
A MULTIMODAL ANALYSIS OF FOOD ADVERTISEMENT

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Abstract: Nowadays, advertisements not only advertise in printed form or television, but it is also can be promoted on social media. Though it could be at no cost if it is posted only on the merchant's official account, the commercial posts should still encompass significant aspects of an advertisement. This study attempted to analyze a commercial video on Geprek Benu's Instagram account. The advertisement is chosen because this post is pretty different than the other posts on the account. The analysis focused on multimodal text proposed by Anstey & Bull (2010). The analysis discovered that the video contained and integrated all of five semiotic systems; linguistics, visual, audio, gestural, and spatial. All of the multimodal resources used in this video create an integrated meaning and support the main atmosphere showed in the entire video.

Keywords: *analysis, multimodal, advertisement*

INTRODUCTION

Nowadays, in all over Indonesia, culinary becomes one of important part of people's pleasure. People cannot separate their life from culinary experience. It almost becomes one of people's needs now, especially for those who live in big cities. This situation creates big opportunities for those who are interested in doing business in culinary companies. There are so many new food companies now in this country. The new companies provide services in both online and usual services. Online services mean the costumers could make an order via online application, social media, or generally using internet. Meanwhile, usual services mean traditional way to order food as we already know.

Before the new companies grow, there are already some international food companies developed in almost every big city in Indonesia. These multinational companies offer western food, Italian food, Japanese food, etc. In the sector of western food, one of the most famous foods is fried chicken. In Indonesia, this sector was dominated by Kentucky Fried Chicken, McDonalds, A&W, Texas, etc. (Arofani, 2019). Lately, Indonesian entrepreneurs created the same kinds of Food Company and modify the offering menu based on the producers' creativities. Some of the famous Indonesian fried chicken sellers are Hisana, California Fried Chicken, Richeese Factory (Nathania, 2019), d'BestO, Geprek Benu and so forth.

Since there are lots of fried chicken merchants now in one city, each corporation must be able to compete with not only Indonesian competitors, but also with international franchises. In order to be able to compete, each company should consider creating great advertisement to introduce their company and their products to the people. Good advertisement could be used to promote the product (Kuswandini, 2018) and it should be able to persuade and influence people to purchase the products (Rosa, 2014, Al-Momani, et al., 2016, Ananda, et al., 2019).

In linguistics perspectives, a good advertisement should consist of multimodal system. In multimodal theory, a text can be called multimodal text when it combines at least two kinds of multimodal resources in creating the unit of meaning (Anstey & Bull, 2010). Further, Anstey & Bull (2010) proposed 5 semiotic multimodal system that can be found in a text; linguistics, visual, audio, gestural, and spatial.

Rosa (2014) analyzed the use of multimodal resources in Sunsilk Nutrien Shampoo and how those resources integrated in making meaning of a good advertisement. The study found out that all five resources are used in that advertisement. Multimodal analysis was also already conducted by Suprakrisno (2015) in analyzing the famous instant noodle in Indonesia, Indomie. The study discussed the use of linguistics, visual, audio, gestural, and spatial aspect in the advertisement.

Multimodal discourse analysis was also conducted in advertisement of malaria drugs by Olowu & Akinkurolele (2015). The study focused on describing the 'essential communication devices' used by the copywriter in drugs advertisements. The study asserted that visual and linguistics resources in the advertisement are essential to increase the semantic value of that advertisement. Besides focusing on multimodal resources and visual elements, the study of multimodal analysis was also conducted under Linguistics Functional Grammar. Pratiwy & Wulan (2018) followed Systemic Functional Linguistics theory proposed by Halliday (2004) and multimodal theory from Anstey & Bull (2010) in analyzing Dettol TV Advertisement.

Further, in defining a good advertisement, Kuswandini (2018) analyzed advertisement of three popular cars. The findings revealed that uniqueness and best concept in an advertisement formulate the meaning and portray the products well. Hence, the function of an advertisement to encourage people to buy the product can be achieved perfectly.

In this 4.0 era, advertisements not only advertise in printed form or television, but it is also can be promoted on social media. Customers can find advertisement on Facebook, Twitter, Instagram and other social media platforms. Though it could be at no cost if it is posted only on the official account, the commercial posts should still encompass significant aspects of an advertisement. This study aims to explore the multimodal resources used by an Indonesian fried chicken company in their online advertisement on social media. The discussion focus on what kind of multimodal systems than can be found in Indonesian fried chicken's advertisement and how those multimodal resources work in creating a good advertisement. The kind of advertisement chosen to be analyzed was an advertisement video of Geprek Benu. This food company was chosen because the researchers would like to know Indonesian fried chicken seller's style in creating their advertisement. This merchant was specifically chosen because this vendor is owned by a famous celebrity in Indonesia. Hence, the researchers were curious whether this company still do their best in creating advertisement despite the popular owner or not.

This company had some social media platforms to show their advertisement to their customers. One of the social media used is Instagram. Since this company has some branches throughout Indonesia, each branch seems to have their own Instagram account. There are some advertisements in form of pictures and videos on each account. To answer the question of this study, a video advertisement on Geprekbenu_Padang Instagram account was taken as the advertisement for this multimodal analysis. This online advertisement was chosen upon several reasons; (1) this study attempted to follow the trend of 4.0 era by conducted an analysis study of online advertisement, (2) online advertisement is easier to find rather than printed advertisement, (3) online advertisement could be found in the form of pictures and video. A video advertisement is a good data in multimodal analysis, (4) video advertisement posted in one branch of this company is usually available as well in the other branches' Instagram account.

METHOD

To explore the use of multimodal system in the food advertisement video, this study used descriptive qualitative method. This method was used because this study was designed to obtain information, explore the situation, and describe it in this current study. Besides, multimodal

discourse analysis concerns with the study of language when it was combined with other semiotic resources (O'Halloran, 2011). The analysis was done descriptively. In other words, the discussion of the analysis was written in the form of explanation.

As stated in the introduction, in carrying out the multimodal analysis of food advertisement, this study used an advertisement video from Geprek Benu's Food Company. The data from the video is collected in the form of screen captures. After watching the video for several times and collecting the screenshots, the data were analyzed by using Anstey & Bull's theory (2010) about systemic multimodal system.

FINDINGS AND DISCUSSION

To find out the answer to the research questions, this study used multimodal system proposed by Anstey & Bull (2010) in analyzing an advertisement video of Geprek Benu. The discussion covers the analysis of 5 multimodal system found in the advertisement.

Linguistics Analysis

The advertisement video taken from Geprek Benu's Instagram account used two languages, Indonesian language and English language. The advertisement started with Indonesian language, and then translated into English. In this video, there were two actors explaining the products in the entire video. They were a man and a woman. The man said every message in Indonesian language and the woman stated the translated message in English. This video used both oral and written language. All of the written messages were the transcript of oral messages. In video creation, subtitle used to help people understand the meaning of the advertisement as well.

The language used in this video was formal language. This advertisement seemed to use the concept of flight announcement or pre-flight safety demonstration done by flight attendants. In linguistics perspectives, this concept can be seen from the messages below:

Ladies and Gentlemen, Welcome to Geprek Benu Indonesia.

This message is usually the first message stated by the flight attendant in pre-flight announcement to welcome the passengers into the aircraft. In this advertisement, this sentence used to welcome the customers to the video of Geprek Benu Indonesia's new product. Since this advertisement was broadcasted during covid-19 pandemic, this message implied that Geprek Benu is still welcoming the customers and be able to offer services during social distancing period.

First of all, please pay attention to the Government regulation and following physical distancing.

In flight information or pre-flight safety demonstration, this kind of message is used to ask passengers attention to follow safety regulation demonstrated by the flight attendants. In this video, this sentence delivered to invite the customers to follow government regulation regarding covid-19 pandemic prevention. This message used in this video because the product launched during covid-19 pandemic era. Not only to encourage the customers, this kind of message also showed safety ambiance provided by the seller to keep their customers safe and healthy. This will lead to customers will to buy the product even during the pandemic.

If you have 10 thousand rupiah in your pocket, use it wisely.

We need to inform you...

Usually in pre-flight safety demonstration, this message used to explain how to use life jacket and other emergencies and safety equipment. In this video, these sentences showed two messages. The first message was to tell the customers that Geprek Benu cared about economic problem which happens in all around Indonesia, even in the whole world, during the pandemic. That was why this merchant offered new cheap menus. The second message was to inform the customers that with only ten thousand rupiahs, the customers can order three kinds of delicious menus in Geprek Benu store.

Thank you for your attention, we hope you enjoy the meals from Geprek Benu Indonesia.

This is the last sentence in the video. This sentence showed that Geprek Benu expected that the customers like the new menu they are offering.

The use of oral messages and written sentences in this video created an understandable meaning for this advertisement. Oral messages stated in slow tones to generate peaceful atmosphere during the pandemic. The written messages also helped the oral messages to become more comprehensible. The only problem in the oral messages and written messages in this video is when there was a “typo” in one of Indonesian word in the written messages, which is *perhatihanya*. Meanwhile, the correct word should be “*perhatiannya*”. As a big company, this mistake should not be happened in a widely shared advertisement.

Visual Analysis

In term of visual analysis, Anstey & Bull (2010) said that it consists of color, vectors, and viewpoint in both moving and still image. Here are the discussions of visual analysis of Geprek Benu Indonesia’s commercial video.

The duration of the video is 02.01 minutes and it wrapped up the visual scenes in three main parts. The first part is the emblem of the company. The video showed both of the emblems in the beginning of the video. This scene indicated that the video which is about to seen by the viewers is brought by this Geprek Benu Company. The second main part of the visual scene is the actors. In the video, actors have important roles in greeting the viewers and in explaining the product to the customers. The third part of the main visual scene is the product. In this video, the viewers can see each part of the meal in zooming out scenes. These scenes are essential to take costumer attention and lift up their appetite in order to be willing to purchase the products.

The colors that dominate the video are yellow and navy. We can see yellow in the background of the video, in the emblem of the company in actors’ costumes, and also in the packaging of the products. In food company, especially fried chicken sellers, yellow is the most used color. This color is usually used for food packaging or food vendor in general because this color is good for people’s appetite. Meanwhile, navy and light blue can be seen in the costume of the actors and also in the background. These colors support the calming, peaceful and healthy impression build in this commercial.



Audio Analysis

In a multimodal text, audio system can be analyzed in the form of volume, pitch, rhythm of music and sound effects (Anstey and bull, 2010). In the video advertisement of Geprek Benu Indonesia, a slow classical music was used as the back sound of the video. The music can be heard clearly in the beginning of the video when the visual only showed the emblem and the actors did not speak yet. The music played in the entire video, but the volume is reduced when the actors spoke. Later, after all of the messages delivered the volume of the music raised again until the video stop.

The use of this calmly music in this video added up the comfort vibes showed in this advertisement. Besides, this music allowed the actors to convey the messages unmistakably. As stated in linguistics analysis, this advertisement tried to apply the concept of flight announcement which usually presents peaceful mood. Hence, oral messages conveyed by both actors delivered in a very calm and peaceful volume and pitch. The actors did not articulate the sentences directly. They only used sound effects but the sound presented appropriately with the gesture of the actors.

In the video, the customers can have a glance at the process of cooking of each meal. Usually, a food advertisement uses the real sound of the food during the scene, in order to provoke people's appetite. However, this video did not use that kind of sound effect. In addition to the previous paragraph, the use of another sound besides music and sound effects might disturb the main goal of the advertisement. Thus, it can be concluded that the music and the sound effects used in this video created a whole appropriate disposition for this advertisement.

Gestural Analysis

In analyzing gestural system in a multimodal text, Anstey and Bull (2010) stated that this resource consists of movement, speed, stillness in facial expression and body language. In the video of Geprek Benu Indonesia, this system can be seen in the gestures of both actors during the entire video.

In the beginning of the video, they made body language as seen in the left picture below. This body language was used in some Indonesian culture to humbly welcoming the guess to our place. The use of this body language showed politeness and modesty. This is added by their facial expression. The big smile on the actress's face and a slight smile on the actor's face showed that the crews of this merchant will greet the customers politely and in a very humble manner.

This kind of body language also presented in the end of the video when the actors said thanks to the viewers. Not only using the first body language, they added the second body language as can be seen in the right picture below. This body language really showed their humble heart in thanking the viewers and the customers for watching the video as well as enjoying the meals from their shop.



Then, to prove that this merchant obeys government regulations to do physical distancing during the pandemic, the actors moved and took two steps away from each other. The movement of the actors to show this can be seen in the screenshot below. Although later in the end of the video, they ignore the rule of physical distancing when they said thank you.



Beside the welcoming and thanking hand gestures, there some others hand gestures showed in this video advertisement. For example, when explaining that there are three kinds of the new menu offered in this commercial video, the actors opened their hand to tell about all of the menus. After that, the actors also used hand gesture in explaining each menu. In telling the entire menu and explaining each one of them, the actors did not point on the meal by using their finger but they pointed on them by using their hand. In Indonesian culture, the use of hand instead of finger while pointing at something is more polite.

Not only in pointing the meal, the actors also used polite hand gesture in pointing at a ten thousand rupiahs bill and the printed menu. The capture of some hand gestures shown in the video can be seen below. Therefore, by seeing all of the gestural resources in this video it can be interpreted that the whole gestural system in this online advertisement is combined and united to create an integrated meaning of the advertisement.





CONCLUSIONS

During the pandemic, every customer of food seller might think twice to order food. This is happen because they need to make sure that the seller and the food is safe and would not give them harm regarding the corona virus. Besides, they also need to make sure the food is affordable since the pandemic makes many people lose their jobs. This advertisement offers healthy, peaceful, affordable, and comfort advertisement's vibe in order to attract customers will to buy their new products. This commercial video used all five systems of multimodal in creating the main meaning of the advertisement. All of the multimodal resources used in this ad built an integrated meaning of a healthy and affordable products being promoted.

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