

MULTIMODAL ANALYSIS IN CIGARETTE ADVERTISEMENTS

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Abstract

Multimodality is a term widely discussed by linguistics and semiotics. It means the combination of different semiotic modes, for example, language and music in a communicative artifact or event (Leeuwen, 2005). In this research, the researcher examines multimodal advertising for cigarette products. The cigarette product named is *Djarum 76* and *Sapoerna Kretek*. This research is intended to 1) How semiotic systems in *Djarum 76* and *Sampoerna Kretek* cigarette's audiovisual advertisement? 2) What is the generic structure placed in both advertisements? 3) What are the differences between the semiotic system in *Djarum 76* and *Sampoerna Kretek*? This research used the descriptive qualitative method. Analysis in this research using the semiotics approach focused on multimodal systems that include linguistic, visual, audio, and gestural aspects. Linguistic analysis using Systemic Functional Linguistic by Halliday (2004), visual, audio, and gestural analysis using Anstey and Bull (2010) theories, and Cheong (2004) formulation of generic structure potential for print advertisement.

Key words: Multimodal, advertisement, cigarette products, semiotic system.

A. INTRODUCTION

Advertising is one of the tools or methods used by advertisers to market a product or service. The advertisement text contains the name of the products, ideas, and services that can benefit the user. Advertising has a purpose. One of them is to inform, remind and persuade consumers to take action on the product/idea advertised (Kotler, 2006). The primary goal of any advertisement is to assist a corporation in increasing revenue. The revenue can be generated by piqued customer interest in purchasing advertised goods. In making advertisement, the

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creator or producer needs to be more creative and imaginative, so people watching it will be interested.

The advertisement contains complex meaning in conveying a message which is presented not only through linguistic or verbal elements, but also through visual, audio, and gestural elements. The complexity of meaning occurs because to convey the message in the advertisement., one uses not language elements but also nonverbal language and other visual means. To understand the complexity of meaning, it is necessary to conduct a multimodal analysis of the advertisement.

As (Anstey & Bull, 2010) said, a text is called multimodal if the text is manifested from two or more combined semiotic systems. At least, there are five types of semiotics, namely: linguistic, visual, audio, gestural, and spatial. Semiotic is the study of how words and other symbolic communication system make meaning.

In this research, the researcher analyzed multimodal analysis in cigarette video advertisements. The cigarette products are *Djarum 76* and *Sampoerna Kretek*. The researcher chose these products as the resource of the research because cigarette advertisements in Indonesia as a whole are displayed implicitly and are not congruent because none of them are fond pictures of the product on the display in the advertisement. So, by conducting multimodality research on cigarette advertising, it can be known how cigarette advertising conveys meaning to the viewer and the elements contained in cigarette advertising.

B. RESEARCH METHOD

The descriptive qualitative approach was used in this research. *Djarum 76* and *Sampoerna Kretek's* advertisement videos, both of which lasted 30 seconds, provided images, verbal, audio, and gestural. Used in this research. The visual data were the images gathered from screenshots of the advertisement videos. The verbal data were clauses that appeared in the advertisements the table indicators contained every aspect of the analysis and compares the data below:

Table 1 Halliday (2004) metafunction to analyzes the verbal data

No	Category	Indicators	Sub-indicators
1	Ideational	Transitivity	-Material Process - Behavioral Process - Mental Process - Verbal Process - Relational Process - Existential Process

2	Interpersonal	Mood	- Indicative (declarative and interrogative) - Imperative
3	Textual	Theme and Rheme	- Topical Theme - Interpersonal Theme - Textual Theme

The systemic functional approach in linguistics is a way to consider grammar in term of usage and the creation of meaning (Halliday & Matthiessen, 2004). There are three metafunctions found in systematic functional linguistics such as ideational metafunction, interpersonal metafunction, and textual metafunction. The ideational metafunction as mean of the expression of our experiences, both of external world and the inner world of our own consciousness-together with what is perhaps a separated sub-component expressing certain basic logical relation(Halliday, 1973).

Interpersonal metafunction function as the mediator of role, including all that may be understood by the expression of our personalities and personal feelings on the one hand, and forms of interaction and social interplay with other participants in the communication situation on the other hand (Halliday, 1973).

The textual metafunction is the component that enables speakers to organize what they are saying in such a way that it makes sense in the context and fulfills its function as a message (Halliday, 1973). Theme and rheme found in the textual metafunction. Theme is the point of the message or the focus of the message contained in the clause. Rheme is ‘comment’, part of the clause other than that theme.

Table 2. Visual, Audio, and Gestural analysis by Anstey and Bull (2010)

Visual Analysis	Color, vector, viewpoint in still and moving images
Audio Analysis	Volume, pitch, the rhythm of music, and sound effect
Gestural Analysis	Movement, speed, stillness in facial expression and body language

These signs are also referred to as multimodal Anstey and Bull (2010) put it, a text is categorized as multimodal text has two or more semiotic systems. There are types of semiotic systems namely:

1. Visual, which consists of aspects such as color, the vector is the connecting two participants and show they are “doing something to or for each other”
2. Audio, which consists of aspect such as volume, pitch, the rhythm of music, and sound effects

3. Gesture, which consists of aspects of movement, speed, stillness in facial expression, and body language.

Table 3. Generic Structure analysis by Cheong (2004)

Generic Structure of Print Advertisement	
Lead	-Locus of Attention (LoA) - Complement of the Locus of Attention (Comp.LoA)
Display	- Explicit - Implicit - Congruence -Incongruence
Emblem	Logo of product
Announcement	- Primary - Secondary
Enhancer	Usually in paragraph form
Emblem	Brand name of the product
Tag	Information not included in the enhancer
Call and visit information	Contact information as to where, when, and how the product is available to consumer

Lead usually explain the position, color, and size that have the potential to capture the attention of the viewers in the advertisement. There are kinds of lead. Complement Locus of Attention (Comp.LoA) and Locus of Attention (LoA). The Display has the ability to explicitly or implicitly describe the product. The emblem is the logo of the product. Announcement are divided into, namely primary and secondary announcement. Primary announcement is the only one announcement in the advertisement. Secondary announcement is an announcement that is less prominent in the advertising. Enhancer is typically in the form of a paragraph that serves to built and modify the meaning of the interaction between the lead and the announcement. The emblem is the name of the product. Tag is information not included in the enhancer. Call and visit information is the contact information as to where, when, and how, the product is available to consumers.

C. RESULT AND DISCUSSION

1. Research Finding

a) Linguistic in *Djarum 76 Advertisement* (Halliday 2004)

Datum 1.

Djarum 76 (adalah) rasa tenang kedamaian

Djarum 76	(adalah)	Rasa tentram kedamaian	
Carrier	(Attributing)	Attribute	
Subject	Finite	Predicator	Compliment
Mood: Declarative		Residue	
Topical Unmarked theme	Rheme		

Ideational metafunction in datum 1, uses an attribute relational process with two participants: carrier and attribute. *Djarum 76* as the name of the product labeled as a carrier dan *rasa tentram kedamaian* which means ‘peaceful sense of peace feeling’ as the attribute which is a process to characterize the *Djarum 76* that can give peace feeling to the smokers.

Interpersonal meaning, this clause is formed using the system declarative mood (subject followed by finite). *Djarum 76* is the subject or be the point argument in datum 1 and followed by finite.

Textual meaning, datum 1 is an unmarked topical theme because *Djarum 76* as the subject and point of message in the clause. The clause talked about *Djarum 76* as a cigarette product that can give a sense of relaxation.

Datum 2.

Semua (menjadi) serba tepat suasana 76

Semua	(menjadi)	serba tepat	suasana 76
Carrier	Attributing	Attribute	Circ: contingency: condition
Subject	Finite	Predicator	Complement Adjunct
Mood: declarative		Residue	
Topical	Rheme		
Unmarked Theme			

According to ideational meaning, datum 2 uses attribute relational process. The word ‘*Semua*’ which means ‘All’ is the carrier and ‘*Serba tepat*’ means ‘All perfect’ is the attribute in the clause. The word ‘*semua serba tepat*’ lead to the composition of *Djarum 76* cigarette, which contains perfectly formulated composition. ‘*Suasana (Djarum) 76*’ is circumstance: contingency: condition because it expressed by in the event of something.

Interpersonal meaning in datum 2 is categorized as declarative mood. The clause formed subject followed by finite. The clause is a statement that provides information that *Djarum 76* are perfect formulated composition and give relaxed feeling to smokers.

According to textual meaning, datum 2 is an unmarked topical theme because the clause only has on theme which in *Semua* as the participant, and the clause is begun with a subject and it becomes the focus of the clause.

b) Visual analysis (Anstey and Bull 2010)

The theme of the advertisement is 76th *Dirgahayu Indonesia*, this corresponds to the brand of the cigarette being promoted. The theme of *Djarum 76* advertisement is Indonesian culture, it is celebrated *Dirgahayu Indonesia* because in 2021 marks the 76th years of Indonesian Independence.



Figure 1. Visual analysis *Aluyen* dance from Papua

First dance displayed in *Djarum 76* advertisement is *Aluyen* dance from Papua. The traditional costume the actor uses in the advertisement it called *Kamlan* and the traditional music instrument that she uses called *Eme*. The background seen is traditional wood carving with red, brown, blue, and black as background color.

Second, *Pencak Sondoh* from madura displayed in the advertisement. The actor in the advertisement wearing *baju pesa'an* and *celana gombrong*. It is the traditional clothes for man in Madura. *Pencak Sondoh* is useful for protecting yourself from enemies. The background in the advertisement is *Kain Batik* that hangs nearby. The background color are red, brown, blue, and black.

Third, a woman dance with an umbrella as a property it is called *Bondan* dance from Surakarta. *Bondan* dance describes a mother affection for her child. The actor danced gracefully. The traditional costume worn is green and *wayang kulit* in the background.

Four, traditional dance from Sumatera Barat it is called *Tari Piring*. The dominant color is red and *Rumah Gadang* in the background. *Piring*

dance was meant as dance of gratitude for the bountiful harvest and harvest and all gifts to the Gods.

Last, Kalimantan Timur traditional dance it is called *Kancet Patatai* dance or war dance. One of the properties used in this dance is a shield or *Kelembit* which is useful for fending off the direction of the enemy. The background seen in this advertisement is beautiful wood carving with yellow and white and brown colors. The background is blue.

The meaning that the producer wants to be convey is to aims to increase the viewers knowledge about some dances in Indonesia and increase the viewers sense of nationalism toward the nation.

c) Audio Analysis

The music heard in the commercial is like the music that was played during the flag ceremony on August 17th Independence Day. The music is called *Marching Band*. Music instruments used such as trumpet, snare drum, bass drum, hand cymbal, and marching bells. The marching band music is often played when performing flag ceremonies on independence day because this music is rhythmic in the energetic and spirit of independence.

d) Gestural Analysis

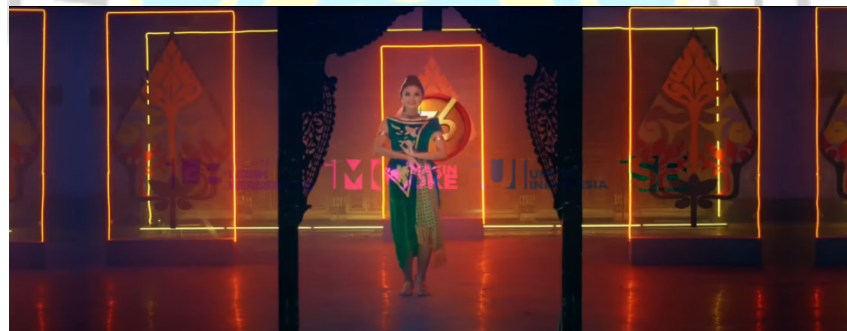


Figure 3. Gestural displayed in Djarum 76 advertisement

Gestural shown in *Djarum 76* advertisement are traditional dance moves. There is no action scene depicting how people use a cigarette. Cigarette advertisements is one of implicit advertisement. Cigarette advertisement is must not depict the shape of cigarettes and must included a tobacco by warning massage. These dances are based on difference regions such as Kalimantan, Sumatra, Papuan, and Java islands. Facial expression seen in the advertisement are fear and smile on the face and body language showing traditional Indonesian dances. Every movement in the advertisement is quite quickly because in 30 seconds it shows five traditional dances.

1. Generic Structure by Cheong (2004)

Cheong (2004) offers a framework to analyze print advertisement by looking at both the visual and verbal components that work together in making meanings. Visual components comprising Lead, Display, and Emblem and verbal component consists of Announcement, Enhancer, Emblem, Tag, and Call and visit information.



The point of the *Djarum 76* print advertisement is to commemorate the 76th anniversary of Indonesia. The text of *Dirgahayu Indonesia* is the Locus of Attention (LoA) because the written text is printed in large size and located in the middle of the display advertisement. The age Indonesia uses *Djarum 76* logo. 76 as the Complement of the Locus of Attention. The display of this advertisement is implicit advertisement because it does not show the product being advertised and there is no persuasive sentence to use or buy the product. The picture in the left corner shows a man with a throat that has a hole due to smoking. The image is referred to as a tag or information about the cigarette effect. The picture in the right corner of the figure shows a sight 18+, it is the tag to give information about the user or the smokers must be over 18 years old.

The announcement in this advertisement is located at the bottom of the advertisement that says *Peringatan*. This is a primary announcement as there is only one. *Layanan Berhenti Merokok (0800-177-6545)* is the call-and-visit-information. In contrast to another advertisement in call-and-visit-call-information cigarette advertisement contains contact information to stop using cigarette not information about how to buy products or how to get products. However, referring to Cheong (2004) in this advertisement, there are no two generic elements emblem and enhancer. Emblem is the name of the product it has been represented by the logo of product. There is no enhancer element because this is an audiovisual

advertisement. Different from print media advertising which requires detailed information about the advertised product.

3. Finding

A. The Comparison of Verbal Element between both *Djarum 76* and *Sampoerna Kretek*

The research findings have been presented in this section. The research discovered the verbal element differences in both advertisements after analyzing the data. The result of the comparisons between the verbal, visual, audio, and gestural.

In verbal elements, the dominant processes in *Sampoerna Kretek* are material, and existential processes. In *Djarum 76* was discovered in all clauses used attribute process. The mood declarative mood is the most common mood in both advertisements. In *Djarum 76* only uses mood declarative in the clauses. In *Sampoerna Kretek* uses three kinds of mood declarative mood, interrogative mood, and imperative mood. Meanwhile, textual metafunction reveals that both advertisements used marked topical theme and unmarked theme. The unmarked topical theme is the most dominant theme in *Djarum 76*, while the marked topical theme is the most dominant theme in *Sampoerna Kretek*.

B. The Comparison of Visual Analysis in *Djarum 76* and *Sampoerna Kretek* Advertisement

The theme *Djarum 76* advertisements is Dirgahayu Indonesia which showcases several Indonesia cultures. The vector contained in *Djarum 76* is actors who uses traditional attributes and costumes that perform traditional dance. The meaning that the producer wants to convey to the viewers is to show Indonesian culture with the aim of increase the sense of nationalism and sense of pride in traditional culture. The dominant background color is gold, brown, black, blue, red, and yellow.

The theme is *Sampoerna Kretek* advertisement is to get together time with friends. The dominant background color is green because green represents *Sampoerna Kretek*. The vector contained in *Sampoerna Kretek* advertisement is actors who work together in preparing the appropriations to watch the movie together. Equipment carried by actors in the form of chairs, projector, screen, and a green pickup car. The green pickup car has an important role and is the center of attention in this advertisement. The meaning of *Sampoerna Kretek* advertisement is that in every meeting and or gathering with friends adding *Sampoerna Kretek* cigarette it makes the atmosphere more happy and fun.

C. The comparison of Audio in *Djarum 76* and *Sampoerna Kretek* Advertisement

Music audio uses in *Djarum 76* advertisement is Marching Band. The music is rhythmic and often listened to during flag ceremonies. The music is pitched and rhyming spirit that can increase the sense of nationalism. There is sound effect found in *Djarum 76* advertisement.

Meanwhile, the music audio in *Sampoerna Kretek* advertisement back sound of trumpet, crickets, action movie back sound, and cheerful music. Cheerful music is used to support the happy theme advertisement. The sound effect in *Sampoerna Kretek* advertisement is back sound of an action movie. The rhythmic sound effect is tense.

D. The Comparison of Gesture Analysis between *Djarum 76* and *Sampoerna Kretek* Advertisements

Cigarette advertisement does not show any gesture that show the use of the product being promoted and either shows the product. According to gesture analysis in *Djarum 76* and *Sampoerna Kretek* advertisement, it reveals the difference. The theme of *Djarum 76* advertisement is *Dirgahayu Indonesia* which shows some of Indonesia's traditional dances, clothes, and artworks. So, the gesture seen is the beautiful and graceful dance movement played by the actors.

Meanwhile, the gesture seen *Sampoerna Kretek* advertisement is people who enjoy leisure time to hang out with friends and be happy together. Movements in every change of scene occur not too quickly as in *Djarum 76* advertisement. Facial expression found in *Sampoerna Kretek* is happy and joy. Facial expression found in *Djarum 76* is fear.

D. CONCLUSION AND SUGGESTIONS

Based on the findings of the analysis of two cigarette advertisement videos. The research conducted this research using the theory of Halliday, Anstey and Bull, and Cheong. The aim is to find out the verbal differences in two advertisements, to find visual, audio, verbal, and gestural and find the generic structure placed in *Djarum 76* and *Sampoerna Kretek* advertisements.

In verbal *Djarum 76* only has two clauses but *Sampoerna Kretek* advertisement have six clauses. The most widely used transitivity in the *Djarum 76* is attribute process. The most widely used transitivity in the *Sampoerna Kretek* advertisement are material and existential process. In mood analysis, these two advertisements tend to use declarative sentence in spoken language. In audio, the difference in the audio in these two advertisements is in the *Djarum 76* audio music advertisement used a marching band with a passionate tone because it is in

accordance with the theme of the advertisement shown. In *Sampoerna Kretek*, the audio used is at the beginning of the cricket sound and also the sound effect of an action movie and upbeat rhythm sound.

In the gestural, the difference in these advertisements. In *Djarum 76* advertisement the movements displayed are traditional dance moves with firm facial expression. The carpentry of each dance in every scene in the advertisement moves quite quickly. In *Sampoerna Kretek* advertisement, the facial expression shown in the advertisement of all the actors looks so happy and enthusiastic. The speed at which each scene is rated in the advertisement is not too fast.

The generic structure in both advertisements shows that there are differences between *Djarum 76* and *Sampoerna Kretek* advertisement videos. In *Djarum 76* advertisement generic structure elements that don't contain in it are emblem and enhancer. In *Sampoerna Kretek* advertisement, the generic structure elements that do not exist is the enhancer.

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