedes content in some contexts (Zijderveld, 1979). The major theory of systemic functional linguistics for multimodal discourse is Halliday's metafunction principle because it provides the theories of the way semiotics resources are used in creating meanings (O'Halloran et al., 2019).

(Halliday, 1978) states that context can be understood in terms of three variables: Field, tenor, and mode. First, Field is the social action that is 'going on', and has recognizable meaning in the social system typically, a complex of acts in some ordered configuration, and which the text is playing some part; and including 'subject-matter' as one special aspect. Second, Tenor is the role structure of the cluster of socially meaningful participant relationships both permanent attributes of the participants and role relationships that are specific to the situation, including the speaking roles, those that come into being through the exchange of verbal meanings. Last, the mode is the symbolic organization of the particular status that is assigned to the text within the situation; its function in

relation to the social action and the role structure; including the channel or medium and the rhetorical mode.

These contextual variables are then related to the metafunctions in the following way Field is associated with the experiential metafunction, and from there, with specific lexicogrammatical systems such as transitivity (the relation between process, participants, and circumstances), the tenor is associated with the interpersonal metafunction, and from there with the grammatical system of mood and modality and mode is associated with the textual metafunction, and from there with the system of the theme (see Caffarel, 1992).

2.3.1 The Ideational Metafunction

The ideational metafunction is concerned with 'ideation'-grammatical resources for construing our experience of the world around us and inside us (Halliday & Matthiessen, 2004). The ideational metafunction organizes the resources we use when we construct representations of reality. It is concerned with the content of language (or any mode), its function as a means of the expression of our experience, both of the external world and of the inner world of our own consciousness-together with what is perhaps a separate sub-component expressing certain basic logical relations (Halliday, 1973).

The transitivity system of language is probed by ideational metafunction involving inner and outer world experience patterns. This metafunction has two parts: logical meanings and experiential meanings. While the logical function primarily focuses on the relationships between ideas, the experiential function deals with idea or content. Grammar uses a variety of linking techniques to help

us recognize this relationship between the linguistic elements (Halliday & Hasan, 1976).

Below is a detailed explanation of the transitivity system and how experiential meanings are realized through it. The transitivity system analyzes verbal text that depend on the grammatical options; as a result, transitivity is concerned with three elements: "process," "what are the process," and "who are the participants." (nominal group of the clause), "circumstances," and "what are the circumstance?" (adverbial group of a clause).

There are six process types of transitivity systems of ideational namely; material, behavioural, mental, verbal, relational and existential.

a. Material Process

Physical actions are part of material processes, which are defined as "clauses of doing and happening." These processes perceive the process as an unfolding series of events. Typically, there is an actor in the material clause who performs that action, change some other participant who are impacted by the action, and is known as the goal. according to (Martin et al., 1997), "the action carries over to affect and additional participant" (also known as the scope or beneficiary) in transitive material process. According to (Halliday & Matthiessen, 2004) the scope, unlike the goal, is not acknowledged by asking "to do" or "do with" and "is not affected by the performance of the process.

They	reach	the flatter area of desert basins.

Actor	Material	Goal

b. Behavioral Process

The behavioral processes are the least distinct because they lack distinct characteristics of their own and have ambiguous boundaries. They merely represent the psychological and physiological traits and exist somewhere between material and mental processes (Halliday & Matthiessen, 2004). They allow us to distinguish between purely mental processes and outward physical signs of those processes. (Thompson, 1996)

Santi	Coughed	Loudly
Behaver	Behavioral	Circ.manner

c. Mental Process

Mental processes are referred to as "the internal world of the mind" and "our experience of the world of our consciousness" (Halliday & Matthiessen, 2004). The individuals involved in sensing are referred to as sensers, and they are typically humans. The senser is a human participant who possesses mind for waiting, feeling, and seeing in the mental clauses. Perception (related to five senses: see, notice, sense, etc.), Cognition (related to the mind: think, believe, suppose, etc.), and Emotion or Affection are the four subcategories that are separated from these processes (related to feeling: rejoice, fancy, love, etc.).

Phenomenon, which is defined as something "that is felt, perceived, wanted, or thought," is another participant (Halliday & Matthiessen, 2004).

I	saw	the operation taking place
Senser	Mental	Phenomenon: act

d. Verbal Process

Verbal processes, also referred to as "saying processes," fall somewhere between mental and physical processes. The participant who is constantly working to create the verbiage-the message and the utterance -is known as the sayer. The receiver and the target are two additional participants in verbal processes. The latter term, target, refers to and object that the verbal act or speech is directed at (Eggins, 1994).

He	Asked	me	Some questions
Sayer	Verbal	Receive	Verbiage

e. Relational Process

These procedures, which are also known as processes of being and having, create a relationship between two district entities. These processes, which can be classified as Attributive and Identifying, are realized through different forms of the verbs "to be" and "have". A person or an entity that is given an attribute in attributive processes is referred to as a carrier. According to (Halliday & Matthiessen, 2004) in the identifying form, A is the identity of X because one part

"is being used to identify another." In fact, identifying establishes a connection between the Token, which represents the concept being defined, and Value, a more general category.

Santi Miharti	is	very rich
Carrier	Attributive	Attribute

Anto	Is	the tallest one
Token	Identifying	Value

f. Existential Process

Processes which represent the existence or happening of something are called Existential. The word there is distinguished is these processes as they have the role of subject in the clause (Eggins, 2004).

There	is	a new book	on the table.
	Existential	Existent	Circ:Place

2.3.2 The Interpersonal Metafunction

The interpersonal metafunction concerns the way language enacts interactions and relationships. It also concerns the communication of attitudes toward what is being represented (Taylor and Francis, 2019). Interpersonal metafunction functions as the mediator of role, including all that may be understood by the expression of our own personalities and personal feelings on

the one hand, and forms of interaction and social interplay with other participants in the communication situation on the other hand (Halliday, 1973).

In verbal language, interpersonal meaning is realized in several ways: through the mood system, which can create basic 'speech functions' such as statements, questions, and commands; through forms of address (e.g., systems of personal pronouns) that can realize different degrees of formality; but also through choices that are "distributed like a prosody throughout a continuous stretch of discourse" (Halliday & Hasan, 1976)

The interpersonal metafunction serve to find the mood and residue in each clause. Mood is feeling for audience that an author creates in his writing. Mood is realized with declarative, interrogative, and imperative. Declarative mood if subject followed by finite. Interrogative mood if finite followed by subject. Imperative mood if (subject) followed by finite. Finite is part of a group of verbs that act as 'operators' that define tenses (time or modalities of clauses). Residue is other elements of words contained in the clause.

2.3.3 The Textual Metafunction

Textual metafunction is the cohesion and connectivity between the verbal and visual elements of a text (G. K. Leeuwen, 2006). The textual metafunction organizes the ideational and interpersonal resources we use to create cohesive ad contextually functional texts. The textual metafunction is the component that enables speakers to organize what they are saying in such a way that it makes sense in the context and fulfills its function as a message (Halliday, 1973).

Textual metafunctions provide messages obtained from interpersonal and

ideational resources. The textual function of language is an interpretation of language in its function as a message, which functions as a text maker in languages (Refnaldi & Rosa, 2016)

Textual metafunction serves as composing or assembling experiences or ideas to create scouting and continuity of ideas in the text. There are theme and rheme in textual metafunction. Theme is the point of the message or the focus of the message contained in the clause. Rheme is "comment," part of a clause other that theme.

2.4. Visual Analysis by Anstey and Bull (2010) theories

In semiotic definitions, signs, are words, images, sounds, gestures, and objects (Chandler, 2007). Meanwhile, (Bateman & Schmitd, 2012) carry the term language (spoken and written), visual, acoustic and place as signs studies in semiotic. These signs are also referred to as multimodal as (Anstey & Bull, 2010) put it, a text is categorized as multimodal text when the text has two or more semiotic system. There are five types of semiotic system, namely:
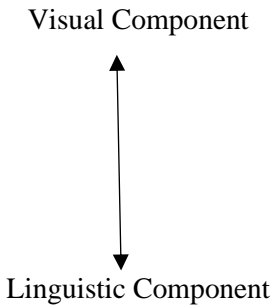
1. Linguistics aspect consists of aspects such as vocabulary, generic structure, and grammatical of written and spoken language

2. Visual, which consists of aspects such as colors, vector is connecting two participants and show they are "doing something to or for each other", viewpoint.

3. Audio, which consists of aspects such as volume and sound effect

4. Gesture consists of aspects such as movement, speed, and clarity in face expression and body language

5. Location consists of aspects such as near or far place of the object, direction, and layout position (Rosa, 2014)

2.5 Generic Structure

(Cheong, 2004) gives the explanation to details in the structure of advertisement, that is the simple formula of Generic Structure Potential (GSP). The generic structure of a print advertisement means the various visual and linguistic components in an advertisement are made explicit, together with the interaction between there semiotic resources, which creates a differing level of ideational, interpersonal, and compositional/textual meaning. There are generic structure purposes by (Cheong, 2004) such as Lead, Display, Emblem, Announcement, Enhancer, Tag, and Call-and visit information.

Table 1. Generic Structure By Cheong (2004)

Visual Component ↕ Linguistic Component	*Lead:* Locus of Attention (LoA), Component to the Locus of a Attention (Comp.LoA)
	Display: Explicit, Implicit, congruent, Incongruent
	Emblem
	Announcement: Primary, Secondary
	Enhancer
	Emblem
	Tag
	Call-and visit information

Source: Cheong (in (Rosa, 2014))

The symbol ↕ in the table represents interaction, interpersonal meaning, ideational meaning, and textual meaning, all of which are important in advertising. Announcement is the most important linguistic aspect of an advertisement. Because the purpose of an announcement is to convey a message to consumers, its font color or scale differs from other linguistic elements in the text.

Lead visually explain the position, color, and size that have the potential to capture the attention of the viewers in the advertisement. There are kinds of lead. Compliment to Locus Attention (Comp.LoA) and Locus of Attention (LoA). LoA is an important aspect of advertising. It differs in size and color from the other visual elements in the advertisement. The function of Comp. LoA, on the other hand, is to connect the important parts of LoA.

The display has the ability to explicitly or implicitly describe the product. It expressly describes the truth about products. It implicitly recognizes that the unreal product has the product's logo and verbally, it is realized as the product's brand name. The emblem is used as the product identity and can be placed anywhere in the advertisement.

Enhancer is typically in the form of a paragraph that serves to build and modify the meaning of the interaction between the lead and the announcement. The function of an enhancer is to persuade customers because it contains persuasive words in the social system.

Another linguistic element in an advertisement is the tag, which is printed

in small letters. It is realized grammatically as a non-finite.

2.6 Advertisement

An advertisement is a communication tool that uses more than one semiotic mode. Advertising is used as a mediator that connects producers with consumers or advertisers with the audience. As Holmes in (Amatullah, 2019) states that the language choices in any advertisement have a specific aim to persuade the audience to buy the product. In short, advertisement is used to persuade the audience to buy some products that they provide.

Crystal in (Amatullah, 2019) points out that the language of advertisement uses effective illustration and contains special power that is allowed to control the viewers' behavior to make attention to the goods and services in order to sell it. In daily communication, the language used is not the same as the language used in advertisements.

(Goldman, 1992) suggest that advertisements are social texts which are motivated by market shares. Advertisement is a type of discourse that contains literacy practices that are motivated by economic activities. Advertisement has been a part of our social lives in which we directly participate by decoding the images and the messages in advertising. Advertising and advertisement are highly influenced by the culture, social context, and situation where they are produced.

(Cameron, 2001) suggests that the communicative function of an utterance (or word or phrase or sentence) can describe what it is running in a particular setting in order to allow a discourse label to the utterance (or word or phrase or

sentence) in the place of the whole discourse, for example, TV ads. Word(s) or phrase(s) or sentence(s) is/are attached jointly to a slogan or dialogue, or monologue that arises along with images and music to transform the message of the advertisement. Advertisement language for a campaign theme should involve a strong idea because it shows the powerful message which will be conveyed in all the advertising slogans or taglines of a few words or a concise statement.

2.7 Review of Theories Relevant Studies

There are previous studies in the same field that have related to Multimodal discourse analysis. First, (Rosa, 2014) focused his study on audiovisual analysis in the advertisement, in this case, he analyzed *Iklan Sunsilk Nutrien Sampo Ginseng* by using a semiotic approach that focuses on a multimodal system consisting of linguistics, visual, audio, gesture, and location; an analysis theory of (Cheong, 2004). In this study, it is concluded five kinds of multimodal systems are integrated into this advertisement. Related to the metafunction of language, in the experiential function use of the material is dominant. In interpersonal function, all the clauses are declarative mood systems. Meanwhile, in textual function, the dominant theme used was an unmarked theme.

Second, (Gill, 2015) his research concerned with the ideational analysis of mobile phone cover stories. He analyzed the linguistic text of magazine cover stories in terms of process, participant, and, circumstance, using Halliday transitivity system. The visual components of cover stories were analyzed using Kress and Leeuwen's narrative and conceptual representation analysis to differentiate between visual elements. He discovered that material and relational

processes are commonly used to represent the capability and function of mobile phone advertisements and that visual finding, action, and reaction processes were prominent in the cover image as a result of the study.

The last study (Febrianti, 2013) analyzed multimodal discourse in Indonesian printed advertisements. The study observed that printed advertisements featuring Indonesian products in mass media, such as women's magazines, use English despite the use of Indonesian culture in visual elements. The study was conducted using the systemic functional approach in multimodality i.e., Cheong's (2014) formulation of Generic Structure for print advertisements complemented with Royce's Inter semiotic complementary framework. For the result of the study, she found that print advertisement consists of the synergy of collaboration of verbal text and visual image that carries with them the manifestation of culture—the four advertisements she had discussed used English culture in the visual element.

2.8 Conceptual Framework

The study proposes the following system to explain how the study was hypothetically conducted:

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                    ┌─────────────────────────┐
                    │   Multimodal Analysis   │
                    └─────────────────────────┘
                                 │
                    ┌─────────────────────────┐
                    │  Cigarette Advertisements │
                    └─────────────────────────┘
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Systemic Functional Linguistics by Halliday (2004)	Anstey and Bull (2010) Theories	Generic Structure Theory by Cheong (2004)
Idetional Metafunction	Visual: Comprising aspects of color, vectors, and viewpoint	-Lead
Interpersonal Metafunction	Audio: Comprising aspects of volume, pitch, and rhythm of music and sound effects.	-Display -Emblem -Announcement -Enhancer -Emblem
Textual Metafunction	Gestural: Comprising aspects of movement, speech, facial expression, and body language.	-Tag -Call-and visit information

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                    ┌─────────────────────────┐
                    │       Conclusion        │
                    └─────────────────────────┘
```
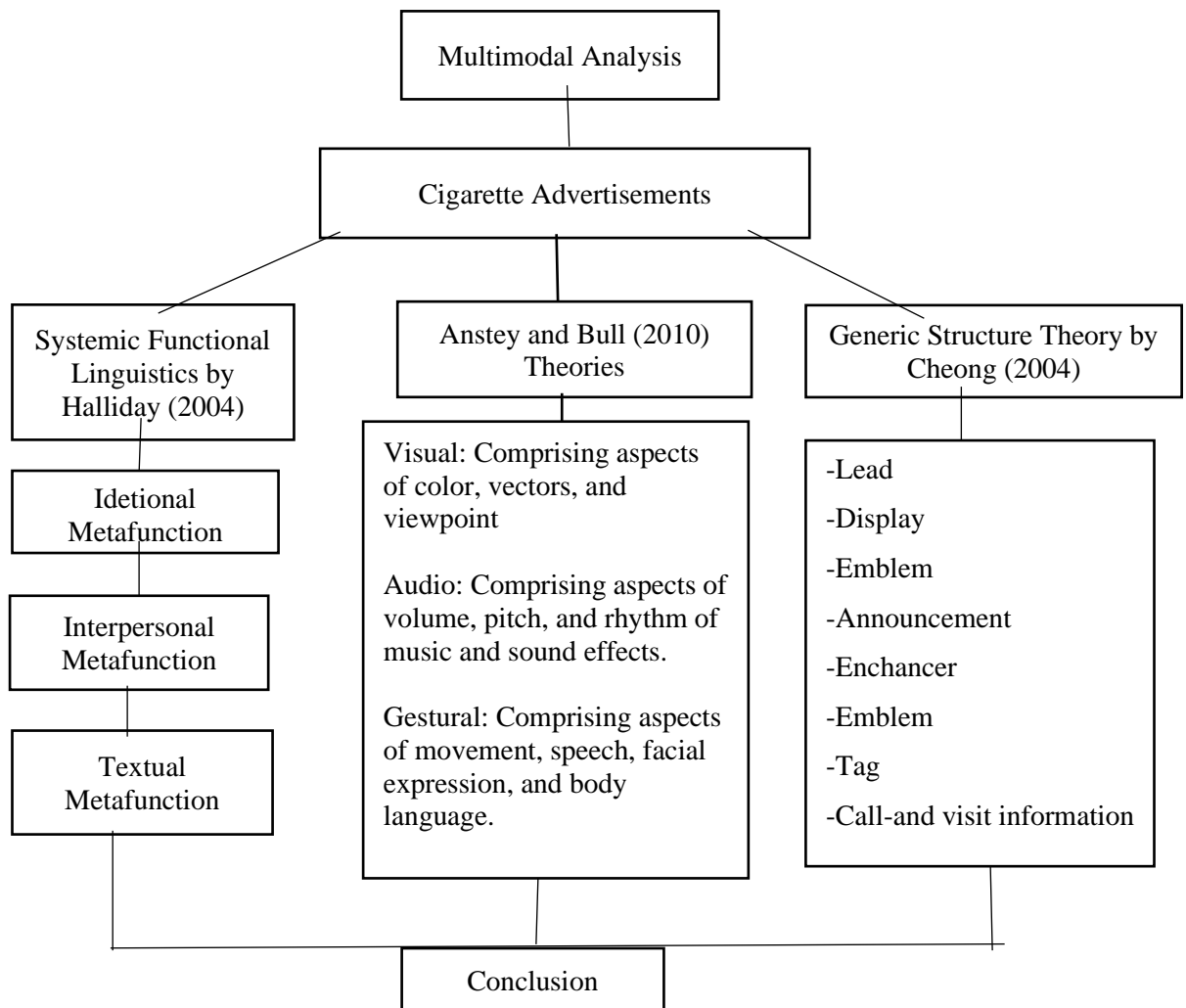
Figure 1. Conceptual Framework

Semiotics is the study of signs, and one of the studies included in semiotics is multimodal. Linguistic, visual, gesture, audio, and location are five types of semiotic systems. The term 'multimodal' refers to a text that incorporates two or more semiotic systems. Halliday's systemic functional linguistics, Anstey and Bull theory, and Cheong's generic structure are used to investigate the multimodal analysis in this study. These theories were applied to two cigarette advertisements.

BAB V

CONCLUSION AND SUGGESTION

5.1 Conclusion

Based on the findings of the analysis of two cigarette advertisement videos. The researcher conducted this research using the theory of Halliday, Anstey and Bull, and Cheong. The aim is to find out the verbal differences in two advertisements, to find visual, audio, and gestural in two advertisements and find the generic structure placed in *Djarum 76* and *Sampoerna Kretek* advertisements. The following conclusions are drawn according to the research objective.

1. In transitivity, these two advertisements have differences in spoken language. *Djarum 76* only has two clauses but in the *Sampoerna Kretek* advertisement have six clauses. The most widely used transitivity is the *Djarum 76* advertisement is attribute process. The most widely used trasitivity in the *Sampoerna Kretek* advertisement are material and existential processes. In mood analysis, these two advertisements tend to use declarative sentences in spoken language.

2. In the visual, these two advertisements have a different theme. *Djarum 76* advertisement takes the theme of Indonesian culture which shows five kinds of Indonesian traditional dances from various regions. The dominant color in the advertisement is gold, brown, black, blue, red and yellow. The vector is the actor performing dances using traditional clothes and accessories and using traditional attribute that contains a lot of artistic value. While in the *Sampoerna Kretek* advertisement, it takes the theme of

togetherness and mutual cooperation being together by people watching movies together in a residential yard. The vector in the advertisement is the actors working together in preparing all the equipment that will be used to watch movie with the goal of being able to watch the movie together. The dominant color in the advertisement is green.

3. In audio, the difference in the audio in these two advertisements is in the *Djarum 76* audio music advertisement used a marching band with a passionate tone because it is in accordance with the theme of the advertisement shown. In *Sampoerna Kretek,* the audio used is at the beginning of the cricket sound and also the sound effect of an action movie and upbeat rhythm sound.

4. In the gestural, the difference in these advertisements. In *Djarum 76* advertisement the movements displayed are traditional dance moves with firm facial expression. The carpentry of each dance in every scene in the advertisement moves quite quickly. In *Sampoerna Kretek* advertisement, the facial expression shown in the advertisement of all the actors looks so happy and enthusiastic. The speed at which each scene is rated in the advertisement is not too fast.

5. The generic structure in both advertisements shows that there are differences between *Djarum 76* and *Sampoerna Kretek* advertisement videos. In *Djarum 76* advertisement generic structure elements that don't contain in it are emblem and enhancer. In *Sampoerna Kretek* advertisement, the generic structure elements that do not exist is the

enhancer.

5.2.Suggestion

There are still some restrictions on the research comparing verbal, visual, audio, and, gestural, and generic structure in cigarette advertisements, as well as the compatibility of these elements. Only the difference between the two advertisements is compared in this study to assess their suitability. Therefore, more thorough research is required for a more comprehensive study result. For a better understanding of the applicability in the future, researchers are advised to compare this study with other studies that examine the conformity between verbal, visual, audio, and gestural aspects of making advertisements. Last but not least, readers who are interested in the subject of this study should read it.

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