A MULTIMODAL ANALYSIS OF ADVERTISEMENTS BROADCASTED ON YOUTUBE BASED ON GENDER

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Abstract

This research is concerned with the multimodal analysis of advertisement broadcasted on YouTube based on gender. This study focused on Rexona men and women advertisement in order to analyze gender stereotype portrayed in verbal and visual element from the advertisement. A qualitative method was used to conduct the study to analyze the data. Visual data were analyzed by transitivity theory by Halliday (2004), visual data were analyzed by visual grammar representation (Kress and van Leeuwen, 2006) and generic structure potential (Cheong, 2004). Meanwhile, gender stereotypes were analyzed by Branndon (2017) aspect of gender stereotype theory. The result showed that from all six types of processes, material process is the dominant process of verbal element of Rexona men and women advertisement, whereas in visual grammar analysis dominated by action process. In addition, visual analysis dominated by visual element such as lead, display, and emblem. Gender stereotypes could be seen in Rexona Women advertisement because it is dominated by personality traits. In contrast, domestic behavior and occupation often appeared on Rexona men advertisements.

Key words: Multimodal analysis, YouTube, advertisement, gender

A. INTRODUCTION

The Industrial Revolution brings out new technologies that have a significant impact on how human work and interact on different gender. The use of digital technology and artificial intelligence has definitely transformed production processes, optimizing efficiency, and significantly reducing dependence on human labor. According to Harahap and Rafika (2020:89) technological developments have the potential to significantly change the relationship between people in all aspect of social life including gender differences.

As time goes by, new media is being created which includes online media, emerged along with the development of the internet. Among young people, internet has fostered new lifestyle currently occurring between these two genders.

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According to Khairatunnisa (2021:29) social media can be consider as an online platform that can strengthens the relationships between the users and their social connections. For example, television usage is now decreasing because it has been replaced by online streaming applications such as YouTube.

One of the social media that is very close to the people in this era is YouTube. It is a video-sharing media where users can watch, upload, and share the video which (Pratama, 2019:17). It has several functions for entertainment, information, education, and promotions such as advertising. According to Kotler and Keller (2016:609) the purpose of advertising are to inform, persuade, remind, and reinforce. In the context of gender, YouTube advertisements usually reflect and influence social perceptions and stereotypes. By featuring specific gender, these advertisements can challenge or reinforce the stereotypes about gender.

Ellemers (2018:282) stated that gender stereotyping is considered as primary feature of traditional perception between males and females. These stereotypes are often inaccurate and can have a significant impact on how people are perceived and treated based on their gender. For example, men are expected to be brave, independent, and assertive, while women are expected to be sensitive, dependent, and emotional. These expectations can influence how people's attitudes towards men and women, highlighting the impact of gender stereotypes on our cognitive processes.

Gender stereotype in YouTube advertisements is one aspect that can be identified. It is something that distinguishes between men and women, usually referring to things such as masculinity and femininity. The advertisements aim to create image that influence individual behavior and persuade consumers to engage in purchasing activities that combines audio and visual elements. By portraying specific gender roles, advertisers seek to shape perceptions and increase participation in consuming their products (Kotler and Keller, 2016:609).

Multimodal analysis is one of the several studies included in the field of linguistics. It is the term used to refer about the way people communicate using different modes at the same time (Kress & Leeuwen, 2006:20). This process involves combining various modes such as verbal and visual that can make a communicational meaning of language. By exploring how different modes interact, it can reveal how gender identities are construed and represented the way in which communication shapes society perception about gender roles.

Several studies have explored multimodal analysis on advertisement. The first study, conducted by Hidarto and Andrieza (2022) wrote the study entitled "Gender Differences in Influencer Advertisements on Instagram: A Multimodal Perspective". They analyzed how the Instagram influencers used both of text and images to convey the message of the advertisement. Second, study conducted by Adrian and Faiza (2022). A journal with the title: "Women's Empowerment in Nike Advertisement: A Multimodal Analysis". The result of the article is that the interplay of all the modes that were analyzed put women to be doing sporting activities in sports-related setting, to possess more power than the viewers, and to be narrated with encouraging utterance in the advertisement.

This study aims to analyze aspects of gender stereotypes portrayed not only on verbal element, but also visual elements of Rexona men and women

advertisement. This includes examining the linguistics element by using transitivity theory by Halliday (2004), Kress (2006) and Cheong (2004) for visual element, and Brannon (2017) for aspect of gender stereotypes. Moreover, gender stereotype becomes the issues that have crucial due to difference in social roles, since it can affect our perspective on gender roles and functions in society. This research is important as it will give the information about how the visual and linguistics element have the same potential in expressing the meaning and the relationship between verbal and visual element that represented gender stereotype in the advertisement.

B. RESEARCH METHOD

This research is descriptive qualitative research. The focus of qualitative analysis is the description, meaning, interpretation of the data. The data of this research is Rexona advertisement on YouTube. This research use verbal and visual data. Verbal data include utterance such as words, phrases, and sentences. While visual data include pictures, expressions, movement, etc. The researcher use Rexona men and women advertisement that are download from YouTube. Then, the researcher transcribed and identified the text and visual information in the advertisement. This research is analyze base on systemic functional linguistics theory by Halliday (2004), visual grammar analysis by Kress (2006), generic structure potential by Cheong (2004), and aspect of gender stereotype by Brannon (2017).

C. RESULT AND DISCUSSION

1. Research Finding

In linguistics element, Rexona men and women advertisement contains 55 linguistics data element, 74 visual data in form of images. Verbal data has a meaning that is interconnected with the visual data contained in Rexona advertisements. Verbal text means that we analyze by using experiential function while visual meaning were analyze by using Kress and van Leeuwen (2006) visual grammar theory and Cheong (2004) generic structure potential. In addition, gender stereotype analyzes by using aspect of gender stereotypes theory by Brannon (2017).

a. Linguistics Element of Rexona Men and Women

In this advertisement, the spoken language is the only linguistics element use. Linguistics element in Rexona men and women advertisement is a clause based on systemic functional linguistics by Halliday (2004).

1. "*Try new Rexona Vitamin+Bright with super antioxidants C, B3, and D" (Rexona Women advertisements)*

(you)	Try	New Rexona Vitamin+Bright	with super antioxidants C, B3, and D
actor	Process: Material	Goal	Circumstance: accompaniment

According to experiential metafunction, in clause 1 above contains material process. The datum contains a material process, namely the word 'try'. The material process of 'try' is an activity carried out by the actor (you). Furthermore in the material process above, the participant 'Rexona Vitamin+Bright' is labeled as the goal, because it is the thing that us affected by the action 'try'. This clause intends to tell the audience about trying the new product of Rexona with the complex formula in it.

2. *"We're all everyday athletes"(Rexona Men Advertisements)*

We	Are all	everyday	athletes
Carrier	Process: relational attributive	Circumstance: manner	Attribute

According to experiential metafunction, in clause 1 above contains material process. Relational attributive is the process with two participant namely carrier and attributive. The participant 'we' is the thing that construed as being attribute to 'everyday athletes' as an attribute. While the auxiliary verb 'are' is the process of attributive. This clause tends to tell the audience that everyone are the athletes in their daily live. This phrase also suggests that everyone engages in activities that requires physical effort, and competitive spirit in their daily lives.

b. Visual Grammar analysis of Rexona Men and Women

The visual element of Rexona men and women advertisement uses the visual grammar analysis by Kress (2006) and Cheong (2004) generic structure potential. In visual grammar analysis, Kress and van Leeuwen (2006) divided the representational process into two aspects, namely narrative representation and conceptual representation.

In visual grammar analysis, narrative representation happens when participants are connected by a vector, they are represented as doing something to each other. Based on the type of vector and participants involved, narrative representation can be distinguished into five processes: action process, reactional process, mental process, speech process, and conversion process. The action process has the highest frequency in both Rexona men and women advertisements, with a total of 6 aspects. Rexona women advertisement most frequently used reactional process, while Rexona men advertisements frequently use action process for the visual elements.

Figure 1

This image depicts a woman using Rexona on her armpits. This image is a reactional process. According to Kress and van Leeuwen (2006:67), the process is reactional when the vector is formed by an eye line or by the direction of the

glance of one or more of the represented participants. The reacter is the model who looks straight at the camera. She reacts to her bright underarms with a smile of approval, admiring the performance of Rexona whitening effect on her armpits.

Second, action process on Rexona men advertisements. Action process is the process when the participant did an act. According to Kress and van Leeuwen (2006), there are two the participant in action process. the participant who performs the act is called the actor, while the participant towards whom the action is directed is called the goal.
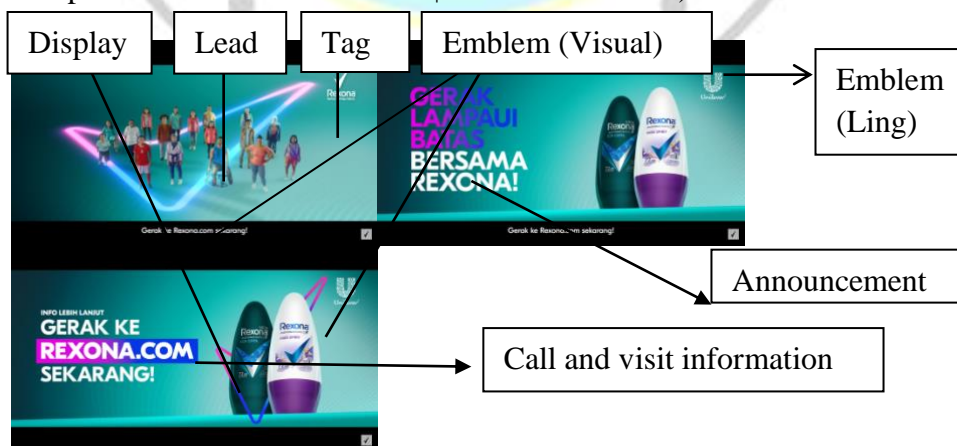

Figure 2

The image above shows the example of action process of Rexona men. This picture represents for the process of action with an athlete did an act of doing something. The athlete plays as the actor, the act of holding is his action, and Rexona is a goal. Circumstances in this process refer to the time and place of the occurrence of this event. The location is in the locker room, while the circumstance of the time is during the day because there is sunlight in the background.

c. **Generic Structure Potential of Both Rexona men and Women**

In this section, the researcher uses theory of generic structure potential by Cheong (2004).

Advertisements number 1 (Saatnya Lampaui Keraguan dan #GerakLampauiBatas bersama Rexona! | Rexona Indonesia)

In the figure above, the athlete and the influencer are identified as the Lead (Locus of Attention) in this advertisement. This is indicated by the athlete's position in the center of the picture. The checkmark in the background is the compLOA (complementary locus of attention), complementing the main focus of the model and reinforcing the advertising message. The phrase 'Gerak Lampaui Batas bersama Rexona' is highlighted as the announcements in this advertisement,

with the word written in capital letters to emphasize the message that Rexona can help you to move beyond the limits. The tag in this advertisement is 'Setia Setiap Saat'. It is a short phrase or slogan of the product brand that usually appears in the advertisement. Next, the emblem 'Rexona' and 'Unilever' is a logo that represents the product and the company brand, making them easily recognizable to the audience. 'Gerak ke Rexona.com sekarang' is an example of call and visit, facilitating communication and access. From these elements, the display in this advertisement directly conveys that Rexona is a product that can provide maximum protection even when moving or doing a lot of physical activities.

d. Aspects of Gender Stereotypes

Table 1: Aspect of gender Stereotypes by Brannon (2017)

No	Aspects of Gender Stereotype	Rexona Men	Rexona Women	Frequency	Percentage
1	Personality Traits	3	8	11	45,8%
2	Domestic Behaviors	2	1	3	12,5%
3	Occupations	2	1	3	12,5%
4	Physical Appearance	3	4	7	29,2%
	Total	**10**	**14**	**24**	**100%**

The study discovered 24 aspects in total, which are only divided into four types according to the table above. The table demonstrates that, out of the all categories, the personality traits have the highest frequency in both Rexona men and women advertisements, with a total of 11 aspects. Physical appearance ranks the second with a total of 7 aspects. Domestic behavior ranks third with a total 3 aspects, followed by occupation also with 3 aspects. Rexona women advertisement most frequently portrayed personality traits, while Rexona men advertisement showed and equal representation of personality traits and physical appearance.

Figure 3

Based on the picture above, this scene depicts Defia Rosmaniar, a female Taekwondo athlete, during training. The voiceover in the scene mentions "Ngapain sih, cewek ikutan Taekwondo?" It shows that people often stereotype women as weak. Many believe that physical activity is unfeminine and more suitable for men.

Figure 4

This scene depicts a woman with her child and the subtitle state 'or playing with your kids'. The behavior showed that the woman is playing with her child. All behavior related to household such as cook, do housework and child care was considered best done by women. In this advertisement, playing with her child shows the stereotype of women as primary caregivers.

Figure 5

In this context, the images portrayed personality traits of men. Men and women are often stereotypes as having different personalities. For example, beliefs about men should be competitive (Brannon, 2017:156). In the following scene, Evan Dimas is playing football. Certain sports are seen as more appropriate for one gender, for instance, men are encouraged to play team sports like football, basketball, and boxing due to their association with masculinity.

2. Discussion

From the finding above, it can be seen that there are several aspects of gender stereotype that portrayed in verbal and visual element of Rexona men and women. The first is the analysis based on Halliday (2004) theory for verbal element. As the analysis above has explain, it is found that there are five processes type of verbal element in Rexona men and women advertisement, they are material process, mental process, verbal process, relational process, and existential process. The analysis indicates that material process dominated the data on verbal element, according to Adrian and Faiza (2022:423), material processes are often used in advertisement because they emphasize the action. In the context of advertising, the main purpose is to attract or persuade audience or motivate them to buy the product (Kotler and Keller, 2016:493). From the analysis, Rexona advertisement uses the action word such as 'try' or 'use' to persuade the audience.

The visual elements, the researcher can infer that, among all the processes of representation, the action process is the dominant one. This aligns with previous research by Nurmala (2022:7), which indicates that narrative representation mainly belongs to the action process. For conceptual representation primarily belongs to the classificational process. Furthermore, in generic structure advertisement of Rexona men and women, the most prominent visual element is the lead. According to Sunarso (2023:194), visual content refers to the images used in various form of communication, which have the function to convey brand value and facilitate to the understanding of the information. Rexona logo, models, or images showing physical activity are the main part of the Rexona

advertisement, which means this advertisement attracts people attention by introducing the brand or the product in order to make them feel curious and interest with the product.

Last explanation is the analysis of aspect gender stereotype that contained in verbal and visual element of Rexona men and women. For personality traits, the data showed that this type depict about how the gender should behave, such women often stereotyped as weak than men (Brannon 2017:47), and if they do a physical exercise they will typically stereotypes as unfeminine because physical exercise is more suitable for men.

Based on the finding above, the researcher wants to compare this research with the previous research by Khotimah, Handayani, and Kusumaningrum (2022), which analyzed the gender stereotype in television commercial advertisements in Indonesia. Relating to the previous research above, this research gives broader findings. The previous research is only focuses on identifying femininity and masculinity (which only include in personality traits), while the present research uses Brannon (2017) theory that differentiated the aspects of gender stereotypes into four categories, namely personality traits, domestic behavior, occupations, and physical appearance. This means that this research gives broader findings in terms of the aspect of gender stereotypes.

D. CONCLUSION AND SUGGESTIONS

The present study is a multimodal discourse analysis of eight advertisements made by Rexona. Based on the result obtained through description above, it can be conclude that from all six types of processes, material process is the dominant process of verbal element of Rexona men and women advertisement. Furthermore, visual analysis of Rexona advertisement is primarily dominated by the visual elements such as lead, display, and emblem as these are the first elements that can attract audience attention. In visual grammar analysis, the action process is the most dominant process found in Rexona advertisements, as it is also connected to the material process in verbal analysis. This demonstrates how verbal and visual elements can complement each other; verbal or visual elements have the same potential in conveying meaning.

To sum up, the findings reveal that the gender analysis of verbal and visual elements of advertisement is classified into four aspects: personality traits, domestic behavior, occupations, and physical appearance. Selected Rexona advertisements are dominated by personality traits. This occurs because Rexona advertisements are often designed to appeal specific groups. For example, the man model of the advertisement are often depicted as strong, brave, and active (masculine), while women models are associated with grace, elegance, confident (feminine) Advertisements featuring the models that conform to certain traits can influence audience perceptions about the product.

This study analyzes multimodal advertisement based on gender stereotypes aimed to see what gender stereotype portrayed in verbal and visual advertisements. To achieve more comprehensive result, further research on other advertisements and other genres is necessary. Furthermore, it is suggested that the

future researchers will conduct a study about how gender representation in multimodal advertisements influences audience perceptions of the product.

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