

A STUDY OF MULTIMODAL ANALYSIS IN SMARTPHONE ADVERTISEMENT

Maul Lydia Tamara Savitri¹, Rusdi Noor Rosa²

English Department

Faculty of Languages and Arts

Universitas Negeri Padang

email: maulydiatamara@gmail.com

Abstract

This research aims to analyze multimodal in *Samsung Galaxy S9* audiovisual advertisement. The systemic functional linguistics theory by Halliday, multimodal theory by Kress and van Leeuwen and generic structure analysis theory by Cheong were applied to analyze this research. The method used in this research was a descriptive research method. The data in this research were images, texts, symbols, sounds, and gestures used in *Samsung Galaxy S9* advertisement video. The source data of this research was obtained from Samsung Youtube account. The finding of this research obtained that all semiotic systems in *Samsung Galaxy S9* are in harmony and complete each other. The analysis also shows that there are five generic structures found in this advertisement video; lead, display, announcement, emblem, call and visit. Meanwhile, the other structures (tag and enhancer) are not found in this advertisement.

Key words: multimodal, advertisement, smartphone, semiotic systems

A. INTRODUCTION

Advertisement 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 (Zuriaty, 2014); (ii) from pragmatics perspectives, the language in advertisement can be analyzed through implicative analysis of the slogan in the advertisement (Alsri & Rosa, 2013); (iii) from morphology perspectives, analyzing the language used in advertisement can be done through phonemic and morphological processes which consist of allomorphs and morphs, repetition, pluralization, and diction (Wahyuni & Rosa, 2013; Jatnika, Suganda, Wahya & Sobarna, 2014). (iv) from discourse analysis perspectives, analyzing advertisement by using multimodal approach is related to verbal and visual elements in advertisements (Lubis & Sinar, 2014; Amatullah, Rosa & Fitrawati, 2019).

¹ English ELLSP of English Department of FBS Universitas Negeri Padang graduated on....

² Lecturer of English Department of FBS Universitas Negeri Padang



In this research, the advertisement had been analyzed from discourse analysis perspective which focuses on multimodal system based on Kress and Leeuwen's multimodal theory, Halliday's systemic functional linguistics and Cheong's generic structure analysis. This study on multimodal used semiotic approaches as the tool to explain how the audiovisual advertisement that containing semiotic systems, is analyzed. This research was analyzed multimodal analysis in smartphone product advertisement. The use of semiotic systems in smartphone product advertisement is the easiest way to attract the costumers to purchase the product.

Recently, there are number of studies on multimodal which are related to the study that had been conducted. First, Rosa (2014) analyzed *Sunsilk Nutrien Sampo Ginseng* advertisement by using semiotic approach which focuses on multimodal system proposed by Cheong (2004). Meanwhile, this research analyzed multimodal not only focus on Cheong's theory but also Kress and van Leeuwen's (2001) theory and Halliday and Matthiessen's (2004) systemic functional linguistic. Second, 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. Meanwhile, this research analyzed multimodal that focus on semiotic systems by using Cheong, Kress and van Leeuwen's theory and systemic functional linguistic theory by Halliday.

Third, Guo and Feng (2017) analyzed *World Cup* advertisement from the perspective of representational meaning, interactive meaning and compositional meaning and focus on visual grammar but not analyzed the generic structure of the advertisement, while this research analyzed multimodal focus on semiotic systems (linguistic, audio, visual image, gesture and location) by using Kress and van Leeuwen' multimodal theory, Halliday's systemic functional linguistic theory and Cheong's generic structure theory.

Fourth, 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 and Matthiessen (2004). Meanwhile, this research analyzed multimodal by focusing on semiotic systems by using multimodal theory proposed by Kress and van Leeuwen (2001), systemic functional linguistic theory by Halliday and generic structure theory by Cheong.

Then, Amatullah et al. (2019) analyzed advertisements by using semiotic approach which focuses on verbal and visual elements in advertisements based on systemic functional linguistics theory by Halliday and Matthiessen (2004) and Kress and van Leeuwen's (2006) multimodal theory. Meanwhile this research analyzed all semiotic systems found in advertisement by using Halliday's systemic functional linguistic, Kress and van Leeuwen's multimodal theory and Cheong's generic structure.

In this research the researcher did a multimodal analysis in smartphone advertisement by using Halliday's systemic functional linguistic theory, Kress and van Leeuwen's multimodal theory and Cheong's generic structure theory. The

smartphone advertisement that had been analyzed in this research was *Samsung Galaxy S9*. This advertisement is in the form of electronic advertisement that conveys meaning through written text, moving image and sounds.

B. RESEARCH METHOD

This research used descriptive method because the researcher analyzed the data descriptively and the result was in a form of explanation. This research described the multimodal analysis using semiotic approach in Samsung advertisement. The data in this study were texts, images, sound and gestures that found in *Samsung Galaxy S9* advertisement video. The data were in the form of image that collected from the screenshot of the advertisement video. In getting the data, the researcher captured each scene of the advertisement video consisting of image, written text and logo brands. Then, the researcher transcribed and identified the text and visual information found in the advertisement video. This advertisement was analyzed based on the multimodal theory by Kress and Leeuwen (2001), generic structure theory by Cheong (2004), and systemic functional linguistic theory by Halliday Matthiessen (2004).

C. RESULT AND DISCUSSION

This part describes the analysis of the advertisement based on the multimodal theory by Kress and Leeuwen (2006), generic structure theory by Cheong (2004), and systemic functional linguistic theory by Halliday and Matthiessen (2004). The advertisement that was analyzed is *Samsung Galaxy S9* advertisement video. Here are the five semiotic systems in *Samsung Galaxy S9* advertisement:

a. Linguistic Analysis

In this advertisement, the written language is the only linguistic element use. It can be concluded from this one minute video durations that the written language in this advertisement shows and offers the *Samsung Galaxy S9*. In this advertisement, the advertiser intends to show the advantages of *Samsung Galaxy S9* to the audience.

Datum 1

Introducing		the galaxy S9 the camera reimagined
Material		Goal
Finite	Predicator	Complement
Mood	Residue	
Rheme		

According to ideational meaning, datum 1 uses material process with only one participant. The participant ‘the galaxy s9’ is labeled as the goal, because it is the thing that is affected by the action ‘introducing’. This clause intends to tell the audience about the new product of Samsung. According to interpersonal meaning, datum 1 is categorized as mood imperative because the clause consists only with

finite without subject. According to textual meaning, there is no theme used in this clause.

Datum 2

This	is	9
Token	Rel: Identifying	Value
Subject	Finite	Complement
Mood		Residue
Topical	Rheme	
Unmarked Theme		

According to ideational meaning, datum 2 uses relational identifying process with two participants; token and value. The participant ‘this’ is labeled as token because ‘this’ is the thing that is identified as ‘9’, while the verb ‘is’ is categorized as the process of identifying. This clause intends to tell the audience about the series of the smartphone that offered.

According to interpersonal meaning, datum 2 is categorized as mood declarative unmarked because the clause consist of subject and finite. This clause is a statement to give information about the series of the smartphone. Meanwhile, the textual meaning in datum 2 is categorized as unmarked topical theme because the topical theme started by a subject, which means the focus of this clause is to inform about the subject ‘this’.

Datum 3

It	's	an infinity display
Token	Rel: Identifying	Value
Subject	Finite	Complement
Mood		Residue
Topical	Rheme	
Unmarked Theme		

According to ideational meaning, datum 3 uses relational identifying process with two participants; token and value. The participant ‘it’ is labeled as token because ‘it’ is the thing that is identified as ‘an infinity display’, while the verb ‘is’ is the process of identifying. This clause intends to tell the audience that the smartphone has an infinity display.

According to interpersonal meaning, datum 3 is categorized as mood declarative unmarked, because it consists of subject and finite. This clause is a statement to give information about ‘it’ that refers to the smartphone product that is being identified as infinity display. According to textual meaning, datum 3 is categorized as unmarked topical theme, because the topical theme is begins with the subject, which means the focus of this clause is to inform about the subject ‘it’.

Datum 4

It	reimagines		what a camera can do
Senser	Mental		Phenomenon
Subject	Finite	Predicator	Complement
Mood		Residue	
Topical	Rheme		
Unmarked Theme			

According to ideational meaning, datum 4 uses mental process with two participants; senser and phenomenon. The first participant ‘it’ is labeled as senser because it is being endowed with consciousness who has sense of ‘reimagines’. Thus the second participant ‘what a camera can do’ is labeled as phenomenon because it refers to what experienced’. This clause intends to tell the audience about the smartphone that can reimagines the new sophisticated camera feature.

According to interpersonal meaning, datum 4 is categorized as mood declarative unmarked (subject+finite). This clause is a statement that has function to give information about the Samsung Galaxy S9. Meanwhile, according to textual meaning, datum 4 is a clause that has singular theme. This theme is categorized as Unmarked Topical Theme, because the clause is begin with the subject ‘it’ and it becomes the focus of the clause.

b. Visual Analysis

Visually, the *Samsung Galaxy S9* advertisement has duration for one minute. Black color dominates the background of the advertisement as the main color followed by purple color. The using of black color as background can highlight the selected colors that are important parts of the picture the advertiser want to display. This one minute advertisement video visually offers the new sophisticated smartphone that is used by the people in this advertisement video for their every moment. From the pictures below, this advertisement used different background for each picture.

Figure 1.



Figure 1. Visual in Samsung Galaxy S9 advertisement

The pictures above are setting outdoor and use trees as background. The setting color is dominated with green and blue with the bright light situation, which strengthen the outdoor setting. These pictures show two women shaking their head in swimming pool. These pictures complete by the written “the camera that change slow mo to four times slower”. It means this picture intends to tell the audience that Samsung Galaxy S9 has a new sophisticated camera feature that can make the video slower.

Figure 2.



Figure 2. Visual in Samsung Galaxy S9 advertisement

Picture in figure 2 uses black color as background. This picture only shows written text without participant in it. Although the written “the camera that makes you an (emoji)” is not a complete sentence but the audience can still understand the meaning because of the emoji at the end of the sentence. Thus the emoji that put at the end of the sentence can be complementary to the incomplete sentence. This picture intends to give information to the audience that the product has a camera feature which can makes human face into an emoji.

Figure 3.

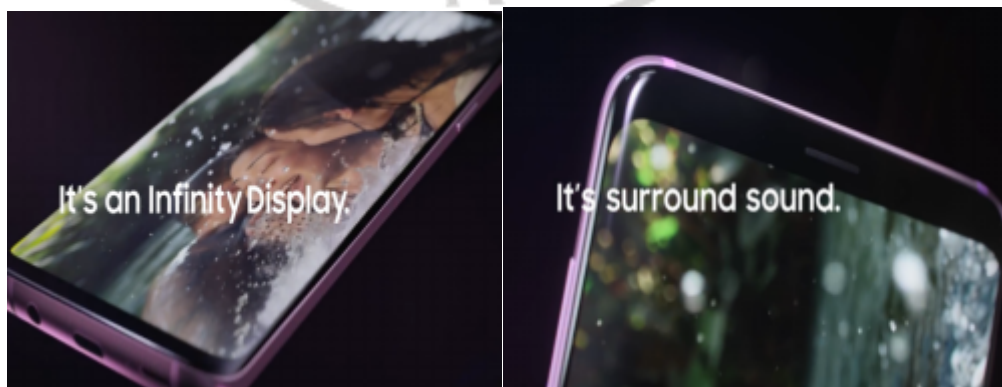


Figure 3. Visual in Samsung Galaxy S9 advertisement

Pictures in figure 3 above uses black color as background. The using of black color as background has function to highlight the selected product that the advertiser wants to display. Visually, these two pictures only show written text

and the smartphone display without participant in it. The written text ‘it’s an infinity display’ and ‘it’s surround sound’ are complete by the display of screen and speaker of the smartphone. Thus, the written texts describe the advantages of the smartphone through a display from the screen and smartphone speaker. In general, these pictures can convey the meaning well because of the congruence between the written texts and the smartphone display.

c. Audio Analysis

The music that used in the advertisement is the official theme song of Samsung. The advertisement begins with song in rhythmic genre. It means to show or to emphasized that the product can raise the strong and happiness in life. There is no oral information used in this advertisement and the song is the only sound used.

d. Gesture Analysis

The gesture in this advertisement can be seen from the move, speed of the body and also the facial expression of the participants. Gesture in this advertisement is realized from the activity of the participants in the way how they use the *Samsung Galaxy S9* product.

Figure 4



Figure 4. Gesture in Samsung Galaxy S9 advertisement

In figure 4 shows two women shaking their head in swimming pool. In this picture shows the woman with long hair smile while shaking her head. The smile in her face is the expression of happiness, which means she is happy doing her activity. This gesture is related to the purpose and meaning of the advertisement video. This advertisement intends to tell the audience that the user will enjoy using the smartphone feature.

e. Location Analysis

Figure 5.



Figure 5. Location analysis in Samsung Galaxy S9 advertisement

The whole space in the advertisement among the picture shows the congruence of meaning. Every picture has its own meaning and supports each other. In general, all products in this advertisement placed in the middle of the advertisement. Meanwhile, the written text that exists in the advertisement is placed behind the products. The purpose of all pictures arranged in the middle of the advertisement is to make the audience focus on the smartphone product that offered. As seen in the figure 5 above, the smartphone picture put in the middle of the advertisement to shows the real look of the smartphone. The phrase “the camera. reimagined” that is put behind the smartphone shows the slogan of the product that offered. The written text above has function to give additional information about the product.

f. Generic Structure Analysis

In this section, the analysis uses a theory by Cheong (2004) to see the generic structure in this advertisement.

Figure 6.



Figure 6. Generic structure in Samsung Galaxy S9 advertisement

The three smartphones in the picture above are labeled as the *display* of the real look of the smartphone. All the smartphone arrange in the same position but with different perspective, which means the advertisers intend to show the whole look of the smartphone to the audience. The shape of the smartphone is a rectangle with full screen and back camera that located in the middle of the smartphone and also use purple as the color of the smartphone.

Figure 7.

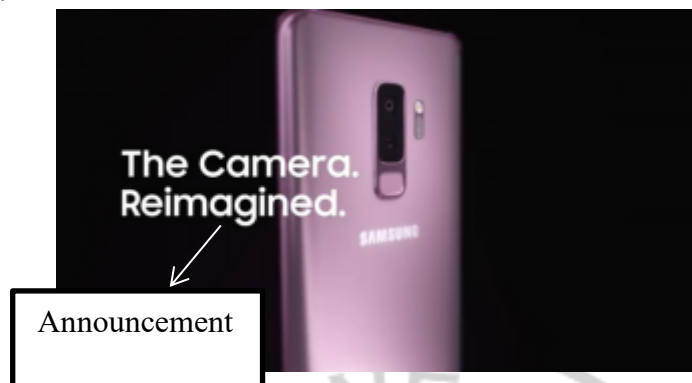


Figure 7. Generic structure in Samsung Galaxy S9 advertisement

In the figure 7, the phrase 'the camera reimagined' is identified as announcement in *Samsung Galaxy S9* advertisement, because it is printed in a big size, different color, and known as the catch phrase. The background of the picture is black that has function to highlight the products offered by Samsung. The written 'the camera reimagined' is placed beside the smartphone and printed in big size, which is the important in the advertisement. The function of this phrase is to tell the audience that the most highlighted information of this advertisement is the new sophisticated camera feature of *Samsung Galaxy S9*.

Figure 8.

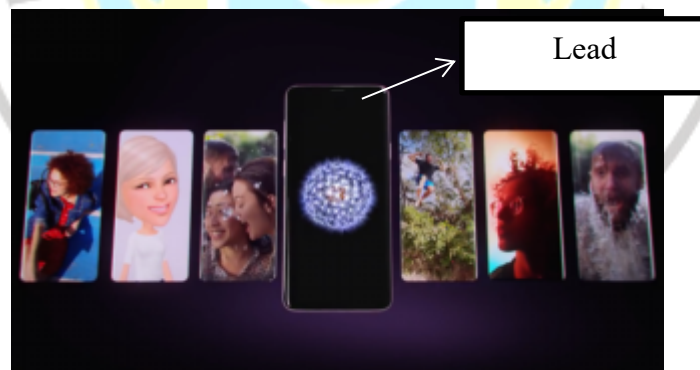


Figure 8. Generic structure in Samsung Galaxy S9 advertisement

The smartphone in figure 8 is labeled as lead. The smartphone is placed in the middle of the picture. It is the focus of the object, while the other objects around the smartphone are pictures that contain advantages of the smartphone in advertisement. The smartphone above is known as LoA (Locus of Attention) that is highly important information in the picture above, while the other objects around the smartphone as the Comp. LoA (Complement to the Locus of Attention) that has function as additional information.

Figure 9.

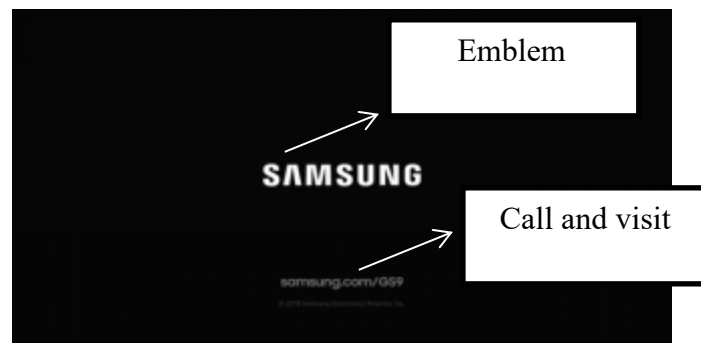


Figure 9. Generic structure in Samsung Galaxy S9 advertisement

The call and visit in figure 9 is the website address of Samsung. The use of website address is the easiest way for customers to visit. They can see the other products of Samsung, the detail of the products, and they also can buy the products. The written 'Samsung' is the labeled as emblem (verbal), because Samsung is the brand name of this smartphone which the official font color is white.

According to generic structure analysis by Cheong, there are five structures that found in this advertisement video (lead, display, announcement, emblem, call and visit). Meanwhile, the other structures (tag and enhancer) are not found in this advertisement. The enhancer is not found in this advertisement because this advertisement is form in audio visual which focuses on verbal and visual information. The enhancer usually found in the printed advertisement like newspaper and magazine advertisement, thus it needs more explanation about the product

D. CONCLUSION AND SUGGESTIONS

Based on the result of the analysis in *Samsung Galaxy S9* advertisement video, it can be conclude that every semiotic systems; linguistic, visual, gesture, audio and location have the same potential in conveying meaning. The analysis above shows that the semiotic systems of this advertisement are in harmony and complete each other. The analysis also shows that all semiotic systems in this advertisement emphasize on the characteristics each of the product, brands, and new products to make them unique to the costumers. The analysis also shows that there are five generic structures found in this advertisement video; lead, display, announcement, emblem, call and visit. Meanwhile, the other structures (tag and enhancer) are not found in this advertisement. Based on the analysis above, it concluded that the goals of the advertisement are to attract the attention and interest of the audience to buy the product that offered.

This study that analyze multimodal analysis in smartphone product advertisement aimed to see how semiotic systems conveying meaning. In this study the researcher takes one smartphone advertisement; *Samsung Galaxy S9* which is the famous brand in the entire world. In this study the researcher analyze the meaning of the advertisement through metafunction and multimodal analysis. Thus, the researcher suggested the future researcher will take another sample of

different advertisement, whether it is printed advertisement or audio visual advertisement. The result of this study is still in general analysis, it is suggested to the future researcher will develop the study about multimodal using this study as the reference.

BIBLIOGRAPHY

- Alsri, M. R. & Rosa, R. N. (2013). Types of illocutionary acts used in slogan of soft drink advertisements in magazines. *English Language and Literature E-Journal*, Vol. 1(2), pp. 93-101.
- Amatullah, F., Rosa, R. N., & Fitrawati. (2019). An analysis of multimodal in beauty product advertisement. *English Language and Literature E-Journal*, Vol. 8(1), pp. 168-177.
- Anstey, M., & Bull, G. (2010) Helping teachers to explore multimodal texts. *Curriculum and Leadership Journal*, Vol. 8(16).
- Bateman, J. A., & Schmidt, K. H. (2012). *Multimodal film analysis: How films mean*. London: Routledge.
- Camiciottoli, B. C., & Gomez, I. F. (2015). *Multimodal analysis in academic settings*. London and New York: Routledge.
- Chandler, D. (2007). *The basics semiotics*. London and New York: Routledge.
- Cheong, Y. Y. (2004). The construal of ideational meaning in print advertisement. In K. L. O'Halloran (Ed.), *Multimodal discourse analysis: Systemic-functional perspective*. London: Continuum. pp. 163-195.
- Febrianti, Y. (2013). Multimodal discourse analysis in Indonesian print advertisement. *Unpublished Thesis*. Salatiga: Satya Wacana Christian University.
- Fox, W., & Bayat, M. S. (2007). *A guide to managing research*. Cape Town: Juta & Co.
- Gee, J. P. (2011). *An introduction to discourse analysis*. New York: Routledge.
- Gill, S. K. (2015). A multimodal analysis of cover stories on mobile phones: An ideational perspective. *Unpublished Thesis*. Kuala Lumpur: Universiti Malaya.
- Guo, F., & Feng, X. (2017). A multimodal discourse analysis of advertisements-based on visual grammar. *Journal of Art and Humanities*. Vol. 6(03), pp. 59-69.
- Halliday, M. A. K. & Matthiessen, C. M. I. M. (2004). *An Introduction to functional grammar*. 3rd edition, London: Routledge.

- Hoed, B. H. (2011). *Semiotic dan dinamika sosial budaya*. Jakarta: Komunitas Bambu.
- Ignatieva, N. (2008). Systemic functional linguistics in use. *Odense Working Papers in Language and Communication*. Vol. 29, pp. 420-433.
- Jatnika, A. W., Suganda, D., Wahya, W., & Sobarna, C. (2014). "Typical" morphology system of language advertising of cellular services. *International Journal of Linguistics*, Vol. 6(3), pp. 181-197.
- Kasali, R. (1992). *Manajemen periklanan konsep dan aplikasinya di Indonesia*. Jakarta: Pustaka Utama Grafiti.
- Kress, G. & van Leeuwen, T. (2001). *Multimodal discourse: The modes and media of contemporary communication*. London: Arnold.
- Lubis, D. S. & Sinar, T. S. (2014). The structure of selected print advertisement: A multimodal analysis, *Kajian Linguistik*, Vol. 11(1), pp. 161-177.
- Muslimah, K. (2015). Multimodal in baby skin Maybaelline New York advertisement. Yogyakarta: Universitas Sunan Kalijaga.
- Napitupulu, L. H., Bako, E. N., Ars, R. N., & Zein, T. (2018). A Multimodal Analysis of Advertisement of Online Marketplace Shopee. *The 1st Annual International Conference on Language and Literature*, Vol.2018, pp. 452-460.
- Pardi, Asnani, Siregar, A., & Hariani, S. (2018). Multimodal in audiovisual advertisement. *The 1st Annual International Conference on Language and Literature*, Vol.2018, pp. 659-668.
- Pratiwi, D., & Wulan, S. (2018). Multimodal discourse analysis in Dettol Tv advertisement. *The 1st Annual International Conference on Language and Literature*, Vol.2018, pp. 207-217.
- Rosa, R. N. (2014). Analisis multimodal pada iklan Sunsilk Nutrien Shampo Ginseng. *Kajian Linguistik*. Vol. 12(2), pp. 136-148.
- Suprakisno. (2015). Analisis multimodal iklan Indomie. *Journal Universitas Negeri Medan*. Vol. 26(1), pp. 25-34.
- Wahyuni, S. & Rosa, R. N, (2013). Types of word formation of slang words found in TV advertisement. *English Language and Literature E-Journal*, Vol. 2(1), pp. 257-266.
- Zuriaty, S. (2014). Analisis wacana identitas remaja perempuan muslim Indonesia dalam Majalah Hijabella. *Unpublished Thesis*, Surabaya: Universitas Airlangga