Multimodal Analysis of Gofood and Grabfood Advertisement

Siti 'Azizah[1], Refnaldi[2]
English Department
Faculty of Languages and Arts
Universitas Negeri Padang
email: sitiazizah.z@gmail.com

Abstract
This study discussed multimodal analysis of GoFood and GrabFood advertisements. This study is aimed at finding out the linguistic, visual and gestural elements in GoFood and GrabFood advertisements and their differencesin representing the concept of online advertising. This study was conducted by using descriptive approach. The data used in this study are the six video advertisements of GoFood and GrabFood which are analyzed by applying Halliday's Systemic Functional linguistic; Transitivity and mood, Kress and van Leeuwen's Representational Meaning, and Cheong's Generic Structure Potential. The data were in the form of text and images. The results of this study show that there are some similarities and differences of the linguistic, visual and gestural analysis between GoFood and GrabFood. The similarities found in the linguistic and gestural analysis between GoFood and GrabFood. Whilts, the differences found in the generic structure and visual analysis of GoFood and GrabFood. This research found that those elements are integrated in GoFood and GrabFood advertisements. In addition, the structure of GSP created in GoFood is a complete one (lead, display, emblem (visual), announcement, enhancer, emblem (linguistic), tag, and call-and-visit information), while GrabFood advertisements use call-and-visit information rarely. Thus, these advertisements involve the concept of online advertising.

Key words: Multimodal, Linguistic Element, Visual Element, Gestural Element Advertisement, GoFood and GrabFood

A. INTRODUCTION

The advertisement is known as the global media all over the world that uses kind of interesting and unique language in it. Dyer (2009) said that advertisement is a power full tool of communication to persuade people to buy the product advertised. Hence, the advertisement plays an important role in conveying message of the product. One of the advertisements on the internet that often

---

appear in Indonesian advertisements is online transportation advertisements, for instance Gojek and Grab. The main focus of Gojek and Grab services in this research are food delivery; GoFood and GrabFood. GoFood and GrabFood advertisement contains complex meaning in conveying a message which is presented not only through linguistic or verbal elements, but also through visual elements. The complexity in conveying the messages through advertisements can be seen and analyzed by using semiotic system approach. Semiotics is defined as the study of signs. Eco in Chandler (2017) states that semiotics is concerned with everything that can be taken as a sign. Anstey and Bull (2019) stated that a text may be defined as multimodal when it combines two or more semiotic systems. There are five semiotic systems when exploring and examining multimodal text; linguistic, visual, audio, gestural, and spatial.

The Linguistic Semiotic System consists of semantics and syntax of language. It comprises aspects such as vocabulary, generic structure, and the grammar of oral and written language (Anstey and Bull, 2019). While phrases, words and punctuation assist meaning making in the linguistic part of a multimodal text, visual semiotic system which comprises aspects such as color, vector, and viewpoint in still and moving images are used to denote meaning in the visual part of the text. Audio semiotic system comprises aspects such as volume and pitch that augment the literal meaning of the words being uttered, sound effects in a movie, and music or everyday sounds such as machinery. The gestural semiotic system refers to actions that have the features of observable, intended meaning that is the consumer of the gesture determines that the gesture is deliberate, conscious and voluntary and is therefore intended to convey meaning. It comprises aspects such as movement, speed and stillness in facial expression and body language (Kendon, *in Anstey and Bull, 2019*). Spatial semiotic system comprises aspects of space include position, which is where things are placed and how things are move from one position to another, together with directionally of that movement, for example up, down, left and right. Related to this, GoFood and GrabFood integrate these five elements to convey the message to the viewers.

In fact, there have been no previous studies which analyze online transportation advertisement especially GoFood and GrabFood and relate to the concept of online advertising. These previous studies are *Analisis Mulitmodal Pada Iklan Sunsilk Nutrien Sampo Gingseng* by Rosa (2014), *Multimodal in Baby Skin of Maybelline New York Advertisements* by Muslimah (2015), *Multimodal in "Indomie" advertisement* by Suprakisno (2015), *A Study of Multimodal Analysis in Smartphone Advertisement* by Savitri (2019), *An Analysis of Multimodal in Beauty Product Advertisements* by Amatullah (2019), and *A Multimodal Analysis in Pantene Advertisements* by Muslim(2020). Those previous studies above prove that there are some studies concern in analyze the multimodality concept in verbal and visual image in the advertisement which still need to be developed. The difference between this study and previous study is how the two advertisements look different from the realization of their semiotic systems in representing the concept of online advertising. This study is aimed at finding out the linguistic, visual and gestural elements in GoFood and GrabFood advertisements and their differences in representing the concept of online

advertising.

B. RESEARCH METHOD

This research analyzed linguistic, visual, and gestural elements in GoFood and GrabFood video advertisements by using the theory of mutlimodal. This study applied descriptive research method to analyze the data descriptively. Kuswandini (2018) states that descriptive research aims to determine the nature of the current situation as it is and describe what is examined in the study. Moreover, these data were collected from six selected video advertisements of GoFood and GrabFood. The selected videos were the latest video food promo category in 2021. Specifically, the videos were downloaded from social media networking which was YouTube application.

These data were collected by using documentation technique. After the data were collected, the researcher identified these data to find linguistic, visual, and gestural elements based on Halliday's (2014) Systemic Functional Linguistic; Transitivity and Mood, Kress and van Leeuwen's (2006) Representational, and Cheong's (2004) Generic Structure Potential. In addition, these method and technique data analysis were used to identify the linguistic, visual, and gestural elements found in GoFood and GrabFood advertisements and to describe their differences in representing the concept of online advertising.

C. RESULT AND DISCUSSION

1. **Comparison of Linguistic Elements in GoFood and GrabFoodAdvertisements**
   a) Metafunction Analysis

   Halliday's (2014) Systemic Functional Linguistic; Transitivity and Mood Analysis are the significant tool to analyze the linguistic elements of the advertisements. Transitivity and Mood Analysis interpret language as meaning making in certain applied context that share the same knowledge to both producer and reader. Based on the data analysis, the findings of linguistic elements in GoFood and GrabFood are shown in the following table.

Six Selected Video Advertisments of GoFood and GrabFood	GoFood					GrabFood				
	Video 1	Video 2	Video 3	Total	Percentage	Video 1	Video 2	Video 3	Total	percentage
Ideational Metafunction	F	F	F			F	F	F		
Material	4	1	4	9	**50%**	6	3	5	14	**56%**
Mental	1	1	0	2	**11%**	0	2	2	4	**16%**
Relational	2	0	3	5	**28%**	1	1	0	2	**8%**
Behavioral	0	0	0	0	**0%**	0	0	0	0	**0%**
Verbal	0	0	0	0	**0%**	0	0	0	0	**0%**
Existential	1	1	0	2	**11%**	0	2	3	5	**20%**

Interpersonal Metafunction										
Declarative	6	3	6	15	**83%**	7	6	9	22	**88%**
Imperative	0	0	0	0	**0%**	0	0	0	0	**0%**
Interrogative	2	0	1	3	**17%**	0	2	1	3	**12%**
Exclamative	0	0	0	0	**0%**	0	0	0	0	**0%**

Table 1 Comparison of Linguistic Elements in GoFood and GrabFood

In linguistic elements, there are different numbers of clauses in GoFood and GrabFood advertisements; 18 and 25 clauses. The table above shows that not all metafunction components are realized in the six videos of GoFood and GrabFood. In Ideational metafunction, The Material is the dominant processes in these advertisements with percentages 50% and 56%. This shows that in GoFood and GrabFood advertisements, there are physical activities carried out by models; eating and others, and there are some promos offered directly by the models. It means that the Material processes aims to make the viewers using the service by GoFood and GrabFood.

b) Generic Structure Analysis

According to Cheong (2004) said that a print advertisement consists of visual elements and linguistic elements. Visual elements consist of Lead, Display, and Emblem. Meanwhile, Linguistic elements consist of Announcement, Enhancer, Emblem, Tag, and Call-and-Visit Information. Based on the data analysis, the existence of the elements is served in the table below:

Six Selected Video Advertisments of GoFood and GrabFood		GoFood					GrabFood				
		Video 1	Video 2	Video 3	Total	Percentage	Video 1	Video 2	Video 3	Total	Percentage
Visual	Lead	1	3	2	6	**46%**	4	4	6	14	**74%**
	Display	1	1	1	3	**23%**	1	1	1	3	**16%**
	Emblem	1	2	1	4	**31%**	1	0	1	2	**10%**
Linguistic	Announcement	2	1	1	4	**14%**	2	3	5	10	**50%**
	Enhancer	1	0	0	1	**4%**	0	0	1	1	**5%**
	Emblem	4	4	4	12	**43%**	2	1	2	5	**25%**
	Tag	2	2	2	6	**21%**	2	0	1	3	**15%**
	Call-and-Visit Information	2	1	2	5	**18%**	1	0	0	1	**5%**

Table 2 Comparison of Generic Structure Potential (GSP) in GoFood and GrabFood

Table 2 shows the result of Generic Structure Potential in GoFood and GrabFood Advertisements. Based on the table above signifies that the Lead is the most used in those videos with a percentage of 46% in GoFood and 74% in GrabFood. Meanwhile, the Enhancer is the least used with a percentage of 4% and 5%. The Lead is the most salient information compared to others. Cheong (2004) explains that lead and emblem are the obligatory elements that mostly occur in the advertisement, whilst display announcement, enhancer, tag, and call-and-visit information are optional; not all advertisement has these elements.

Furthermore, there are several significant differences between GoFood and Grabfood. In GoFood advertisements, the used of Call-and-Visit Information elements can be seen in each videos. Whilst in GrabFood advertisement, there is only one video that used Call-and-Visit Information element. Call-and-Visit Information consists of contact information as to where, when, how the product/service is available to the consumer (Cheng, 2004). This situation shows that GoFood prepared their advertisement easier to access by the customer, so that the customers are able to get deeper information about the service. In this case, the use of complete elements in advertisements shows the completeness and makesthe advertisements become clearer for the readers to understand the content.

2. **Comparison Visual Elements in GoFood and GrabFood Advertisements**

Representational theory by Kress and van Leeuwen (2006) were used in analyzing the visual text. Kress and van Leeuwen (2006) propose that representational meaning refers to how semiotic systems represent the objects and the relation between them outside the representational system or in the context of a culture. Based on the data analysis, the findings of visual elements in GoFood and GrabFood are shown in the following table.

Six Selected Video Advertisments of GoFood and GrabFood		GoFood					GrabFood				
		Video 1	Video 2	Video 3	Total	percentage	Video 1	Video 2	Video 3	Total	Percentage
Narrative Representation	Action	5	5	1	11	**52%**	6	3	10	**19**	**90%**
	Reactional	5	3	2	10	**48%**	0	2	0	**2**	**10%**
	Mental	0	0	0	0	**0%**	0	0	0	**0**	**0%**
	Verbal	0	0	0	0	**0%**	0	0	0	**0**	**0%**
	Conversion	0	0	0	0	**0%**	0	0	0	**0**	**0%**
Conceptual Represen	Classificational	0	0	0	0	**0%**	4	2	0	**6**	**37,5%**
	Analytical	0	0	0	0	**0%**	0	0	10	**10**	**62,5%**
	Symbolic	4	6	3	13	**100%**	0	0	0	**0**	**0%**

Table 3 Comparison of Visual Element in GoFood and GrabFood

Table 3 shows the results of visual elements in GoFood and GrabFood by using representational theory. Based on the data analysis, the most dominant processes used in GoFood and GrabFood advertisements are Action processes and Symbolic processes with percentages of 90% and 100%. The Action process is realized by a vector directed to a Goal or a vector coming out of an Actor. The other processes applied in these advertisements are Reactional, Classificational, and Analytical. It is realized that verbal and visual elements in advertisements play important role to deliver the messages in order to promote their services.

3. **Comparison Gestural Elements of GoFood and GrabFood Advertisements**

According to Kendon in Anstey and Bull (2019) in his seminal work on gesture as a form of 'visual utterance', the gestural semiotic system refers to actions that have the features of observable, intended meaning, that is the consumer of the gesture determines that the gesture is deliberate, conscious and voluntary and is therefore intended to convey meaning. Gestural semiotic system comprises aspects such as movement, speed and stillness in facial expression and body language. Based on the data analysis, the findings of gestural elements in GoFood and GrabFood are shown in the following table.

Six Selected Video Advertisments of GoFood and GrabFood		GoFood			GrabFood		
		Video1	Video2	Video3	Video 1	Video2	Video3
Codes and Conventions	Bodily Contact	-	-	-	-	-	-
	Proximity	-	-	√	-	-	-
	Body position and orientation	√	√	√	√	√	√
	Appearance	√	√	√	√	√	√
	Head Nods	-	-	-	-	-	-
	Facial Expression	√	√	√	√	√	√
	Kinesics	√	√	√	√	√	√
	Posture	√	√	√	√	√	√
	Gaze and Eye Movement	√	√	√	√	√	√

Table 4 Comparison of Gestural Elements in GoFood and GrabFood

The table shows that GoFood and GrabFood use similar codes and conventions. GoFood displays codes such as proximity, body position and orientation, appearance, facial expression, kinesics, posture, and gaze and eye movement. They are used equally. Whilst, GrabFood also present several codes and conventions of gestural elements such as body position and orientation, appearance, facial expression, kinesics, posture, and gaze and eye movement. In addition, both of them do not have proximity and head nods codes.

4. The Concept of Online Advertising found in GoFood and GrabFood

GoFood and GrabFoos advertisements apply the concept of online advertising as found in the data analysis. Both of them are positioned in Mobile and Social Media Advertising. They are designed to be displayed on Smartphone and also use the Social Media to share their content. In this situation, their advertisements are presented through Social Media platform (YouTube). Furthermore, GoFood and GrabFood advertisement use few important details of online advertising concept. They are consists of text which is used to spread the message, news or information to the viewers. They also use several keywords as the same as announcement in generic structure for brand recall. The keywords or announcement are important to make sure that the words are relevant to the product/service. Moreover, according to the analysis of visual, audio, gestural, and spatial, both GoFood and GrabFood advertisements are full of color, picture, animations, and file size. Hence, these elements are use to attract and arouse the viewers' attention. Meanwhile, based on the file size GoFood and GrabFood use minimum file size, so that the viewers will not bored the moment they watch the advertisements.

Related to result and discussion of this study, the six video advertisements of GoFood and GrabFood have some differences in term of linguistic, visual, and gestural elements. All of those terms are completed to each other and assist the viewers in the process of catching the meaning of advertisements. Thus, the result of this study shows that there are some similarities and differences to the previous study, which related to the generic structure, ideational and interpersonal meaning, and representational meaning. The first similarity is conducted by Rosa (2014) with the result that there is no enhancer and call-and-visit information in generic structure. The researcher found six generic structures; they are lead, display, emblem (verbal), announcement, emblem (visual), and tag. It is similar to this study that there is no used of call-and-visit information. Both of these studies are also similar in linguistic analysis. They found the dominant process of ideational meaning and dominant mood interpersonal meaning. The use of material process and declarative mood are applied in both studies.

The second study is written by Amatullah (2019). The similarity was on the dominant process in ideational meaning (material process) and dominant mood (declarative). However, both of researchers have different result in generic structure. The previous researcher found six elements which are lead, display, emblem (visual), announcement, emblem (verbal), and call-and-visit information. There is no use of enhancer and tag. Meanwhile this current study found seven elements of generic structure which are lead, display, emblem (visual), announcement, emblem (verbal), enhancer, and tag. There is no use of call-and-visit information. Moreover, this study also has similarities and differences to the study written by Savitri (2019). The previous study done by Savitri is similar to this current study in the use of mood; declarative. Meanwhile, it is different in the result of generic structure and ideational meaning with this current study. The generic structures found in Savitri are lead, display, emblem (visual), announcement, emblem (verbal), and call-and-visit information. In addition, the

ideational meaning used in these previous studies is relational process, while this current study has no relational process.

However, this study is different from three previous studies related to the representation of online advertising concept. GoFood and GrabFood advertisement use few important details of online advertising concept. Verbally, these advertisements consist of text to put forward message or information to the viewers. Visually, GoFood and GrabFood advertisements apply color, picture, animations, and file size according to the analysis of visual, audio, gesture, and spatial before.

D. CONCLUSION AND SUGGESTIONS

Based on the results of the research, several conclusions can be drawn. The Based on the result of data analysis of GoFood and GrabFood video advertisements, it can be concluded that six video advertisements of GoFood and GrabFood have some differences and similarities in the term of linguistic, visual, and gestural elements. Those elements are integrated to convey the message to the viewers. In Linguistic analysis, there are some similarities and differences of GoFood and GrabFood advertisements in the use of ideational and interpersonal meaning. Both of them are similar in the use of material processes and declarative mood. They also use mental, relational and existential processes. The differences found in Generic Structure analysis. It can be concluded that GoFood and GrabFood advertisements are different. The results of the analysis show that not all the advertisements have a complete structure of the GSP. The structure of GSP created in GoFood advertisements is a complete one (lead, display, emblem (visual), announcement, enhancer, emblem (linguistic), tag, and call-and-visit information), while in GrabFood advertisements, it rare to use call-and-visit information element.

In Visual analysis, the representational meaning in the visual mode display both narrative and conceptual representation. The narrative representation in GoFood and GrabFood mainly belong to action process. The action processes are represented by the action of the models that plays as the actors, while their activities; eating, jogging, and dancing are represent their actions. Meanwhile, the conceptual representation in these advertisements belongs to symbolic process.

In Gestural analysis, the depiction of information through gestures such as eating, cooking, dancing, and others reinforces the intent of the information conveyed in GoFood and GrabFood advertisements. However, mostly in every GoFood and GrabFood advertisements, the model or object is always followed by a linguistic element. So that, the customers can gets the message easily.

In addition, it is suggested for future researcher to analyze the other type of advertisements (audiovisual or printed) and relate that to the concept of online advertising, so that the future researcher could give larger and kind of interpretation of the advertisement. Thus, the future researchers can conduct a new analysis in multimodal that is relevant to this study and get a better understanding in the future. The study also suggests the advertiser would take more attention in making advertisements to build a relation to the viewers.

BIBLIOGRAPHY

Amatullah, F., Rosa, R. N., & Fitrawati, F. (2019). An Analysis of Multimodal In Beauty Product. *English Language and Literature E-Journal*, *8*(1), 168–177.

Anstey, M., & Bull, G. (2019). Elaborating multiliteracies through multimodal texts: Changing classroom practices and developing teacher pedagogies. In *Elaborating Multiliteracies through Multimodal Texts: Changing Classroom Practices and Developing Teacher Pedagogies*. https://doi.org/10.4324/9781315149288

Chandler, D. (2017). Semiotics: The Basics. In *Semiotics: The Basics*. https://doi.org/10.4324/9780203166277

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.

Dyer, G. (2009). *General Editor : John Fiske Advertising as Communication*.

Halliday, M. A. K., & Matthiessen, C. M. I. M. (2014). Halliday's introduction to functional grammar: Fourth edition. In *Halliday's Introduction to Functional Grammar: Fourth Edition*. https://doi.org/10.4324/9780203431269

Krees and van Leeuwen. (2006). Reading Images The Grammar of Visual Design. *Routledge 270 Madison Ave, New York, NY 10016*.

Muslim, N. F. (2020).A Multimodal Analysis in Pantene Advertisements. *Universitas Pendidikan Indonesia |Repository.Upi.Edu | Perpustakaan.Upi.Edu*.

Muslimah, K. (2015). *Multimodal In Baby Skin Of Maybelline New York Advertisement*. *151*, 10–17.

Rosa, R. N. (2014). Analisis multimodal pada iklan Sunsilk Nutrien Sampo Ginseng. *Kajian Linguistik*, *12*(2), 136–148.

Savitri, M. T., & Rosa, R. N. (2019). A Study of Multimodal Analysis in Smartphone Advertisement. *Journal of English Language And Literature*, *8*(3), 231–240.

Suprakisno, S. (2015). Analisis multimodal iklan " Indomie ." *Jurnal BAHAS*, *26(1)*, 25–32.