# Multimodality Analysis: Verbal Representation in Mie Sedaap and Indomie Intant Noodles Video Advertisement

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**Abstract**
This study aims to examine the difference in meaning in the verbal analysis of Mie Sedaap and Indomie instant noodles advertisements. This study aims to determine the difference in meaning in verbal analysis at the level of Systemic Functional Linguistics, namely ideational, interpersonal, and textual metafunctions. The data were analyzed using Halliday's (2006) theory of Systemic Functional Linguistics. The data is the words contained in the Mie Sedaap and Indomie ad videos. This research method uses descriptive qualitative research. The results showed that there were some differences in the two advertisements in using Systemic Functional Linguistics, namely the analysis of mood, attitude, modality, graduation, and theme. The five differences are dominated by Mie Sedaap advertisements.

**Keywords:** systemic functional linguistics, semiotics, advertising

## A. INTRODUCTION

Multimodal analysis is a language study engaged in linguistics. Multimodal analysis emphasizes that all means of communication, both verbal and nonverbal, have an important role to play in obtaining meaning. From several existing studies, multimodal research uses verbal, visual, semiotic approaches and functional linguistic systems in analyzing the language contained in the advertisement.

Multimodal text is a text that consist of two or more semiotic systems. There are five kind of semiotic system are linguistics aspect, visual, audio, gesture, and location. Linguistics aspect, which consist of aspects such as vocabularies, generic structure, and grammatical of written and spoken language. Visual, which consist of aspects such as colors, vector. Audio, which consist of aspects such as volume and sound effect. Gesture, which consist of aspects such as movement, speed, and clarity in face expression and body language. Location, which consist of aspects such as near or far of place of the object, direction, layout position.

Semiotics is study that examine signs (including the meaning of symbols, indexes, icons). Semiotics, in other words, is the study of communication and language as a sign system. Communication is carried out in the form of signs that have meaning so that those who see or hear are able to understand and communicate with each other. Semiotics is included in multimodal. Semiotics conveys something through signs. This semiotics is often found in advertisements.

Systemic functional linguistics (SFL) is a linguistic approach, among functional linguistics which considers language as a social semiotic system. It was designed by Michael Halliday, who took the system idea from J. R. Firth, his teacher (Halliday, 1961). Firth proposes that the system refers to the possibilities that are subordinated to the structure; Halliday "liberated" choice from structure and made it a central organizing dimension of the SFL. In more technical terms, while many approaches to linguistic description place the structure and syntagmatic axes primarily, SFL adopts the paradigmatic axis as their point of departure. The systemic foreground of Saussure's "paradigm axis" in understanding the workings of language. Halliday considered, the central theoretical principle is that every act of communication involves choice. Language is above all a system; SFL maps the options available in various languages using its representation tool from the "system network".

## B. RESEARCH METHOD

This research was conducted using descriptive-qualitative method. The researcher collects data, categorizes it, classifies it, then interprets the data, and finally, the researcher draws conclusions based on the analyzed data. The data in the Mie Sedaaop and Indomie ad videos are in the form of utterances. Furthermore, the speech was analyzed descriptively to describe and explain in detail the speech phenomenon based on semiotic theory and systemic functional linguistic theory.

## C. RESULT AND DISCUSSION

### 1. Research Finding

The data of this research were images, text, symbols, sounds, and gestures found from video advertisements Mie Sedaap and Indomie instant noodles. The advertisements was downloaded from the YouTube application. The advertisements that were selected to retrieve the data were Indomie and Sedap instant noodles. The duration of Mie Sedaap video advertisement is 30 second and Indomie video advertisement is about 30 second too. Both of two videos advertisement used different ways of promoting products. The Mie Sedaap instant noodles used famous Korean actor, and Korean flavors to promote their product.. Meanwhile, Indomie instant noodles used unknown actors and used the distinctive taste of Indonesian food.

This research is analyzed based on Halliday's (2004) Systemic Functional Linguistics in analyzing the verbal text. Specifically, the researcher focuses on the ideational which is classified on the transitivity system in analyzing participant, process, and circumstances. The interpersonal classified in the mood analysis in

analyzing declarative, imperative, interrogative, and exclamative sentences; appraisal in analyzing attitude, graduation, and engagement; modalization to analyze probability and usuality; and modulation analyze obligation and inclination. The textual clarified on theme and rheme.

Data from instant noodles advertisement video consists Mie Sedaap of 23 clauses and 21 images, while Indomie consists of 18 clauses and 25 images. These three types of analysis will answer the four research questions. The question is in the form of differences in visual and verbal meaning in the processes that occur at the metafunction level of Halliday's theory; and Kress and Van Leeuwen. Generic structure that composes the two instant noodles advertisement videos. Finally, look at the congruence between visual and verbal in the two instant noodles advertisement videos. To answering the question, the researcher found several differences in Mie Sedaap and Indomie advertising videos based on Halliday's theory.

**Table 1.1 shows the comparisons spoken language of ideational occurrences found in both video instant noodles advertisement.**

| Indicators | Mie Sedaap | | Indomie | |
|---|---|---|---|---|
| Ideational: Transitivity | F | % | F | % |
| Material | 2 | 18 | 5 | 33 |
| Relational | 1 | 9 | 2 | 13 |
| Σ | 3 | 27 | 7 | 46 |

**1.1 Table Ideational Transitivity**

Based on table 1.1, Mie Sedaap and Indomie systemic functional linguistic video advertisements have similarities in delivering their products. Their product is the same with the spicy variant. These two instant noodle industry advertisements use material and relational. Mie Sedaap has a frequency of using 18% material process and 9% relational. And Indomie's frequency of using material processes is 33% and relational 13%. These two advertisements also do not use mental, verbal, behavioral, and existential processes. Apart from the ideational level, we can see similarities and differences between the interpersonal metafunction level.

**Datum 1 (Indomie hypeabis spoken language)**

**Material**

Pedas kuah seblaknya hypeabis
(Seblak spicy soup hypeabis)

In the datum 1, material is found on the word "hypeabis" in the Indomie advertisement. Process materials are processes that contain actions. From the datum table above, we can see that the word hypeabis indicates action. Because hypeabis in the sense of marketing language is a market strategy where product marketing is published with something hyperbole that will attract buyers to try it. With the use of the word hypeabis, the selling value of goods will be higher. It can be concluded that the word hypeabis in this Indomie ad is action on the advertisement

**Datum 2 (Indomie hypeabis spoken language)**

Relational

Ini pedas gepreknya nendang
(This spicy geprek kicks)

In the datum 2, there is a relational to the word "spicy" in the Indomie advertisement. Relational is a word that describes things including being, staying, feeling, changing to, representing, forming, expressing, and signifying. In the word "spicy" in this Indomie advertisement, the word is entered into a relational which describes the taste of Indomie's instant noodles. The word describes how the taste of the products produced by Indomie. So that viewers who see it understand that their product has a spicy taste.

**Table 1.2 shows the comparison of spoken language of interpersonal events found in the two instant noodles video advertisement.**

| Indicators | Mie Sedaap | | Indomie | |
|---|---|---|---|---|
| Interpersonal | F | % | F | % |
| Declarative | 11 | 100 | 13 | 100 |
| Affect Satisfaction | 2 | 18 | 5 | 41 |
| Appreciation Positive | 1 | 9 | | |
| Appreciation Negative | 5 | 45 | 4 | 33 |
| Graduation Up | 1 | 9 | 5 | 47 |
| Naming | 6 | 54 | 10 | 91 |

**1.2 Interpersonal**

Table 1.2 shows that both instant noodle advertisements use declaratives with the same frequency. The difference is in the various attitudes of affection, judgment, and appreciation. Of the three have a division as shown in the table. In the table, Mie Sedaap using affects satisfaction while Indomie uses affects security. Mie Sedaap uses positive appreciation, while Indomie uses negative

appreciation. Mie Sedaap's frequency of positive appreciation is 9% and Indomie uses negative appreciation with a frequency of 33%.

Table 2 found in graduation. Graduations are divided into ascending and descending graduations. In the table above, the two instant noodle advertisements mostly use up-graduation, while not using down-graduation. Where the frequency in Mie Sedaap is 9% and Indomie is 47%. The difference in graduation is only in the frequency.

**Datum 3 (Mie Sedaap K-Spicy Series spoken language)**

Declarative

Buat pecinta pedas korea
(For korean spicy lovers)

In datum 3 there are words that describe declarative. The declarative process is a sentence without punctuation. This means that one sentence does not need to use punctuation marks. Seen in the datum 8 has become a sentence without punctuation. Therefore, the author groups them into declarative.

**Datum 4 (Mie Sedaap K-Spicy Series spoken language)**

Ga enak stopnya
It is not good to stop

In datum 4, the sentence describes affect satisfaction. Affect satisfaction includes engaged, attentive, and impressed. This sentence describes affect satisfaction impressed. Because it makes the impression that you can't stop when you consume instant noodle products, Mie Sedaap. The sentence attracts the audience to try the product to prove the claim of the sentence.

**Datum 5 (Mie Sedaap K-Spicy Series spoken language)**

Buat pecinta pedas korea
For korean spicy lovers

In datum 5, there are sentences that describe positive appreciation. Appreciation positive is judgment of objects, tests, appreance, positive phenomena. From the sentence above, the word "lovers" is a positive reaction. Positive reactions include good, lovely, enjoyabe, funny, entertaining. Because the sentence contains the word "lovers". The author groups these sentences into positive appreciation.

**Datum 6 (Indomie hypeabis spoken language)**

Seblak hot jeletot
Seblak hot jeletot

In datum 6, there are sentences that describe negative appreciation. Appreciation composition negative includes simplistic, hard to follow, too detailed, and untidy. From the sentence datum 16, the word "hot jeletot" is a negative composition. The sentence describes the instant noodles produced by Indomie hot jeletot. Hot jeletot is too detailed the product. Therefore, the writer groups the sentence into negative appreciation.

**Datum 7 (Mie Sedaap K-Spicy Series spoken language)**

Jinjja pedas
Verry spicy

In datum 7 there is a sentence that describes graduation up direct adverbials. Because it says in direct sentences. The sentence describes the product from Mie Sedaap which is very spicy. This sentence is a reference for this product. Viewers will be curious how the very spicy taste mentioned by the actor.

**Datum 8 (Mie Sedaap K-Spicy Series spoken language)**

Buat pecinta pedas Korea
For spicy korean lovers

In datum 8, there are words that describe naming in metafunction involvement. Naming is the naming of any object, place, person with a good and reasonable naming. The sentence that describes naming in the datum 22 is "Korean spicy". The sentence gives the name to spicy with Korean spicy. Because the naming found in the word spicy in the sentence. The author groups these sentences in naming.

Table 1.3 shows the comparisons spoken language of textual occurrences found in both video instand noodles advertisement.

| Indicators | Mie Sedaap | | Indomie | |
|---|---|---|---|---|
| Textual | F | % | F | % |
| Marked | | | 1 | 9 |
| Unmarked | 8 | 80 | 4 | 40 |
| Topical | 10 | 100 | 12 | 100 |
| Vocative | 8 | 80 | 1 | 9 |
| Finite | 1 | 10 | | |

| | | | | |
|---|---|---|---|---|
| Continuative | 1 | 10 | 1 | 9 |
| Structural | 1 | 10 | | |
| Rheme | 2 | 20 | 8 | 72 |

**1.3 Textual**

Based on table 1.3, it can be seen the differences and similarities at the thema-theme textual level. The themes are divided into three, namely experiential, interpersonal and textual. Experientially divided into topical; interpersonal questions are divided into vocative, modal, finite, and Wh questions; and textual themes are divided into continuative, structural, and conjunctive. In the table above, it can be seen that Indomie uses marked while Mie Sedaap does not. Both of these advertisements have similarities in using topical, vocative, and continuative themes. The frequency of using the theme by Mie Sedaap is 100% topical, 80% vocative, and 10% continuative. And the frequency in Indomie is 100% topical, 9% vocative, and 9% continuative.

So spoken language has differences in systemic functional linguistics, namely in the analysis of mood, attitude, graduation, involvement, and theme. The most dominant in using this system is video advertising on Mie Sedaap. Verbal in instant noodle advertisement videos is also supported by written language.

**Datum 9 (Indomie hypeabis spoken language)**

Indomie hypeabis pedas Indonesia
Indomie hypeabis spicy Indonesia

In datum 9, there are sentences that describe topical. Topical is the subject of a clause. In the datum 9, the sentence that describes the topical is "Indonesian spicy". The sentence is as an explanation of the previous sentence, namely "indomie hypeabis". Because there are these sentences the authors group them into topical.

**Datum 10 (Indomie hypeabis spoken language)**

Seblak geprek indomie hypeabis
Seblak geprek indomie hypeabis

In datum 10, there are sentences that describe the vocative. Vocative is a sentence which means an exclamation, invitation or call. In the datum above, the sentence that describes the vocative is "indomie hypeabis". This sentence is an exclamation point. Because the sentence says this product from Indomie is "hypeabis". Therefore, the writer groups them into vocative.

**Datum 11 (Mie Sedaap K-Spicy Series spoken language)**
Ga enak stopya
It is not good to stop

In datum 12, there are sentences that describe finite. Finite is a form of verb that contains tenses. In the datum above, the sentence that describes finite is "it's not good to stop". The sentence is a sentence that contains a verb but contains tenses. Therefore, the authors group the above datum into finite.

**Datum 12 (Indimie hypeabis spoken language)**

Dan indomie hypeabis geprek hypeabis geprek
And indomie hypeabis geprek hypeabis geprek

In datum 12, there are sentences that describe continuative. Continuative is a sentence that repeats and continues. In the datum above, the sentence that describes the continuative is "hypeabis geprek" which appears to be repeated and continued at the end of the sentence. Because there is repetition and continuity in the sentence, the writer groups the above datum into contiunative.

**Datum 13 (Mie Sedaap K-Spicy Series spoken language)**

Buat pecinta pedas korea
For spicy korean lovers

In datum 13, there are sentences that describe the structure. Structural is a sentence that contains connecting words between clauses. In the datum above, theword that describes the structure is "create" which connects the next sentence. The word connects the next word to form a clause. Thus the authors group them into structural.

2. **Discussion**

The ideational metafunction level, Mie Sedaap advertisements and Indomie advertisements have similarities in the use of material processes in written language. The difference between these two instant noodle advertisements in this metafunction is in the mental process. Indomie uses mental processes, while Mie Sedaap does not. In the ideational written language metafunction, these two advertisements use these two processes. In the interpersonal metafunction, there are similarities and differences in instant noodle advertisements for Mie Sedaap and Indomie. These two instant noodle advertisements have something in common, namely using a declarative process. The difference in interpersonal metafunction in the written language of this instant noodle advertisement is that Indomie uses the imperative. While Mie Sedaap only uses declarative.

Second, in the appraisal, this two instant noodle advertisement is only found in spoken language for the attitude process. The similarity between the two instant noodle advertisements is to use affect security and positive appreciation. The difference between these two instant noodle advertisements is that Mie Sedaap uses negative social esteem judgment. Meanwhile, Indomie uses positive social esteem judgment. Both ads use graduation in their ads. The difference in this graduation only lies in the frequency for spoken language and written

language graduations. Both of these ads have something in common, namely that they only use graduation Up.

Third, involvement in advertising. Both written and spoken language instant noodle advertisements have similarities in using naming on involvement. The difference between these two instant noodle advertisements is in the frequency of naming.

In the textual metafunction, the unsigned topical theme is a theme that is often found in these two instant noodle advertisements, which have the same frequency in spoken language and use vocatives with different frequencies. The difference in the textuality of these two instant noodle advertisements, Mie Sedaap uses finite and structural, while Indomie does not.

In narrative representation is a part of representational which discusses the action and reaction aspects of an image, Mie Sedaap and Indomie advertisements have differences and differences in narrative. The difference is that Indomie uses a narrative actional transactional process, while Mie Sedaap does not. These two instant noodle advertisements have something in common, namely in the use of non-transactional narrative action processes. In conceptual is a branch of representational which discusses the symbolic contained in an image. In this conceptual, there are similarities for these two instant noodle advertisements. Both of these ads only use the process of conceptual symbolic attribute. Contact is an interactional part that discusses the offer and demand of an image.

## D. CONCLUSION AND SUGGESTIONS

Based on the findings of the analysis of two instant noodle advertisement videos. The author conducted this research using the theory of Halliday, Kress and Leeuwen, and Cheong. The aim is to find out the verbal differences in the two advertisements, to find the visual differences in the two advertisements, to find between the visuals and verbals in the advertisements and to find the generic structure placed in the two advertisements. Based on the analysis of these two instant noodle advertisements, the following conclusions are drawn according to the research objectives.

In transitivity, these two advertisements have similarities, there is no difference in spoken language. In written language, there are differences in the use of the process. The most widely used transivity is the material process in spoken language and written language. In mood analysis, both instant noodle advertisements tend to use declarative sentences in spoken or written language.

In the visual, the analysis of Indomie's representation uses two processes, namely narrative actional transactional and narrative actional non-transactional. As for contact, Indomie is more dominant on offer, while Mie Sedaap is more dominant on demand. In social distance, Indomie is more dominant in social processes, while Indomie is more dominant in personal. In terms of attitude, Indomie is more dominant than Mie Sedaap. Indomie only uses two processes, while Mie Sedaap uses four processes. Indomie has a higher frequency of involvement.Pada congruence Mie Sedaap merupakan iklan kongruensi karena memiliki visual sebagai inisial dan verbal sebagai pendukung. Pada iklan Indomie visual lebih dominan sedangkan verbalnya sedikit. The relationship that occurs in

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the two advertisements is elaborating. Therefore, the two advertisements have a match between visual-verbal and verbal-visual.

The generic structure in the table above shows that there are differences between the two instant noodle ad videos. The first difference is in the announcement. Announcements are divided into two, namely primary and secondary. Primary is a message that contains interpersonal and important phrases. Secondary supports primary. Mie Sedaap has primary and secondary announcements. But Indomie only has a major announcement.

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