



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

**Fauziyyah Amatullah<sup>1</sup>, Rusdi Noor Rosa<sup>2</sup>, Fitrawati<sup>3</sup>**

English Department

Faculty of Languages and Arts

Universitas Negeri Padang

email: [fauziyyahamatullah@gmail.com](mailto:fauziyyahamatullah@gmail.com)

### **Abstract**

Multimodal is a study that analyzes the meaning of text containing two or more semiotic systems; linguistic, visual, audio, gesture and place. Analyzing multimodal through semiotic approach has 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 analyzes multimodal in beauty product advertisement especially lipstick product. This research is intended to, 1) investigate how verbal and visual elements 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 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 three level of metafunctions. In ideational metafunction the most dominant processes used are material and attributive processes, for interpersonal metafunction the most dominant mood used is declarative and for textual metafunction the most dominant theme used is unmarked topical theme.

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

### **A. INTRODUCTION**

Advertisement is a type of discourse which contains literacy practices that are motivated by economic activities. Goldman (1992), states that advertisement has been a part of our social lives in which we indirectly participate by decoding the images and the messages in advertising. It contains persuasive information to

<sup>1</sup> English ELLSP of English Department of FBS Universitas Negeri Padang graduated on March 2019

<sup>2</sup> Lecturer of English Department of FBS Universitas Negeri Padang

<sup>3</sup> Lecturer of English Department of FBS Universitas Negeri Padang



influence customers to believe and buy the product. 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 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. 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). 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. However, multimodal analysis is a study of combination of verbal and visual element that can make a complete meaning. According to Sinar (2018), the analysis of visual text in multimodal analysis is important because the verbal meaning obtained in the visual context becomes the source of representation that shows the grammatical dynamics in the text. Verbal and visual elements in advertisement have the same potential in expressing meaning because they are interrelated to make a complete meaning. Analyzing multimodal through semiotic approach has been used in the analysis of cover magazine (Gill, 2015), mascara advertisement (Baykal, 2016), cartoon movie (Wulan, 2017), and music video (Brady, 2015).

In this research, the writer did a multimodal analysis in beauty product advertisements. The use of visual and verbal language in beauty product advertisements is the easiest way to manipulate the customers’ belief. It will gain their desire to buy the product because the visual and verbal elements in the advertisements play a pertinent role to attract women as explained in Figure 1 below:



Figure 1: Maybelline mascara advertisement

Figure 1 is a mascara advertisement engaging the famous artist to promote its product. As seen in the Figure 1 above, the two visual objects that become the prominent part of this advertisement are; 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 are supported by the text '*bulu mata lebat*' (equivalent to 'thick eyelashes' in English) in the middle top of the picture. The text is also supported by other information below it that gives additional information about the product. With such combination of visual and text elements, the advertisement will be easily accepted by the audience.

The beauty products that had been analyzed in this research are *Wardah Lip Cream Matte Lipsticks* and *Purbasari Hi Matte Lip Cream*. Meanwhile, there are very view studies that focus on beauty product advertisement especially in lipstick products. These two advertisements are in the form of audiovisual advertisement, which conveys meaning through sounds and moving image.

## B. RESEARCH METHOD

This research used a descriptive qualitative method. The data in this study were images, texts, symbols, sounds, and gestures found in *Wardah Lip Cream Matte Lipsticks* and *Purbasari Hi Matte Lip Cream* advertisement videos, with the duration of 30 seconds for both videos. The verbal data were in the form of clauses that appear in the advertisements, while the visual data were the images collected from the screenshot of the advertisement videos. In getting the first data, the writer captured each scene of both videos that consisted of images and texts, images and the logo brands, texts, or images only. At the second stage, the writer transcribed the verbal and text information found in both advertisements.

These audiovisual advertisements were analyzed based on the verbal element theory of Systemic Functional Linguistics by Halliday (Halliday and Matthiessen, 2004). As cited in Satria, Hamzah and Fitrawati (2018) the used of metafunction concept is a proper device to reveal complex differences to find the variant ways of constructing clauses. Meanwhile, the visual elements were analyzed based on Kress and Leewen's (2001) multimodal theory and Cheong's (2004) generic structure of advertisement theory.

## C. RESULT AND DISCUSSION

### 1. Research Finding

#### A. The comparison of verbal element between both *Wardah Exclusive Matte Lip Cream* and *Purbasari Hi Matte Lip Cream* advertisement

This part is presented the finding of this research. After analyzing the data, the researcher obtained the similarities and differences of verbal element in both of advertisement. The findings of similarities in verbal element are represented in the table below.

**Table 1. The Comparison of Verbal Element between *Wardah* and *Purbasari* Lipstick Advertisement**

Ideational Metafunction	Wardah lipstick		Purbasari lipstick	
	F	%	F	%
Material	5	35%	2	50%
Behavioural	1	7%	0	0%
Mental	2	14%	0	0%
Identifying	1	7%	0	0%
Attributive	5	35%	2	50%
<b>Interpersonal Metafunction</b>				
Declarative	12	85%	3	75%
Imperative	2	14%	1	25%
<b>Textual Metafunction</b>				
Marked topical	3	21%	0	0%
Unmarked topical	10	71%	4	100%
Multiple theme	1	7%	0	0%

Based on the analysis above it reveals the similarities and differences between two advertisements in verbal element. For the similarities, it can be seen through the analysis of three levels of metafunction. According to ideational meaning the analysis shows that material and relational attributive process are the dominant process used in both of advertisements. For the interpersonal meaning the analysis shows that mood declarative and mood imperative were used in both of advertisements. Mood declarative is the most dominant mood used in both of advertisement. According to textual meaning the analysis shows that the most dominant theme used in both of advertisement is unmarked topical theme.

Meanwhile, the differences can be seen through the meaning that express by the verbal information in both of advertisement. In *Wardah* lipstick advertisement intends to offer the audience about the variant color of lip cream matte lipstick. This lipstick color can be your best friend that color your day. On the other hand, the meaning that express by the verbal information in *Purbasari* lipstick advertisement intends to offer the audience about the content, advantage and color of the lipstick.

#### **B. The comparison of visual element between *Wardah exclusive matte lip cream* advertisement**

Based on the analysis above it reveals the similarities and differences between two advertisements in visual element. For the similarities, both of the advertisements used the setting that functions to convince the audience about the product they offer. Second, both of the advertisement used the endorser to attract the audience to buy the product. Both advertisements take the famous artist to endorse their products. Third, both of advertisements used the instrumental music as the back sound of the advertisement. The instrumental music contains memorability aspect that will be able to capture more attention from the audience.

On the other hand, among those similarities, both of advertisements also share the differences. Based on the gesture analysis, in *Wardah* advertisement it is found



there are two most dominant gestures; related to the product and related the meaning of the advertisement. Wardah lipstick advertisement is endorsed by to women that known as best friend that spent their moment using this lipstick. Meanwhile, in Purbasari advertisement it is found only one dominant gesture that related to the content of the lipstick. Purbasari lipstick advertisement is endorsed by woman that focuses on explanation about the lipstick content.

According to generic structure proposed by Cheong (2004), in Wardah lipstick advertisement found that there are five generic structures used; display, announcement, lead, emblem (verbal), and call- visit. The enhancer is not found because this advertisement is form in audio visual advertisement which focuses on verbal and visual information. The enhancer usually found in the printed advertisement like magazine or newspaper advertisement, where it is needed more explanation about the product.

Differ from Wardah lipstick advertisement in Purbasari Lipstick advertisement, it is found that there are four generic structures used; display, announcement, lead and emblem (verbal and visual). The enhancer, tag and call visit are not found in this advertisement. The enhancer usually found in the printed advertisement like magazine or newspaper advertisement, where it is needed more explanation about the product. Meanwhile the call and visit is not found in this advertisement because this product was not sold only in a certain place but also in all over Indonesia, then people can get this product where ever they are.

## B. Discussion

The findings on data analysis of *Wardah Exclusive Matte Lip Cream* and *Purbasari Hi Matte Lip Cream* advertisements obtained the similarities and differences. The similarities in both of advertisements can be seen from the verbal information that explains through the three levels of metafunction. In the level of ideational metafunction the most dominant processes used in these two advertisements are material and attributive processes. In the level of interpersonal metafunction the most dominant mood used is declarative. In the textual metafunction, the most dominant theme used is unmarked topical theme. As seen in datum 1 and 2:

Datum 1:

Sahabat setia	Untuk warnai		Hari ku
Actor	Material		Goal
Subject	Finite	Predicator	Compliment
Mood		Residue	
Topical	Rheme		
Unmarked Theme			

According to Ideational meaning, datum 1 uses material process with two participants; *actor* and *goal*. The participant ‘sahabat setia’ which means ‘loyal friend’ is labeled as *actor* because it is the one who does the action ‘*warnai*’. The

participant *'hariku'* which means 'my day' is labeled as *goal* because *'hariku'* is the thing that is affected by the action. The advertisers intend to tell the audience that the lipstick is just like a loyal friend that can colors the day.

According to Interpersonal meaning, datum 1 realizes as mood declarative unmarked (subject+finite). This clause is a statement that functions to give information.

According to textual meaning, datum 1 is categorized as Unmarked Topical Theme because the topical theme is a subject, which means the focus of this clause is to inform about the subject *'sahabat setia'*.

Datum 2:

Selfie	Jadi	Lebih cantik
Carrier	Attributive	Attribute
Subject	Finite	Compliment
Mood		Residue
Topical	Rheme	
Unmarked Theme		

According to Ideational meaning, datum 2 uses mental process with two participants; senser and phenomenon. The participant 'selfie' is labeled as the *actor* who does the process *'jadi'* which means 'become'. Meanwhile, the participant *'lebih cantik'* which means 'more beautiful' is labeled as *goal* that is affected by the process *'jadi'*. The purpose of this clause is to tell the audience that by using Purbasari mate lip cream can makes your selfie more beautiful

According to Interpersonal meaning, datum 2 realizes as mood declarative unmarked (subject + finite). This clause is a statement that functions to give information about the Purbasari matte lip cream. According to textual meaning, datum 23 is a clause with singular theme. This theme is categorized as Unmarked Topical Theme, because the clause is begun with the subject 'selfie' and it becomes the focus of the clause.

Furthermore, data analysis showed that verbal and visual elements are interrelated in expressing meaning. The visual and verbal analysis of these lipstick advertisements reveal that most of processes of linguistic texts are in line or complement the processes of visual texts to make a complete meaning. As seen in figure 1.

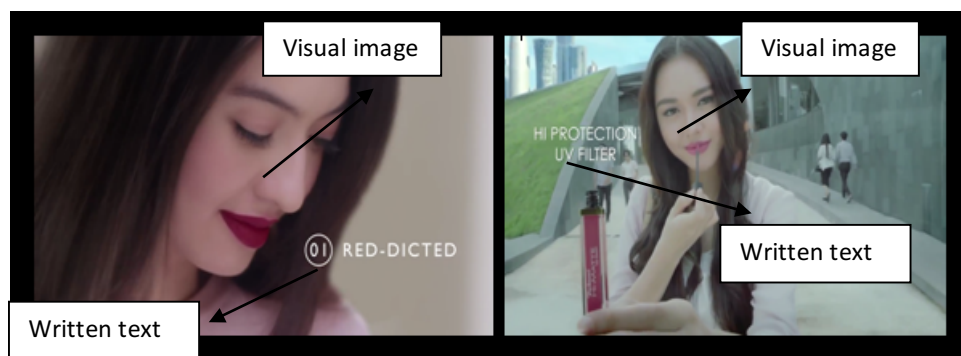


Figure 1. *Wardah Exclusive Matte Lip Cream* and *Purbasari Hi Matte Lip Cream* advertisement.

The pictures in figure 1 are one of the scenes that captured from both *Wardah Exclusive Matte Lip Cream* and *Purbasari Hi Matte Lip Cream* advertisement videos. These two advertisements are also engaging the famous artist in promoting their product that can gain desire of the audience to buy the product. The pictures in figure 1 show that visual text appeared in line with verbal information in expressing the meaning of these advertisements. The written and oral information functions to give explanation about each of these pictures. In the first picture, it shows visual text of woman with her red lipstick on, followed by the written text 'red-dicted'. The written text in the first picture functions to give information about the name of lipstick colour offered by Wardah lipstick advertisement. Meanwhile in the second picture it shows the visual text of women applying her lipstick with outdoor situation as the background. This visual text followed by the written text 'hi- protection and uv filter', which functions to give information about contain of Purbasari the lipstick.

Meanwhile, the differences in both of the advertisements can be seen through the meaning of visual image in both of advertisements. In Wardah lipstick advertisement, the women intend to sell and offer the variant of lipstick colors. The visual images of variant color of lipstick also strengthen by the verbal information in order to make the information more clear and complete, so it can be accepted by the audience. As seen in figure 2.

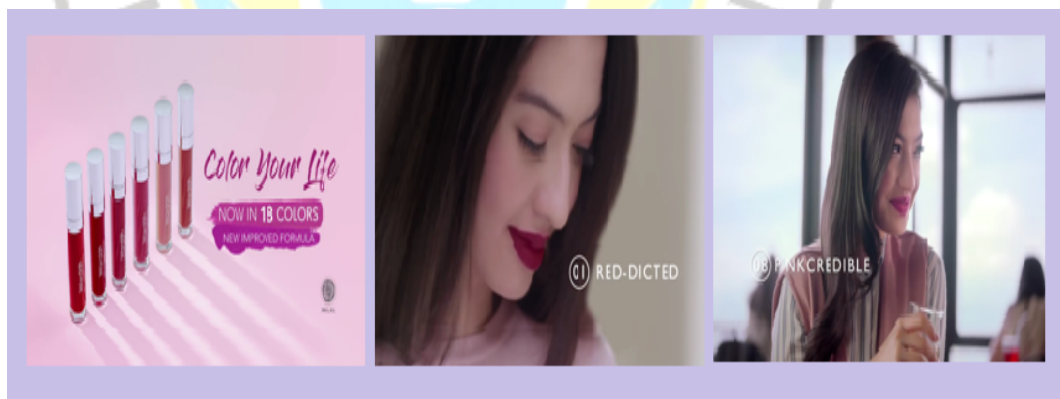


Figure 2. *Wardah exclusive matte lip cream*

Visually in 30 seconds duration, this advertisement shows and offer the colour name of the lipstick in each scenes. The first picture in figure 2 had a soft light purple background that shows cheerfulness, and it resembles the lipstick colours that are offered by *Wardah Exclusive matte lip cream*. The written 'color your life' is placed in the middle beside the lipstick tubes that functions as the highlighted information. This written text aim to tell the audience about the colourful lipstick shade offer by Wardah that can colour your life. Meanwhile the second and third pictures show the woman used the lipstick of Wardah that followed by the written

text ‘red- dicted and pinkcredible’. The verbal information functions to explain the visual image in both of the pictures.

Differ from Wardah lip cream advertisement, Purbasari lip cream advertisement intends to sell and offer about the content of the lipstick, which give advantages for this lipstick user. In every scene of the advertisement video, it is shown the visual image of a woman applying the lipstick that followed by the verbal information about the product content. As seen in figure 3:



Figure 3. Advantages of Purbasari hi matte lip cream

Visually in 30 seconds duration, this advertisement explains about the advantages of the lipstick for women who like to do indoor or outdoor activities. According to interpersonal meaning, the action of woman applying the lipstick is used material process, which the woman as the *actor* and lips as the *goal*. These pictures in figure 3 are followed by the verbal and written information ‘vitamin E, hi coverage’, ‘hi protection, uv filter’, and ‘tahan lama’ (equivalent to ‘long lasting’). The pictures in figure 1 intend to tell the audience that Purbasari hi matte lip cream contain ‘vitamin E’ that very healthy for your lips, ‘the hi-coverage and uv filter’ which can cover your lips perfectly and prevent from the sunburn, ‘tahan lama’ (equivalent to ‘long lasting’) that makes you look good in every time.

The finding of verbal analysis in this research is also similar to the previous study done by Rosa (2014). He found that the most dominant process used in verbal information of advertisement is material process. Material process is function to persuade the audience to buy the product. The action that followed by visual text in advertisement convince them about the product. The most dominant mood used is mood declarative. It functions to give the important role of the verbal information in advertisement. According to Yu (2017), declarative mood is the most common way of providing information, so advertising message can be communicated clearly and correctly. However, the language that used in these advertisements is easy to understand that can be accepted by the audience.

### C. CONCLUSION AND SUGGESTIONS

Based on the result of analysis of two advertisement videos above, it can be concluded that every metafunction components in verbal and visual element have a



same potential in express meaning in both of *Wardah Exclusive Matte Lip Cream* and *Purbasari Hi Matte Lip Cream* audiovisual advertisement. The analysis also shows that the visual and the verbal processes of these advertisements are in harmony and they complement each other. In other words, whatever is presented in the linguistic text describes the processes that shown in the images.

The analysis in this study also shows that both visual and verbal processes of these *Wardah Exclusive Matte Lip Cream* and *Purbasari Hi Matte Lip Cream* advertisements emphasize on the characteristics each of their products, the brands and the profit or their new products to make them incredibly unique to the costumers. The representation of the smile and the gesture of the women applying the lipstick shows that they were satisfied used these lipsticks.

This study which primarily studies about multimodal analysis of beauty product advertisement aimed to see the meaning and the comparison in both of advertisement. In this study the writer take two lipstick advertisements *Wardah Exclusive Matte Lip Cream* and *Purbasari Hi Matte Lip Cream* which is the famous brands in Indonesia. To complete this study which is about the meaning of verbal and visual element in advertisement that analyze through metafunction and multimodal analysis, it is suggested that the future researcher will take another sample of different advertisement. Moreover, because of the result of this study related to the meaning of verbal and visual element in advertisement is still in general analysis, it is suggested to the next researchers can develop this study with use this study as the reference. It is believed that this study would contribute to the present knowledge about advertising language and would bring up new facts on this discourse.

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