

Multimodal Analysis in Sprite Advertisement ‘Nyatanya Pas’ Edition

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Abstract

The word “advertisement” is originated from the word *i’lan* which means “notification”, that is the notice of products or services from the producers to the potential customers. This study discusses about Sprite advertisement ‘Nyatanya Pas’ edition by employing multimodal analysis. The purpose of this study is to describe the linguistics, visual, audio, spatial, and gesture that are depicted in Sprite advertisement ‘Nyatanya Pas’ edition. The method employed in this study is the qualitative descriptive. The result of the study is that the linguistic analysis in this advertisement is the informal variety in Jakarta. The visual analysis in Sprite advertisement is realized in the participant’s action in accordance with the narrator’s utterances. The gesture analysis is that the expression of body moves is conducted by the participant in accordance with the narrator’s utterances. The spatial analysis is the product depiction with lemon and lime flavors.

Keywords: linguistic analysis; multimodal; Sprite advertisement; visual analysis

1. Introduction

In our daily life, we cannot be separated from advertisement since it is everywhere and becomes a common thing. The media of advertisement is various since it employs every possible media to convey a message, starting from print media (newspapers, magazines, posters, and so on) to electronic media (television, YouTube, and so on). Advertisement is basically utilized to inform products and services from the producers to their potential customers.

Advertisement has the essential power as the means of marketing that assists to sell products or services. Advertisement can be understood as verbal and non-verbal communications. The advertising message structure is the way of presenting a message in a form of implicit and explicit conclusions in the message content. According to Shimp (BaihaqinFahrini, 2017), the attractiveness that are often employed in an advertisement are the attractiveness of supporting roles, humor in advertising, fear, and music. One of the attractiveness that is most frequently used is the attractiveness of humor since it is easier to recognize and remember from an advertising message. The advertisement that is accompanied by a humor theme usually becomes a popular advertisement and renders the most remembered advertisement by the audience.

The advertising message conveyed with humor in an advertisement is employed to attract the audience. Humor in advertisement renders the audience to be more attentive or attracted to the conveyed humor and they tend to have lack attention to the brand or attribute owned by a product. As depicted in Sprite advertisement with a popular Indonesian comedian who is well-known with his slogan to pin down, thus it is fascinating to analyze this advertisement with multimodal analysis to discover the multimodal depiction realized in this advertisement.

2. Literature Review

2.1 Advertisement

Advertisement, or *iklan* in Bahasa Indonesia, etymologically comes from Arabic word *i’lan* which means “notification”, that is the notice of products or services from the producers to the potential customers. Advertisement is utilized by the producers to inform their products while it is used by the customers to understand the required products. Advertisement is a means of communication for the products or services users. The word “advertisement” comes from Latin *ad-vere* which means “passing the mind and ideas to other parties” (Keppeler in Puji, 2008).

The purpose of advertising is to be the various implementation of means of communication which is important for the business enterprise. According to Shimp (2003), the purposes of advertising are (1) informing: advertising brings the customers to the new brands, educates them about various features and benefits of the brands, and facilitates the creation of positive brand image; (2) persuading: the effective advertisement will be able to persuade the customers to try the advertised products and service; (3) reminding: advertisement keeps the company's brand fresh in the minds of consumers; (4) adding value: advertising provides value-added by perfecting the quality and innovation to the brand by influencing customers' perception; (5) assisting: advertising becomes the companion which facilitates other efforts of the company in the marketing communication process (BaihaqiinFahrini, 2017).

To understand the meaning contained in an advertising message, there are several forms of advertising messages (Sinarin Suprakisno, 2015), such as:

- a. Announcement is the only advertising message that becomes the interpersonally significant aspect among other messages in the text and catchphrase.
- b. Enhancer is employed to build the meaning that originates from the interaction between lead and announcement. The enhancer message is conveyed in paragraphs.
- c. Call and visit information is the contact information that can be contacted by the user community who attempts to get the advertised product. The call and visit information is usually printed in small fonts. Its position is usually at the top, below, left, or right section of the advertisement.
- d. Lead explains the size, position, or color that should be potential to save the impression and meaning for the users.
- e. Display functions to describe a product in a real and explicit way. The visual component of congruent display functions to realize the products without getting through symbolization and incongruent display realizes the products through symbolization.
- f. Emblem is divided into visual emblem which is realized through the logo of advertised product, and linguistic emblem is manifested through the brand name or trademark. Emblem functions to provide identity or status to the product, which is placed anywhere adapting the advertisement text proportion.
- g. Tag is the recommendation toward a product advertisement.
- h. Conversion in the text explicates the active and passive participants in verbal text.
- i. Setting functions as the background which explains the excellence of the offered product.
- j. Additive is the relationship which explains various visual information through verbal text which complement each other's advantages possessed by the product.
- k. Demand is the direct interaction between the participant and the audience which is realized with the eye contact that looks at the audience.
- l. Social and equality is the way of visual elements retrieval in the text by providing information to the audience that the product is a product that can be easily purchased, and the realization can be found in the call dan visit information.
- m. Salience depicts the advantages gained by using the advertised product whose effects are indirectly conveyed to the audience, for example the beautiful body becomes the dream of every woman.
- n. Reactor is the people around who viewed the object which becomes the center of attention.

The fascinating advertisement is the advertisement that can attract the attention of the target market. Products which become the tools to satisfy every customer's needs often appear in the advertisement of television media by engaging the public figures of famous superstar with the expectation to boost the product sales and to be better known and easily recognizable by the society.

2.2 Multimodality

Multimodality is one branch of the linguistic systemic functional (LSF) studies developed by Kress and Van Leeuwen in their book *Reading Images*. The multimodal study applies both verbal and visual interactions. The multimodal analysis investigates text with more

than one semiotic mode (verbal and visual) simultaneously or analyzes the means communication which integrates verbal and visual texts.

According to Bull and Anstey in Suprakisno (2015), there are five semiotic aspects to examine multimodal text, that is 1) linguistics, consists of vocabulary, letters, general structures, and grammar of spoken and written languages; 2) visual, comprises colors, layouts, page or scene, and picture. Visual picture engages body language, movement, dances, photos, films, and videos; 3) audio, includes volume, tone, and rhythm of music, sound effect, and silence; 4) gesture, constitutes movement, speed, and silence in the face, expression, body language, and posture; 5) spatial, contains proximity, direction, and layout position.

3. Method of the Study

This study employs descriptive method since this study attempts to make a description, that is making a depiction, a systematic, factual, and accurate picture of data, traits, and relations of analyzed phenomena (Djajasudarma, 2006:9). In a language research, the descriptive method tends to be used in qualitative study. In this study, the data of the study is Sprite advertisement 'Nyatanya Pas' edition accessed from Google with a duration of 0.30 minutes. The steps of acquiring the data are selecting and downloading the advertisement, observing every scene by adapting them to the theory of multimodality, describing every element both verbal and visual, and analyzing them in accordance with multimodal theory.

4. Discussion

In analyzing the multimodality in Sprite advertisement 'Nyatanya Pas' edition, there are some semiotic aspects to concern, that is linguistics, visual, audio, gesture, and spatial analyses. Sprite advertisement is analyzed based on the multimodal semiotic aspects as follows.

4.1 Linguistic Analysis

Linguistic analysis includes vocabulary, letters, and grammar of spoken and written languages. Sprite advertisement that is played by the infamous comedian CakLontong employs spoken and written languages. The spoken utterance is realized by CakLontong's utterance as the narrator in the advertisement, who is popular with the joke material which orders his audience to pin down. The spoken utterances are as follows.

Hey, guys... Ayo berpikirjernih.

Nyatanya, SPRITE KEMASAN PAS! Pas di kantong.

Tapiyagak pas basah juga.

Pas di dompet, tapiyagakusahdimasukkin!

Nyatanyaemang pas porsinyasekalimum.

Tapiyagakusahlebay.

Sprite nyatanya pas gaklebay.

Sprite advertisement 'Nyatanya Pas' edition employs the combination of spoken and written languages. The spoken language is depicted by the narrator that is conducted for a duration of 0.30 minutes. The verbal variety of the advertisement is the informal variety in Jakarta and the depiction of fit in the wallet is the metaphor of affordability, yet the author deflects it with the idiom *pas di dompet* ("fit in the wallet"), thus the bottle is inserted into a wallet. Then, the meaning emphasis in the verbal variety of this advertisement is strengthened and affirmed by the written variety that is also followed by the acts of another character (participant) which are in accordance with CakLontong's utterances as the narrator. Besides, it is supported with the use of full capital in the sentence *SPRITE KEMASAN PAS!* which depicts that Sprite in this edition actually fits, both in the pocket with the affordable price and in the practicality since it is convenient to bring anywhere.

The message in Sprite advertisement is conveyed in the form of announcement which explains that the announcement is the interpersonally significant aspect among other messages in the text. The occurring process in the announcement as the main advertising message is the

greeting or inviting process which owns the imperative modus. This kind of modus is an invitation to consume the beverage product, that is Sprite, in any condition to clear the mind.

4.2 Visual Analysis

The visual in Sprite advertisement is realized in some acts of the additional participant's behavior in accordance with the narrator's utterances, that is a) the visual of the participant when putting a Sprite bottle into his pocket after taking it from the refrigerator, putting the bottle into his wallet, and drinking from the bottle all at once; b) the visual of the product which provides the information to the audience that the product is a colorless beverage product with lemon and lime flavors which can be purchased easily. The visuals can be observed in the following figures.

Figure 1: The act of putting a Sprite bottle into the pocket



Figure 2: The act of putting a Sprite bottle into the wallet



Figure 3: The act of drinking from a Sprite bottle all at once



The visuals have the linkage since the visuals narrate a story and facilitate the audience in understanding the conveyed intention. The visuals depict a simple and convenient Sprite bottle which is affordable and fit for one drink. This condition demonstrates that the participant explains the offered product. The next process is the participant explicates the excellence of the offered product through the spoken or verbal text.

4.3 Gesture Analysis

The gesture expression is conducted by the participant, not the narrator. The gesture in this advertisement is realized with the participant's activities, such as putting a Sprite bottle that fits in the pocket into his pocket, putting a Sprite bottle that fits in the wallet into his wallet, and drinking a bottle of Sprite. When the narrator narrates his utterances, the participant realizes the utterances with the activities.

4.4. Spatial Analysis

The integration in this advertisement appears by the combination of one image and another. Each image has its own meaning and role, yet it supports each other. The product depiction with lemon and lime flavors, product excellence, and product convenience are integrated with the proximity of participant's active image, also the lead depiction at the end of the advertisement image. The depiction of a small-sized bottle of Sprite is demonstrated with a hand grip. The hand shown is the right hand to present the intention of drinking with the right hand like what is realized by the participant. The function of this lead is to give the deep impression and meaning for the consumers which is realized in the following figure.

Figure 4: The depiction of a bottle of Sprite



5. Conclusion

In Sprite advertisement 'Nyatanya Pas' edition, there is the multimodal semiotic system. The message in Sprite advertisement is conveyed in the form of announcement that provides explanation that the announcement is the interpersonally significant aspect among other messages in the text, which is supported by the narrator with his utterances which are realized by the participant in the advertisement. The depiction of refreshing drink that is convenient to carry and affordable as well as the easy-to-remember advertisement form are caused by the utterances of the infamous comedian CakLontong.

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