



Multimodality Analysis: Visual Representation in Bli-Bli 12.12 and Lazada 12.12 TV Commercials

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Abstract

This study examines the different meaning in the visual analysis of Bli-Bli 12.12 and Lazada 12.12 advertisements. This study aims to determine the difference in meaning in visual analysis using the theory of reading images from Kress and Leeuwen (2006). Visual data analysis on these two advertisements is divided into three levels, namely representational, interactional, and compositional. The data is in the form of screenshots taken from the ad videos of bli-bli 12.12 and lazada 12.12. This research method uses descriptive qualitative research. The results showed some similarities and differences between the two advertisements in the theory of Reading images by Kress and Leeuwen (2006). The similarities in the visual data of the two advertisements can be seen in the dominance of advertisements by primary announcements and the difference in the different amounts of data in each part of the analysis point.

Key words: visual analysis, bli-bli 12.12, lazada 12.12, advertisement

A. INTRODUCTION

Linguistics is a study related to language. This study focuses mainly on language and its use as a communication tool. Studying linguistics is one way to know the structure of the language and all aspects related to the language. Many things can be studied in linguistics, and one of them is multimodality. Multimodality is a branch of linguistics that understands communication and representation more than just language. Multimodality is often said to be a study related to meaning, either written or hidden. Multimodality applies many ways to understand a text, image, or video. Multimodality is different from other linguistic studies; Studies in multimodality do not only focus on written texts. Multimodality is a way of knowing that communication can be done in various ways and learning that every word, motion, action, symbol has meaning. Multimodality discourse analysis is an approach which deals with the meaning made by using several modes of communication other than language (George,

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2012). This opinion shows that approaches related to meaning can be made through language or verbal elements and things outside of it, such as sounds, symbols, and signs. The science that studies signs is called semiotics. According to McMenamin (2002), semiotics study communication and language as a system of signs.

Currently, many ways can be done to introduce a product or service to the general public. One of them is by making an advertisement. Advertising is a form of delivering messages carried out by a person, company, or group containing exciting information about a service or product delivered to many people. Advertising aims to make a person or group interested in the product or service being offered. There are two types of advertisements, namely two-dimensional (image) and three-dimensional (video) ads. Nowadays, different types of e-commerce are competing to continue to create attractive advertisements. The aim is that selling activities, giving goods or services they offer via the internet, can be better known and attract many customers. According to its function, it is undeniable that attractive advertisements greatly affect customer interest in the goods and services offered. This corresponds to Cook (2001) pointing out that the function of advertisements is to inform, persuade, remind, influence, and perhaps change opinions, emotions, and attitudes.

In this study, the authors explore the visual meaning of three-dimensional advertisements, namely bli-bli 12.12 and lazada 12.12, using the theory of Reading Images from Kress and Leeuwen (2006). Researchers are interested in these two video advertisements because they are three-dimensional advertisements in the form of videos; where multimodality studies on advertisements mostly found are two-dimensional advertisements and no one has conducted multimodality studies on advertisements bi-bli 12.12 and lzada 12.12. This study explores the visual meaning based on three levels, namely representational, interactional, and compositional, in the two video advertisements.

B. RESEARCH METHOD

This research is a qualitative descriptive study. The focus of qualitative analysis is the description, meaning, interpretation, and placement of data. It is common to use words and pictures instead of numbers to display data. This study aims to observe and explore the visual meaning of two advertisement videos from different e-commerce. The researcher captured each scene of the two videos before doing visual analysis. Specifically, the purpose of this study is to describe the multimodal visual analysis of Lazada ad 12.12 and bli-bli 12.12 using the theory of reading images.

C. RESULT AND DISCUSSION

This research data is a collection of images in two advertising videos, namely Lazada 12.12 and Bli-bli 12.12. The duration of each ad is 28 seconds for Bli-bli and 1 minute 15 seconds for Lazada 12.12. The researcher chose two advertisements with similarity in repetition, Bli-bli and lazada 12.12, each of which was shown twice in one run. Bli-bli ads without repetition only last 16

seconds, and Lazada only lasts 37 seconds. Data from video ads have different amounts. The data obtained from each ad is different, namely 22 images for Bli-bli 12.12 and 34 images for Lazada 12.12.

This research is analyzed based on the theory of Kress and Leeuwen (2006). In the visual section, the researcher focuses on 3 important points, namely representational, interactional, and compositional. The representational part is further divided into several parts, namely: the narrative part, which consists of actional (transactional and non-transactional) and reactional; conceptual part consists of symbolic (symbolic attributive and symbolic suggestive); interactional consists of contact (offer and demand), social distance (personal, social, and public), attitude consists of subjectively and objectively attitude, on subjectively attitude there are horizontal and vertical sections, in the horizontal section is divided into involvement and detachment and vertical is divided into viewer power, equality, and representation power; and the last is the compositional part which consists of information value, framing, and salience, but the researcher only focuses on salience (foreground and background).

1. Research Findings

Visual analysis using Kress and Leeuwen theory (2006), as in verbal, visual analysis is also divided into three, namely representational (narrative and conceptual), interactional (contact, social, distance, attitude), and compositional. After analyzing the data, the findings for those three metafunctions are obtained; to answer the second research question. Researchers found some similarities and differences in the visual data of the two advertisements.

Table 1 the findings of visual representational message analysis in lazada and bli-bli 12.12

Visual Representational Message	Bli-bli 12.12		Lazada 12.12	
	F	%	F	%
Narrative actional transactional	12	63%	16	68%
Narrative actional non-transactional	10	37%	8	34%
Narrative reactional reactor	0	0%	2	50%
Narrative reactional phenomenon	0	0%	2	50%
Conceptual symbolic attributive	2	50%	0	0%
Conceptual symbolic suggestive	2	50%	0	0%

Based on table 1 above, it can be seen that in visual analysis also have three parts, namely representational, interactional and compositional, each of which is then divided into several parts. All the findings in the two videos have differences except in the compositional section; the percentage of findings in both visual data is 100%. The first is the findings on the representational part; In this section, we find transactional actional narrative, non-transactional actional narrative, narrative reactional reactor, narrative reactional phenomenon, conceptual symbolic

attributive, and conceptual symbolic suggestive. The difference that can be seen in this part is that in the bli-bli advertisement, there is no narrative reactional reactor and a narrative reactional phenomenon. In contrast, in the Lazada advertisement video, there is no conceptual, symbolic attributive and conceptual symbolic suggestive. It can be proven by several examples below:

Datum 1 (Bli-bli; NAT)

Datum 1 is a narrative actional transactional. In the previous segment, there was no interaction because what was explicitly seen was only the woman in the blue jacket chasing the man in red who was walking, then the interaction was only seen after the man in red heard a call from behind and looked at the woman in red, so eye contact occurs. So that, the datum can be classified as a part of the NAT, because of the direct interaction between the actor and the goal. The boy in red is the actor, and the girl in blue is the goal.

Datum 2 (Bli-bli; NAN)

Datum 2 is a non-transactional action narrative. The picture above is part of the NAN, because of the actions taken by the actor (the man in the blue shirt) but not the interaction between two humans, but the interaction between the man in the blue shirt and the banner beside him a goal. The blue man took action to show a banner that reads the words "promotion" in the bli-bli advertisement.

Datum 3 (Lazada; NAT)

Datum 3 above is an example of a narrative actional transactional process in a Lazada 12.12 advertisement. In this segment, the man in pink interacts with the woman in blue, with the man in pink as the actor and the woman in blue as the goal, because the man in pink directs the hairdryer at the woman in blue.

Datum 4 (Lazada; NAN)

Datum 4 above is an example of a non-transactional action narrative because the man in pink is the actor, and the cellphone is the goal. So there is no visible interaction between the two people. The subsequent, following findings are in the representational narrative (reactional) section.

Datum 5 (Lazada; NRR)

Datum 5 is an example of a narrative reactional reactor. Because there is a girl in blue who gets a gift box with a happy feeling with a surprised facial expression. The reactors in this picture are people holding gift boxes and the phenomenon is the woman in blue.

Datum 6 (Lazada; NRP)

Datum 6 is an example of a narrative reactional phenomenon because there is a girl in blue as a reactor, and the phenomenon is a feeling of happiness emanating from her smile. The context is the existence of a blue and pink

background filled with glasses, this aims to tell the audience that shopping at lazada can make people we love feel happy because they get gifts.

Table 2 the findings of visual interactional message analysis in lazada and bli-bli 12.12

Visual Interactional Message	Bli-bli 12.12		Lazada 12.12	
	F	%	F	%
Offer	16	73%	20	59%
Demand	6	27%	14	41%
Social	18	81%	30	88%
Public	4	9%	4	12%
Involvement	22	100%	20	59%
Equality	0	0%	14	41%

The second is the interactional message. This section finds offer, demand, personal, social, public involvement, and equality. The similarity of the findings shows that in the two advertisements, almost all categories are found. In the social distance section, bli-bli and lazada, there is no personal section found in the social distance section in the interactional metafunction. It can be proven by several examples below:

Datum 7 (bli-bli 12.12; CSS)

Datum 7 is an example of a suggestive conceptual symbolic because in the picture, what was explicitly seen only plants. There are several people disguised as plants. The image does not have any special meaning, so it cannot be categorized as an "attribute". So, the picture above is a suggestive conceptual symbolic.

Datum 8 (bli-bli 12.12; CSA)

Datum 8 above is an example of a suggestive conceptual symbolic. Because the picture above is a continuation a segment that shows three people disguised as plants, and in this segment it is seen that the purpose of the copy writer advertisement is to give surprises in the form of the latest promotions offered by bli-bli. In the previous segment, there are no objects that can be categorized as attributes, while in datum 7 there are "attributes" in the form of banners containing written promos.

Datum 9 (bli-bli 12.12; offer)

Datum 9 above is an example of an offer in bli-bli 12.12 advertisement. Because, neither of the actors in the picture above are looking at the focus of the camera. The context is the man in the red coat slowly began to respond by turning his body around but still keeping his flat expression. In this segment, there is an interaction between the two, unlike the previous segment, where only women in blue jackets chased men in red jackets.

Datum 10 (bli-bli 12.12; demand)

Datum 10 above is an example of demand in bli-bli advertisement, because the actor in this picture looks straight at the camera (such as eye contact with the audience of the advertisement); therefore, the picture above is an example of demand. The context is showing a man in a red jacket changing clothes; the man then dressed as a restaurant waiter by showing his fingers forming a love sign accompanied by a banner. Promotional words are written in bold font format with the aim of demanding the audience to focus on the words of the promotion.

Datum 11 (lazada 12.12; offer)

Datum 11 is an example of an offer on a 12.12 lazada ad. Because, neither of the actors in the picture above are looking at the focus of the camera. The picture above is classified as an offer because the main focus in the picture is the bold text "free shipping" which aims to provide an offer to the viewer so that the viewer knows that lazada is offering free shipping.

Datum 12 (lazada 12.12; demand)

Datum 12 above is an example of demand in lazada 12.12 ads, because the actor in this picture looks straight at the camera. Next is interactional social distance. In this segment, Lee Min Ho is seen carrying a box and smiling at the camera. It aims to demand that the audience focus on the box with a heart symbol and the words lazada on it.

Datum 13 (bli-bli; public)

Datum 13 is included in the public section on social distance. It can be seen that the capture of the capture of the video is at a great distance as evidenced by the large number of people seen. The context is in a very busy shopping area. There were several people walking and sitting on park benches. At the beginning of the advertisement, a woman wearing a jeans jacket thinks that the man in front of her is a Korean actor and she wants to chase the man wearing a red jacket who is playing with his cellphone while walking on the street.

Datum 14 (bli-bli; social)

Datum 14 is included in the social section on social distance. It can be seen that the shooting is not too far away and not too close. The context is the segment is located in front of a shopping building, there are men and women facing each other. Then the man in the red jacket smiled in response to the call of the woman in the jeans jacket.

Datum 15 (lazada; social)

Datum 15 is included in the social (social distance) section contained in the Lazada 12.12 advertisement. The context is actor Lee Min Ho who wears a pink shirt and a woman in blue. The background of this segment is the same as the color of the clothes the actors are wearing. Actor Lee Min Ho and the Girl

in blue smiled at each other and showed their fingers forming the symbol of “Love”. The fingers that form love are intended to show love for Lazada e-commerce.

Datum 16 (lazada; public)

Datum 16 is included in the public (social distance) section contained in the Lazada 12.12 advertisement. The context is the background of this segment is dominated by a combination of blue and pink colors with a love shape in the middle, and in this segment actor Lee Min Ho is not alone, because a woman appears wearing a blue outfit. This segment shows actor Lee Min Ho walking in the same direction.

Datum 17 (bli-bli; involvement)

Datum 17 is the part of the involvement in the bli-bli 12.12 advertisement, because the camera angle is taken from the front and the actor in the picture does not see the focus on the camera. The context is it turns out that in the next segment there are three people who dress up like leaves so that they resemble the leaves behind them and then show three boards, each of which has a different inscription.

Datum 18 (lazada; involvement)

Datum 18 is part of involvement in the Lazada 12.12 advertisement, because the camera angle is taken from the front but the two actors do not focus on looking at the camera, therefore this is an example of involvement. The context is dominated by a combination of blue and pink colors with a love shape in the middle, and in this segment actor Lee Min Ho is not alone, because a woman appears wearing a blue outfit. This segment shows actor Lee Min Ho walking in the same direction.

Datum 19 (lazada; equality)

Datum 19 is an example of the equality section in the lazada 12.12 ad, because, in the picture above, the camera angle is taken from the front but the difference is from involvement, in this image the actor looks at the focus towards the camera, so the image above is categorized as an example of the equality section.

Table 3 the findings of visual compositional message analysis in lazada and bli-bli 12.12

Visual Compositional Message	Bli-bli 12.12		Lazada 12.12	
	F	%	F	%
Foreground	22	100%	34	100%
Background	22	100%	34	100%

The third is the compositional message, namely, salience which is divided into two, namely foreground and background. In both advertisements, the

foreground and background are found with the same percentage, namely 100%. It can be proven by several examples below:

Datum 20 (bli-bli; salience)

In datum 20, the hands and mobile phones are the main focus in the image; this is called foreground. It is proven by other parts besides the hands and cellphone blur or not being the image's main focus. The blurry part is called the background. The context is the actor showing his hand holding his mobile phone. The mobile phone screen shows Park Seo Joon and some writing.

Datum 21 (lazada;salience)

In datum 21, it can be seen that people holding gifts and women standing with surprised expressions are the main focus of the image or foreground and the blurry pink background is called the background. In this segment there are several people who each hold a box in their hands, and there is a woman in blue who looks surprised at someone's arrival.

2. Discussion

The findings of the Bli-bli 12.12 and Lazada 12.12 advertising videos reveal similarities and differences in visual analysis meaning by Kress and Leeuwen (2006), which are then divided into three levels, namely representational, interactional and compositional. The representational bli-bli 12.12 found several parts: narrative actional transactional, narrative actional non-transactional, conceptual symbolic attributive, and conceptual symbolic suggestive. Meanwhile, in Lazada, we found narrative actional transactional, narrative actional non-transactional, narrative reactional reactor, narrative reactional phenomenon, conceptual symbolic attributive, and conceptual symbolic suggestive. This representational part is dominated by narrative actional transactional. This is supported by the statement of Kress and Leeuwen (2006). They stated that the narrative process can be marked by vectors and usually appear in the form of story images. The second is the interactional level found in bli-bli, namely offer, demand, social, public, and involvement. And what is found in Lazada are offer, demand, social, public, involvement, and equality. This section is dominated by involvement. This section is dominated by the social distance (social) part because the camera angles in both advertisements tend to use eye-level angles. Taking pictures dramatically affects the success of an ad. This is supported by a statement from Kress and Leeuwen (2006), who stated that the choice of distance is also believed to have different social relations between represented participants and viewers. And the last one is compositional; at this level, what is found in both ads is only salience. Salience is divided into two, namely foreground and background. There are similarities because both types of salience are found in all of the two ad visual data in the form of screenshots.

D. CONCLUSION AND SUGGESTIONS

1. Conclusion

There are some similarities and differences were found in visual meaning in bli-bli 12.12 and lazada 12.12 advertisements. The first equation can be seen in the finding of transactional and non-transactional in the representational narrative (actional) section. The second equation is finding the two parts of the interactional contact; both offer and demand are found in both ads. The third similarity is that there is no personal finding in the social distance section of both advertisements. The following equation can be seen in the absence of detachment, viewer power, and representation power in the attitude section of the two advertisements. The last equation shows that foreground and salience are both found with the same percentage in both advertisements. The first difference is seen in the amount of data found. The first difference is seen in the finding of narrative reactionary and narrative reactional phenomenon in bli-bli 12.12 advertisements, while in lazada 12.12 they are found. The second difference is seen in the representational conceptual symbolic part, in the Bli-Bli 12.12 advertisement, there is no conceptual symbolic attributive and a suggestive conceptual symbolic, while in Lazada 12.12 advertisements, both parts of the representational conceptual symbolic part are found.

2. Suggestion

This study primarily studied the multimodality comparison of two video advertisements from two different e-commerce sites. E-commerce originates from two different companies and the country of origin of different companies as well. This study still has many shortcomings because this study only uses two advertisements and only compares the visual meaning between the two advertisements. Therefore, to obtain more complete study results, deeper research in many advertisements. Furthermore, it is suggested that the future researchers will conduct research not only on limited visual meaning but also with verbal, the generic structure, audio contained in advertisements, and see congruence between verbal, visual, and audio elements by using advertisements from two e-commerce or in advertisements from different fields.

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