

**AN ANALYSIS OF MULTIMODAL IN BEAUTY PRODUCT  
ADVERTISEMENTS**

**Thesis**

*Submitted as Partial Fulfillment of the Requirements to Obtain Strata One  
(S1) Degree*



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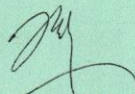
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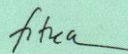
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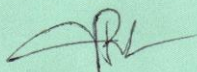
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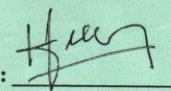
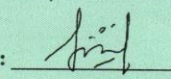
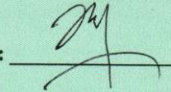
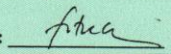
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## ABSTRACT

**Amatullah, Fauziyyah. 2019. An Analysis of Multimodal in Beauty Product Advertisement. Thesis. Jurusan Bahasa dan Sastra Inggris. Fakultas Bahasa dan Seni. Universitas Negeri Padang**

Multimodal is a study that analyzes the meaning of text that contains two or more semiotic systems; linguistic, visual, audio, gesture and place. Analyzing multimodal through semiotic approach have been used in the analysis of cover magazine (Gill, 2015), mascara advertisement (Baykal, 2016), cartoon movie (Wulan, 2017), and music video (Brady, 2015). Meanwhile, in this research the writer analyzed multimodal in beauty product advertisement especially lipstick product. This research aims to, 1) see how do verbal and visual element conveyed meanings in both *Wardah Lip Cream Matte Lipsticks* and *Purbasari Hi Matte Lip Cream* advertisements. 2) find the comparison between verbal and visual elements used in *Wardah Exclusive Matte Lip Cream* and *Purbasari Hi Matte Lip Cream* advertisements. This research used descriptive qualitative method. Based on the data of analysis, it reveals that the visual and the verbal processes of these advertisements are in harmony and they complement each other to give a complete message to the audience. The analysis also reveals the similarities of these two advertisements in the tree level of metafunctions. In ideational metafunction the most dominant processes used are material and attributive process, for interpersonal metafunction the most dominant mood used is mood declarative and for textual metafunction the most dominant used is unmarked topical theme.

**Keywords:** *Advertisement, multimodal analysis, verbal element, visual element.*

## ABSTRAK

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Multimodal adalah ilmu yang menganalisis makna pada sebuah text yang mengandung dua atau lebih system semiotik; linguistic, visual, audio, gerak and letak. Menganalisis multimodal text menggunakan pendekatan semiotik telah dilakukan sebelumnya seperti *magazine* (Gill, 2015), *mascara advertisement* (Baykal, 2016), *cartoon movie* (Wulan, 2017), dan *music video* (Brady, 2015). Sementara itu, pada penelitian ini penulis menganalisis multimodal pada iklan kecantikan terutama sekali pada iklan lipstick. Penelitian ini bermaksud untuk 1) untuk melihat bagaimana elemen visual dan elemen verbal menyampaikan pesan pada iklan *Wardah Lip Cream Matte Lipsticks* and *Purbasari Hi Matte Lip Cream*, 2) untuk melihat perbandingan antara elemen verbal dan visual pada iklan *Wardah Lip Cream Matte Lipsticks* dan *Purbasari Hi Matte Lip Cream* dalam menyampaikan makna. Penelitian ini menggunakan metode deskriptif kualitatif untuk menganalisis data. Analisis data mengungkapkan bahwa elemen visual dan verbal memiliki keselarasan dan saling melengkapi satu sama lain untuk memberikan informasi yang utuh pada pemirsa. Analisis data juga mengungkapkan persamaan kedua iklan tersebut dalam menggunakan tiga level metafungsi. Pada metafungsi eksperiensial proses yang dominan digunakan adalah material proses, pada metafungsi atarpersonal mood yang dominan digunakan adalah mood deklaratif, sedangkan pada metafungsi tekstual, tema tak bermakna adalah tema yang dominan digunakan pada kedua iklan tersebut.

**Kata kunci:** *Advertisement, multimodal analysis, verbal element, visual element.*

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## CHAPTER I

### INTRODUCTION

#### 1.1 Background of the Problem

Advertisement is used to inform and offer a product made by an advertiser. Wright in Olusanya (2013: 166) defines advertisement as “a powerful communication force and a vital marketing tool helping to sell goods and services, image and ideas”. Advertisement contains persuasive information to influence customers to believe and buy the product. Therefore, the aim of advertisement is to inform and announce the audience about certain products. Advertisement can be found in the form of printed media such as magazine, newspaper and billboard, or in the form of audiovisual media such as TV commercial and YouTube advertisement.

In creating an advertisement, Perrault, Jr and McCarthy in Rosa (2014) formulate a concept called AIDA as the abbreviation of Attention, Interest, Desire, and Action. According to this concept, the first thing that must be noticed in creating advertisement is how the advertisement would get *attention*, because there will be no *interest* without *attention*. With such *interest*, it is expected to gain *desire* to buy the product. It means that the advertiser should know the popular product in the market and consider the target group of the product.

Basically, advertisement uses language, image or picture, sound, or gesture. As cited in 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. To understand the complexities of

meaning, it is necessary to study multimodal in advertisement; since the aim of multimodal analysis is to understand the power and meaning of a text containing several modes such as verbal, visual and aural (Kress and Lueewen in Baykal, 2016).

Multimodal analysis can be analyzed through semiotic approach. According to Anstey and Bull in Rosa (2014) multimodal text is a text that contains two or more semiotic systems; linguistic, visual, audio, gesture and place. This argument supported by Anstey and Bull in Sinar (2018) they divided multimodal text into five communication part, 1) linguistic text that consist of vocabularies, generic structure, grammar of written and spoken language, 2) visual text are colors, vectors, point of views, pictures and expressions, 3) audio text that contain sounds, pitch, music rhythm, and sound effect, 4) gesture text that contain geture aspect, speed, silence, verbal and visual language expression, 5) spatial text that contain aspects of direction, layout, and distance between objects.

Analyzing multimodal through semiotic approach have been used in the analysis of cover magazine (Gill, 2015), mascara advertisement (Baykal, 2016), cartoon movie (Wulan, 2017), and music video (Brady, 2015). Based on the multimodal theories mentioned above, multimodal is a study that views a text not only in language, but also in other semiotic modes such as visual, audio, gesture and place. In multimodal analysis the verbal and visual element have a same potential in expressing meaning because they are interrelated to make a complete meaning. Kress (2000) stated that it is impossible to understand a text completely by only looking to the linguistic aspect. As seen in figure 1.1





Figure 1.1 Maybelline mascara advertisement

Figure 1.1 is a mascara advertisement that engaging the famous artist to promote their product. As seen in the figure above, it shows two visual objects that become the prominent part of this advertisement; 1) A woman that shows her long and bold eyelashes in the left side, 2) the presence of mascara product in the right side. These two objects were supported by the text '*bulu mata lebat*' (equivalent to 'thick eyelashes' in English) placed in the middle top of the picture. The text also supported by other information below it that gives additional information about the product. With this combination of visual and text element, the advertisement will be easily accepted by the audience.

According to Sinar (2018) the analysis of visual text in multimodal analysis is important because the verbal meaning that obtained in the visual context became the source of representation that shows the grammatical dynamics in the text. In short, the study of multimodal is useful to see the meaning of a text completely through visual and verbal elements. However, this study analyzed the audiovisual

advertisements which express linguistic elements not only in the form of the written text but also the oral information that uttered in the advertisement.

In this research, the writer analyzed multimodal in beauty product advertisement, especially in lipstick advertisement. Beauty product is one of the popular advertisements nowadays and it is very loved by both young and old women. By using beauty product, they will get confident, beauty and healthy skin, aging prevention, and increased attractiveness. The use of visual and verbal language in beauty product advertisement is the easiest way to manipulate the customers' belief to buy the product because the visual and language elements in the advertisements play a pertinent role to attract women. However, engaging the famous artist to promote the product gives a great influence for the audience. On the other hand, there are very view studies that focus on beauty product advertisement especially in lipstick product.

The lipstick products that had been analyzed in this research are *Wardah Lip Cream Matte Lipsticks* and *Purbasari Hi Matte Lip Cream*. The writer chose these products as the subject of the study because of three reasons. First, these products are the famous ones in Indonesia and have been acknowledged by LPPOM MUI as halal products. Second, the beauty product advertisement influences the changes of women's opinion about their beauty. As stated by Welsch (2007), the ideal woman is stereotypically represented by means of visual and linguistic element in advertisement, which means that beauty product is more demanded among women. Third, there are very view studies that focus on beauty product advertisement especially in lipstick product.

Recently, there are four studies which are related to this study. 1) Rosa (2014) analyzed *sunsilk nutrien shampo ginseng* advertisement by using semiotic approach which focuses on multimodal system proposed by Cheong (2004). 2) Suprakisno (2015) analyzed *indomie* advertisement by using systemic functional linguistic by Halliday (2004) and multimodal modal analysis by Kress and Leewen (2006). 3) Gill (2015) analyzed the cover stories in *Mobile World* magazine which focuses his study on ideational perspective. 4) Guo and Feng (2017) analyzed the *World Cup* advertisement based on the visual grammar to explain how representative, interactive and compositional meanings are realized.

Those studies above have made a great contribution to the knowledge of multimodal analysis and have a further enrichment to multimodal discourse analysis theory. However, the study of multimodal in beauty product especially in lipstick advertisement has never done before. In this study the writer used two lipstick products advertisement as the subject of this study. The purpose of this study is to see the comparison between two beauty product advertisements in express meaning. Furthermore, this study will explain how the verbal and visual elements are interrelated in express meaning. .

## **1.2 Identification of the Problem**

Advertisement texts can be studied from different linguistics perspectives; (i) from sociolinguistics perspectives, advertisement can be analyzed through the way how the advertisement texts are determined by social and gender roles

(Savina, 2017). (ii) from pragmatics perspectives, the /language in advertisement can be analyzed through implicative analysis of the slogan in the advertisement. (iii) from morphology, analyzing the language used in advertisement can be done through phonemic and morphological processes which consist of allomorphs and morphs, repetition, pluralization, and diction (Jatnika, Wawan and others, 2014). (iv) discourse analysis, analyzing advertisement by using multimodal approach which relates to verbal and visual elements in advertisements.

In this study, the advertisement had been analyzed from discourse analysis perspective which focuses on multimodal system. This study on multimodal used semiotic approaches as the tool to explain and describe how the audiovisual advertisement, containing verbal text, visual image, movement, gesture or sounds, is analyzed. These elements unify the meaning that can be encoded and accepted by the audience.

### **1.3 Limitation and Scope of the Problem**

This study is limited only to semiotic approach that focuses on verbal and visual elements in advertisement; audio, visual image, verbal texts and gesture. This research is deconstructed based on Systemic Functional Linguistics by Halliday and Kress and Leewen's multimodal theory. Furthermore, the analyses of this study explained the differences of relation between verbal and visual elements in both advertisements. For the verbal data, the writer limited the text or verbal information in the form of clause only.

#### 1.4 Formulation of the Problem

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

1. How do verbal and visual elements in *Wardah Lip Cream Matte Lipstick* and *Purbasari Hi Matte Lip Cream* advertisements express meaning?
2. What is the difference between verbal and visual elements used in *Wardah Lip Cream Matte Lipstick* and *Purbasari Hi Matte Lip Cream* advertisements?

#### 1.5 Purposes of the Research

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

1. To find how the verbal and visual components in *Wardah Exclusive Matte Lip Cream* and *Purbasari Hi Matte Lip Cream* advertisements express meaning.
2. To find the differences between verbal and visual elements used in *Wardah Exclusive Matte Lip Cream* and *Purbasari Hi Matte Lip Cream* advertisements.

#### 1.6 Significance of the Research

Theoretically, this study is expected to give 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 advertisement. Hopefully, this study can give contribution to other researchers who are interested in doing multimodal analysis in other subject

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

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

1. Beauty product : The selected advertisement that will be analyzed in this study.
2. Advertisement : The advertisement used as the focus of this study, which contains visual and verbal elements in conveying its meaning.
3. Multimodal : The study of analyzing a text or communication that contains more than one semiotic mode (eg. Language, image, gesture, sound and more)