Multimodal Discourse Analysis on Mie Sedaap Singapore Spicy Laksa Advertisement

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Abstract

This study discusses the multimodal analysis on Mie Sedaap Singapore Spicy Laksa. As we know, both in printed or electronic advertisement is a discourse that has a complex message. This complexity happens caused by the companies that try to deliver the message to the customers. In order to make the message clearly conveyed to the customers, there are several things that need to be considered such as language features and also other visual features. Therefore, an Multimodal Discourse Analysis is needed in order to get the meaning and understand the complexity in Mie Sedaap Singapore Spicy Laksa. The multimodal analysis being discussed in this study is using functional systemic linguistics theories from Halliday (1975) cited in (Juliana and Arafah, 2018). This multimodal analysis was developed by the combination of the multimodal theory (Anstey & Bull, 2010, cited in Raharjo, et all, 2020), and multimodal analysis by Kress and Van Leeuwen (1996-2006) cited in (Pratiwy & Wulan, 2018), as well as to explain the multimodal analysis of researchers using a semiotic approach to Mie Sedaap Singapore Spicy Laksa Advertisement.

Keywords: analysis, multimodal, advertisement.

Abstrak

Penelitian ini membahas analisis multimodal pada Mie Sedaap Singapore Spicy Laksa. Seperti yang kita ketahui, baik dalam iklan cetak maupun elektronik merupakan wacana yang memiliki pesan yang kompleks. Kompleksitas ini terjadi karena perusahaan berusaha menyampaikan pesan kepada pelanggan. Agar pesan tersampaikan dengan jelas kepada pelanggan, ada beberapa hal yang perlu diperhatikan seperti fitur bahasa dan juga fitur visual lainnya. Oleh karena itu, diperlukan Analisis Wacana Multimodal untuk mendapatkan makna dan memahami kompleksitas Mie Sedaap Singapore Spicy Laksa. Analisis multimodal yang dibahas dalam penelitian ini menggunakan teori linguistik sistemik fungsional dari Halliday (1975) yang dikutip dalam (Juliana dan Arafah, 2018). Analisis multimodal ini dikembangkan dengan menggabungkan teori multimodal (Anstey & Bull, 2010, dikutip dalam Raharjo, et all, 2020), dan analisis multimodal oleh Kress dan Van Leeuwen (1996-2006) yang dikutip dalam (Pratiwy & Wulan, 2018), serta untuk menjelaskan analisis multimodal peneliti menggunakan pendekatan semiotik Iklan Mie Sedaap Laksa Pedas Singapura.

Kata kunci: analisis, multimodal, iklan.

1. Introduction

Language is an important medium for people to communicate in daily life. Through language, people can express their ideas, feelings, and also interact with other people. From time to time, language has been developed into many forms that cause good interaction between people all around the world. One of the forms of languages that we familiar with today is Advertisement. Advertisements can be found in electronic or printed media such as television, newspaper, or in food packing. The purpose of the advertisement is to persuade or to get people's attention to choose or use the product or the

service. Companies need to determine the effective medium that can transmit the message to the customers as stated by (Shinnawy & Marcus, cited on Rodriguez, 2017). One of the media that very effective to use or to show an advertisement is YouTube. As stated by comScore (2010) said that youtube is the most visited video platform of them all. This statement also supported by (Walk, 2010) that said YouTube was getting 2 billion views per day and users in 2010 were uploading more than 35 hours video per minute. So, from those statements it is very obvious that YouTube is a medium that will make the advertisement blown up so that the customers will choose or use the company's product. In order to understand the meaning or the information that the company wants to deliver, it is very important to study a multimodal in advertisement. The purpose of Multimodal analysis is to understand the meaning of a text such as verbal, visual, and also aural (Kress & Leeuwen, cited in Bo, 2018).

Some researchers have mentioned the importance of multimodal in advertisement, such as Multimodal Analysis of Wardah Lipstick Advertisement by (Aning Rustanti Raharjo et.al, 2020). The findings showed that there is a multimodal analysis on Wardah Lipstick Advertisement. The findings also showed that visuals components serve a massive attraction to the audience. The advertisement also showed how commercial producers practice psychological manipulation to get customers' awareness. Another study was done by (Muhammad Ansori and Lita, 2019). The findings showed that verbal mode contributes to building ideational meaning that is intended to promote tourism and also to persuade the tourists to come to Indonesia. Visual mode successfully delivers the characteristics of Indonesia. From the explanation mentioned above, the language and visual aspect that will attract the reader. Meanwhile, Mie Sedaap Singapore Spicy Laksa Advertisement covers all the components displaying verbal images and expressions that show the power of announcement and enhancers. In this research, the researcher did a multimodal analysis of food product advertisement. It is the easiest way to get the customers' belief and buy the product because of the advertisement's visual and verbal elements.

2. Research Questions

In this research, there are two research questions to guide the analysis as follows:

1. What is the meaning and understand the complexity in Mie Sedaap Singapore Spicy Laksa advertisement?

2. How is the multimodal analysis with a semiotic approach to the Singapore Mie Sedaap Laksa Spicy Advertisement.

3. Method

The data used to analyze the multimodal contained in Mie Sedaap Singapore Spicy Laksa Advertisement was obtained by the author through advertisements that have been accessed through the Youtube account 'Commercial Break Indonesia' where the data found in this study were collected using qualitative research methodology, then data will be presented using descriptive approach and the result is an explanation. Ansory and Taopan (2018) briefly define that qualitative research is a form of interpretive inquiry in which researchers make interpretations of what they see, hear, and understand. This study describes multimodal analysis using the theory of functional systemic linguistics (LSF) from Halliday (1975) cited in (Juliana and Arafah, 2018) in which this multimodal analysis model was developed from a combination of multimodal theory (Anstey & Bull, 2010, cited in Raharjo, et all, 2020), and multimodal analysis by Kress and Van Leeuwen (1996-2006) cited in (Pratiwy & Wulan, 2018), as well as to explain the multimodal analysis of researchers using a semiotic approach to Mie Sedaap Singapore Spicy Laksa Advertisement.

The main instrument is the researchers who gather and analyze the data. The secondary instrument was books, journals, and computers. Books and journals are used to collect information about the relevant theories. Meanwhile, the computer is used to type the data, watch the video, and make a final research report. The data used by researchers

in this study is in the form of images obtained from screenshots of the Mie Sedaap Singapore Spicy Laksa advertisement video. To get the analyzed data, the researcher went through several steps. First, the researchers captured each advertisement video scene consisting of an image, written text, and logo brands in getting the data. Second, after getting the required data, the researchers classified the data based on the theory of multimodal elements, which consists of linguistic, visual, audio, gesture, and spatial in the advertisement (Anstey & Bull, 2010 on Juliana & Arafah, 2018). Third, the researcher transcribed and identified the text and visual information found in the advertisement video, then interpreted the code, wrote the findings, and concluded the results.

4. Findings and Discussion

Linguistic Analysis

The Mie Sedaap Singapore Spicy Laksa advertisement is played by young actor Angga Yunanda who is currently being loved by young people in Indonesia. The Mie Sedaap Singapore Spicy Laksa advertisement uses a combination of spoken and written language. The spoken language in the Singapore Spicy Laksa Mie Sedaap Advertisement is spoken by actor Angga Yunanda. Some of the oral texts spoken by Angga Yunanda in the advertisement are presented as follows:

(1) *Makan laksa singapore enak nih* 'eating Singapore laksa is delicious'
Baru, mie Sedaap Singapore Spicy Laksa 'new, Sedaap Singapore Spicy Laksa noodles'
Aromanya, bikin ngiler 'the smell, makes you drool'
Kuah gurihnya, bikin nagih 'The savory gravy makes you addicted'
Mienya tebal, laksanya beneran sedap 'The noodles are thick, the laksa is really delicious'
Wah laksa banget 'Wahh! very laksa'
Mie Sedaap Singapore Spicy Laksa 'Sedaap Singapore Spicy Laksa Noodle'
Try it now!

The verbal variety used in Sedaap Singapore Spicy Laksa Noodle is formal and informal. The message in the Sedaap Singapore Spicy Laksa Noodle advertisement is conveyed in the form of an announcement which explains that the announcement is the only advertising message, the most important aspect interpersonally among other messages in the text and the catchphrase aspect. Furthermore, the emphasis on meaning contained in the verbal variety of the advertisement is strengthened and emphasized by the presence of the written variety which is manifested in the form of visual emblems which are realized through product emblems and trademarks.

Emblem product	

Emblem trademark	

Visual Analysis

The visual appearance in the Sedaap Singapore Spicy Laksa Noodle advertisement is realized in three visual stages, namely the visual of the ad star played by young actor Angga Yunanda, the visual of the Sedaap Singapore Spicy Laksa Noodle, and the last visual emblem. These three visual displays last for 00.15 seconds. The realization of the three visuals is described in the following figure:

	Visual of the commercial star, an Indonesian actor Angga Yunanda
	Visual product
	Visual emblem trademark

The visual combination of advertising stars with Sedaap Singapore Spicy Laksa Noodle product visuals creates interpersonal meaning between participants and audiences. The interaction between participants and the

Demand is a direct interaction that manifests through eye contact between the participants and the viewer that looks at the viewer. Taking visual elements in the text is to provide information to the audience that the audience is realized through eye contact which functions as a Demand.

Demand

product is a product that can be owned and processed easily. Both of these are realized and can be found on Displays and Emblems. This situation is very different in print

advertising where social and equality is realized in call and visit information.

This situation indicates that the participant is explaining the goods offered.

The next process is the meaning of the goods offered by participants through spoken verbal texts that explain the advantages of the products offered.

The supremacy of the product	

The three images are included in a set that has a background function that explains the advantages of the products offered. Additives are relationships that explain various visual information through verbal texts, which complement the advantages of the product. This situation shows that participants really enjoy the flavors offered by Sedaap Singapore

Spicy Laksa Noodle which can make the audience curious about the new taste and want to try it for themselves.

Audio Analysis

The music in this commercial that was delivered with the action is only in the form of ritmic. This type of music shows, demonstrates, or gives the impression that Mie Sedaap Singapore Spicy Laksa can generate and give energy to the customers after they eat it because the taste is very delicious. It is also supported by the use of verbal affirmation that show the supremacy of this product such as:

"rasanya, rasa singapore beneran" (The taste, the taste is like Singapore"

"aromanya bikin ngiler" (The smell me drool)

"wah laksa banget" (Wow, the taste is same with laksa)

Beside the statement above, there is also affirmation of the supremacy of the product is the use of verbal so that the meaning, Mie Sedaap Singapore Spicy Laksa, and silence are the delivery of product excellence to the audience on the visual activity of participants.

Spatial Analysis

Each image in this advertisement has its specific connotation, and each connotation of an image can support the meaning of another image. The spirit of the participants and supremacy of the product is shown by the distance from the active participants' images. This leads freshly to give an impression and a deep meaning to the user. The lead in this ad is a Locus of Attention (LoA) realized in the following image**:**

Gesture Analysis

The advertisement's gestures can be seen from the facial expression, movement, and also body speed. The advertisement gestures from Mie Sedaap Singapore Spicy Laksa can be seen from the star's activities in the advertisement. The following table will show the results of the writer's gestural analysis in the Mie Sedaap Singapore Spicy Laksa.

No	Picture	Explanation
1.		Picture 1 shows the main character, Angga Yunanda, showing the Mie Sedaap Singapore Spicy Laksa to the camera.
2.		Picture 12 shows that Angga Yunanda is showing the appearance of Mie Sedaap Singapore Spicy Laksa which is ready to be served.
3.		Picture 13 shows Angga Yunanda and other characters eating the Mie Sedaap Singapore Spicy Laksa.
4.		Picture 4 showa Angga Yunanda tells the viewers of this advertisement to try the Mie Sedaap Singapore Spicy Laksa.

In linguistic analysis, this advertisement uses a combination of spoken and written language. The message conveyed orally in the Mie Sedaap Singapore Spicy Laksa advertisement was conveyed in the form of an announcement delivered by the main character in the advertisement, namely Angga Yunanda who explained that the most important aspect was interpersonal among other messages in the text. The process that

occurs in the Mie Sedaap Singapore Spicy Laksa advertisement is an illustration of the actor showing that Mie Sedaap Singapore Spicy Laksa products are easy to obtain and also processed, which everyone should try because of the taste of the savory broth, the aroma that will make audiences drool, with thick noodles, and very thick laksa taste. To convey messages in a complex and not boring way, most of the advertisements combine the advertising messages spoken by the advertisement stars with a variety of writings in visual form which are shown through product symbols and trademarks (Azkiyah, et al, 2021). This can be interpreted if spoken and written messages can represent the product being marketed.

Visual Analysis

Visually, the advertisement Sedaap Singapore Spicy Laksa Noodle duration is fifteen seconds. Visual appearance in Sedaap Singapore Spicy Laksa Noodle advertisements was realized in three stages, namely visual star advertising played by Angga Yunanda, Visual Sedaap Singapore Spicy Laksa Noodle, and Visual Emblem. After being observed by the use of orange dominating the background on this ad that symbolizes the color of the product wrap and also the product itself followed by supporting colors such as white and light brown which can be observed in the texts used and the color of the table. Furthermore, on this ad Angga Yunanda which is an advertising star of the product has the desire to eat Singapore laksa, a blend of ad stars visual and visual products in Sedaap Singapore Spicy Laksa noodles adopted that the advertisement star itself enjoys the delicious product advertised and visual elements in the text providing information that everyone who sees the ad must immediately try a new taste released by Sedaap noodles. Both visual advertising and visual products in this ad can be found in the visual emblem used by Sedaap Singapore Spicy Laksa noodles. The researcher found data that in this ad was realized in three visual stages that match the research conducted by Apriliyanti (2017), those are the visuals of advertising stars, a combination of visual advertising stars and visual products appearing in advertisements

and found in the display and emblem of the product. If compared to print ads, there are differences in situations that occur between social and equality manifested by calls and visits. This is in line with the statement of Arlini (2020) that the selection of advertising stars in print media is very important because good visual demands in view will attract the attention of audiences to the advertising star itself and the audiences will focus their attention on the ad displayed. Forcing audiences to use products by displaying the advantages of the product and placing audiences in the same social situation will build a relationship between advertising stars and audiences, that these two aspects can have the same thing, namely the Sedaap Singapore Spicy Laksa noodles.

Audio Analysis

This Advertisement video begins with Angga Yunanda saying *"Makan laksa Singapore, enak nih"* (Eat Singaporean Laksa, that would be great!". Then, Angga Yunanda as a central character here said *"Baru! Mie Sedaap Singapore Spicy Laksa"* (It's new! Mie Sedaap Singapore Spicy Laksa). Other audio that can be analyzed is when the centre character said *"rasanya, rasa singapore beneran"* (The taste, the taste is like Singapore"; *"aromanya bikin ngiler"* (The smell me drool); *"wah laksa banget"* (Wow, the taste is same with laksa). Those statements from Angga Yunanda shows the product's preeminence and strengthens that the taste of Sedaap Singapore Spicy Laksa Noodle is same with the authentic Singaporean Laksa. Those statements also convince the viewers that if they want to eat Singaporean Laksa, just eat Sedaap Singapore Spicy Laksa Noodle. Presentation of verbal message and following by the non-verbal message also used in this advertisement which makes viewers or customers interested with the advertisement. It is also supported by a statement from (Ketut et al., 2017) that said verbal and non-verbal signs have a relationship that will help readers understand the message information, and also message carried out by the product advertisement.

Spatial Analysis

The distance between one image to another image has shown the relationship and integration in this advertisement. Each image in this advertisement has its own meaning and each meaning of the image mutually supports the meaning of the other image. The spirit of the centre character can be seen from the activity and the product supremacy shown by the distance of the active participant's image and the process of making the Sedaap Singaporean Spicy Laksa Noodle. The Locus of Attention (LoA) here also shows the appearance of the product which makes the viewers or customer easily recognize the product.

Gestural Analysis

The movement carried out by the main and minor figures in this ad can be analyzed as a gesture of participants where the gesture participants in this ad can be observed from the activity carried out on advertising stars on Sedaap Singapore Spicy Laksa Noodle. In the same case (Savitri and Rosa, 2019) state that gesture in this ad can be seen from the movement, the body's speed of participants, and facial expressions. In this advertisement, simple activities from advertising stars such as having the desire to eat Laksa Singapore and choose Sedaap Singapore Spicy Laksa Noodle as a choice were very enthusiastic. By representing the product using a movement that is enthusiastic when presenting the product and enjoy advertised products will result in direct and indirect impacts on participants and also audiences.

In the gesture analysis shows that the advertising star shows the product visual before being processed or seen from the wrapper, through the movement that shows the product right in front of it represents that the product displayed can be owned by viewers and advertising stars introduce to viewers that it is a visual of the product Sedaap Singapore Spicy Laksa Noodle must be tried. In Figure 12 showed the advertisement star sits at a table where right in front of the advertising star has been served a product sedaap Singapore Laksa Noodle while describing if the aroma of Sedaap Singapore Spicy Laksa Noodle is very delicious that will make a drool viewer, the visual display of products in this scene also

represents advice from product presentation if viewers are trying the product advertised. Figure 13 Main character and also supporting characters in Sedaap Singapore Spicy Laksa Noodle ads are enjoying a new flavor variant whose flavor is very thick like typical Singaporean laksa, in Figure 13 seen 4 people consisting of two women and two men enjoyed the sense of Singapore Spicy Laksa Noodle, two of the stars add in the left of the figure very focused on food in front of them and also two other advertising stars who look at each other after consuming a spoonful of noodles which expressed a fresh and delicious taste of Sedaap Singapore Spicy Laksa Noodle which also signifies them to sense of the products they eat. It will also notify the viewers if the taste presented by Singapore Spicy Laksa Noodle is very good and must be tried immediately. And Figure 14 Stars Ad again shows visual products from Sedaap Singapore Spicy Laksa Noodle and invites viewers to try the new taste variant that is so tempting.

5. Conclusion

Singapore Spicy Laksa Noodle Advertisement observed has various semiotic elements included in multimodal discourse analysis. The study covers the analysis of the multimodal using a semiotic approach. The visual elements including the ad's generic structures present to deliver the entire and complete meaning to the viewers. The linguistics, visual, audio, spatial, and gestural analysis adds to the completeness of understanding of the message and meaning as the producer intends to do.

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