

# Language Structure in Virtual Class Program on Social Media

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**Abstract**—The research is to find out what language style and structure delivered by the host (trainer/host) with the time limitations and what is the meaning of visual reality that exists in the media from the perspective of Multimodal theory. The research method used in this research is a qualitative descriptive analysis that analyzes and exposes the narrative representation, the conceptual representation, the representation and interaction of the research object to get a result of research that is quite comprehensive. The research used case study in the Catatan Anak Start Up (CAST) which contains tips and tricks of the start up business performed in virtual class through social media as the medium. The result shows that many declarative sentences with simple structure are used and comprehensive visual structure elements make the tutorial content in virtual classes on social media can be conveyed successfully. The conclusion shows that the virtual class can be one of the media to share knowledge and experience by using interactive language for young people. Multimodality analysis of verbal and visual language structures proves that verbal structures that produce language moods will be very effective in conveying messages if supported by visual structural elements.

**Keywords**— *Virtual Class , Multimodal, language structure*

## I. INTRODUCTION

This paper is departed from a phenomenon of the strengthened internet technology followed by the internet-based on media development. Social media is one of the developing media began in 2002. Social media is an internet sites or platform where people interact freely, share and discuss information often about each other and their lives, use a multimedia mix of personal words, pictures, videos and audio.[1]

One way in using an internet technology is virtual class, virtual class is defined as an interactive web based virtual classroom can be defined as an online teaching (e.g. electronic teaching or mobile-teaching) and learning (e.g. electronic-learning or mobile-learning) portal similar to the environment of physical classroom. Here the word 'Interactive' means face-to-face communication as commonly seen in the traditional classroom.[2]

The Catatan Anak Start Up (CAST) Video is categorized as a tutorial video virtual class, mostly favored by YouTube users. As a tutorial video, CAST is created by kitabisa.com, a website where anyone can raise funds online and be transparent. It is a company with digital platforms engaged in fundraising (own funding), especially for social

and socialpreneur campaigns, founded by M. Al Fatih Timur as the Founder and Chief Executive Officer (CEO) and Vikra Ijas as the Co-Founder and Chief Marketing Officer (CMO) and several others in 2013

Structure language is not only defined as semantic and phonetic, clauses but is more widely understood as text realized from a combination of two or more semiotic systems. There are five semiotic multimodal systems in a text, namely: Linguistics (vocabulary, general structure and oral and written grammar), Visual, Audio, Gestural, and Spatial.[3]

The CAST video series is interesting to be used as a research's object on this paper because it is hosted by an educated young man, trending video material, packed with realistic visuals and tend to be modest. However, from the overall verbal and visual assets, the language structure seemed to be used, especially by the video host Vikra Ijas. Thus, the language structure used by the host is the focus on this paper, using the research multimodality theory approach; the overall capital in the audio visual video is going to be analyzed and described in this paper.

Researches using multimodal theory have been conducted by previous researchers with advertising as the research object, both television commercials and print advertisements, as in the research conducted by Iis Kurnia in her research title "The Metafunction of visual text of Indonesian Traditional Cosmetic advertisement", "Verbal and Visual Signs in Indonesian Cosmetics Advertisement and Metadiscourse Markers in Indonesian Halal Cosmetics Advertising: A Multimodal Analysis" [4] In these three researches, Iis Kurnia used print advertisement for beauty products as the object of research, and analyzed them with multimodality theory. The analysis carried out varied in visual structure analysis, visual verbal structure analysis, and also verbal visual analysis related to other research variables, namely buying interest in products. In another research, the use of this multimodal theory was used by Suprakisno in his research title "Multimodal Analysis on Indomie advertisement. In this research Suprakisno proved with this multimodal theory, that in this ad found many elements of "modal" and there was a strong relationship and mutual support between texts verbal with visual text, which is called a visual emblem.[5]

However, apparently, the analysis with virtual class video series as research's object has not been conducted a lot, especially those that discuss the analysis of language and communication structure in the video series. The video series

with business startup content as today's young adult's trend and the charm profile of Vikra Ijas as their representation are other factors for conducting this research.

When viewed from the type of content, there will be at least three types of content in the CAST Video series hosted by Vikra Ijas: Start Up sharing Knowledge Tutorial, ,Start Up Experience sharing, and Start Up Event



Fig.1 CAST Video Series

(source : Youtube retrieved from <https://www.youtube.com/watch?v=2157vPfaPs8> : [www.youtube.com/watch?v=QbqjJMUmv4](https://www.youtube.com/watch?v=QbqjJMUmv4) : [www.youtube.com/watch?v=ChxuVS6cBRI&t=162s](https://www.youtube.com/watch?v=ChxuVS6cBRI&t=162s) )

## II. METHOD

Multimodal analysis is used in this research study to analyze verbal and visuals text structures from CAST video series consisted of 3 video variants with the same discussion object about the startup business discourse and all three are published on social internet media (Youtube). In this research, verbal and visual text are analyzed in an effort to understand the research object complexity and which support the description of the resulting multimodal analysis.

This multimodal analysis is conducted because text is a language unit that has meaning in a social context, it occurs due to the communication interaction. All of these communication interactions are called multimodal. The analysis phase is conducted in two stages, namely analyzing verbal text using Functional Systemic Linguistics theory (LSF) especially the theory of mood system from Gerot and Wignel (1995). The second stage is to conduct multimodal analysis; this multimodal analysis uses a theory developed from a combination of multimodal theory (Anstey & Bull, 2010) and multimodal analysis by Kress and Van Leeuwen (1996-2006) to discuss the text visual structure.

## III. RESULTS

*Catatan anak Start Up* ( CAST) TV virtual class video series presented by Vikra Ijas lasted for 7 minutes and 30 seconds. Equipped with musical accompaniment, using two languages, Indonesian and English, having an informal style in delivery, this video tutorial tries to give a brief overview of business material. Descriptions are presented by using simple language and considering many factors. This tutorial video has a declarative language style that is much informative and persuasive.

The result of verbal text analysis shows that some clauses consist of mood element such as subject and its finite, then a residue consisting of adjunct, predicator and complement. By using mixing code both in Indonesian and English, the structure of each clause shows grammatical structure consisting of mood and residue.

The result of audio or visual text analysis shows that the visualization and audio compositions always use the Tryptich concept from Kress and Van Leeuwen, especially in

the video tutorial variants with a single host and in the video sharing experience where there are two informants. The Tryptich concept is used by dividing the visual screen into three panels and the information center, communication and dialogue are in the middle. The Tryptich concept is also used in the division of audio dissemination, which is divided into three, namely intro, content and endings. At the same time the release of audio shows the duration setting, where in the middle contents is longer than the intro and ending

In the element of gesture analysis containing with body movements and body language, facial expressions and speed and silence show that the "expressions of everyday dialogue" from the main informant (host Vikra Ijas) makes an emotional connection between audience and host even though it takes only for 7 minutes. A special composition produced from the Middle Close up capture technique and supported by the harmonization between background and foreground (figure) understood by, Michelle Anstey and Geoff Bull, produce Saliency that is information values and framing which in Kress and Van Leeuwen's understanding is as a good information and language conveying taken from a virtual class video series object in this research object.

## IV. DISCUSSION

Interpersonal meanings which is one of three meanings in Functional Systemic Linguistics (LSF) are realized in the lexico grammar through selections from the system of Mood. Mood is a system which interpersonal meanings are related within the conversation. Mood carries the interpersonal functions of the clause and consist of Subject + Finite. Subject is realized by a nominal group that the speaker gives responsibility to for the validity of the clause. While the finite is residue by the first of the verbal group. The rest of the verbal group is the Predicator, which forms part of Residue. A clause thus consists of Mood + ]Residue [6].

In Sinar's understanding, multimodal text analysis is analyzed and interpreted not only from the physical structure of spoken or written language, but also expressed and displayed visually, especially in print media advertisements.[7]

In multimodal analysis, Michelle Anstey and Geoff Bull stated that a text is called multimodal if the text is realized from a combination of two or more semiotic systems. According to them, there are five semiotic multimodal systems in a text, namely: 1) Linguistics: vocabulary, general structure and oral and written grammar, 2) Visual: color, vector and viewing angle in still and moving images, 3) Audio: volume, tone and rhythm of music and sound effects, 4) Gestural: movement, speed and silence in facial expressions and body language, and 5) Spatial: proximity, direction, layout position and organization of objects in space [7].

Meanwhile, according to Kress and Van Leeuwen[8], multimodal analysis is related to the presence of representational and interactive meanings with images which according to him are conducted through three systems, namely:

- a. Information Value. The attachment of participant and syntagmatic elements that connect the two and each

other with an audience of images, thus giving them specific information values about what elements are in the image. There are two compositions of images that can be seen from various directions, actually at the level of information value, left-right and in the center so that the supporting elements of the left-right or surrounding as non-central elements form a kind of Triptych, which supports the main information in the center.

- b. Saliency, in visual language also called as Vocal Points, is the important part made to attract the audience attention with a higher degree and different from other visual complementary elements such as the background, foreground, size, color contrast, differences in sharpness, and others.
- c. Framing. It is the management of image boundary elements to clarify or to sharpen, to separate and to mark the image element part acknowledging if it is the focused or the analyzed part or not.

#### A. Verbal Text Analysis

Analysis on verbal text uses Systemic Linguistics theory (LSF) especially the theory of mood system from Gerot and Wignel (1995). The mood system is used to analysis Catatan Anak Start Up transcription. The sentence or clause analysis samples represent the introduction, the content and the ending of the tutorial. They are as followed:

#### Data 1: analysis of verbal text (sample of the introduction in the tutorial) (0:49/ 7:37)

.....as you see on tv series video HBO Silicon Valley.....		
as	you	
Conjunctive Adjunct	Subject	Finite(present)
Residue	Mood	

see	on tv series video HBO Silicon Valley...
Predicator	Circumstantial Adjunct
Residue	

TABLE I CLAUSE ANALYSIS AT 0.49 MINUTE AS INTRODUCTION SENTENCES

This clause displays mood element consisting of subject and finite, and residue consisting of predicator and adjunct.

#### Data 2 : analysis of verbal text (sample of the content in the tutorial )(1:07/ 7:37)

Incubator itu basically adalah tempatnya sebuah start up diinkubasi		
Incubator itu...		
Subject	Finite(present)	
Mood		

basically	adalah	tempatnya sebuah start up diinkubasi
Adjunct	Predicator	Complement
Residue		

TABLE II CLAUSE ANALYSIS AT 1.07 MINUTE AS TUTORIAL SENTENCES

This clause displays mood element consisting of subject and finite, and a residue consisting of adjunct, predicator and complement.

#### Data 3 : analysis of verbal text (sample of the content in the tutorial) (1:50/ 7:37).

Im sure there are more that I haven't known yet (yang gue juga belum tau )		
I	am	sure
Subject	Finite(present)	Complement
Mood		Residue

there	are	more (things)
Subject	Finite(present)	Adjunct
Mood		Residue

That I belum tau	haven't	known yet (yang) gue
Subject	Finite(present)	Predicator
Mood		Residue

TABLE III CLAUSE ANALYSIS AT 1.07 MINUTE AS TUTORIAL SENTENCES

The sentence in the data (content tutorial) above has 3 clauses, both dependent and independent, which the type of the mood is a declarative mood.

#### Data 4 : analysis of verbal text (sample of the ending in the tutorial) (7 :04/ 7:37 )

I	am going	to end	this episode of CAST
Subject	Finite	predicator	Complement
Mood			residue

TABLE IV CLAUSE ANALYSIS AT 1.07 MINUTE AS TUTORIAL SENTENCES

The above clause has statement as the speech function, declarative as the mood type and S+ F (Subject + Finite) pattern as the mood structure

#### B. Visual Text Analysis

By using multimodal elements from Michelle Anstey and Geoff Bull[9], this type of knowledge tutorial video could be analyzed as follows:

a. Linguistic Analysis; it has been analyzed on verbal text analysis.

b. Visual Analysis; the overall appearance of this video seemed to focus on the figure of Vikra Ijas, the host, with a centralized visual composition and taking a Medium Close Up (MCU) camera angle allowing the audience to hear tutorial content very clearly. Background and figure harmonization are designed with the use of yellow chromatic "contrast" colors (complementer) in the background and dark gray ash on the figure used by the host. Thus, when referring Kress and Van Leeuwen, this composition forms the Triptych concept in information value; where the yellow color and the decoration on the left and right serve as a central complementary participant, formed and established a central information center. As a comparison, this visual composition is always used in other video episodes as shown in the following picture:





Fig.II. Triptych panel composition on CAST  
(SOURCE : YOUTUBE RETRIEVED  
[WWW.YOUTUBE.COM/WATCH?v=BWLPMJCXCHK:](http://WWW.YOUTUBE.COM/WATCH?v=BWLPMJCXCHK)  
[www.youtube.com/watch?v=ChxuVS6cBRI&t=162s](http://www.youtube.com/watch?v=ChxuVS6cBRI&t=162s) )

c. Audio Analysis of the total video time that lasts about 7 minutes 30 seconds, then the audio (Music Background) and Audio Voice over (Host's dialogue) composition can be seen as follows:

Audio	Visual	Time
<b>Intro 1</b> Voice over : "Whats Up every one welcome to 3 <sup>rd</sup> episode CAST, Catatan Anak Start Up"	Host Vikra Ijas	15 seconds
<b>Intro 2</b> <b>Music background :</b> with a high enough beat filed with emotions ready and full of challenges	Life Video with quotes from Steve Job, Mark Zuckerberg and Tv series HBO about Silicon Valley	15 seconds
<b>Main Content :</b> Music background: soft beat and low volume <b>Voice over :</b> 10 <sup>th</sup> explained about Star Up Business	Life video Vikra Ijas with 10 <sup>th</sup> explained about Star Up Business, with visual description	5,5 minutes
<b>Ending 1 :</b> Music background with soft beat and low volume : <b>Voice over :</b> Closing Speech about Star up Business, and persuasive talk for subscribe the channels	Life video Vikra Ijas	15 seconds
<b>Ending 2 :</b> Music background : with a high enough beat filed with emotions ready and full of challenges	Life Video with quotes from Steve Job, Mark Zuckerberg and Tv series HBO about Silicon Valley	1 minute

TABLE V AUDIO SETTING ON CAST SHOW TRYPTICH THEORY WHERE NARRATION IS DIVIDED into three part function: introduction, content and ending  
(source : Youtube retrieved from [//www.youtube.com/watch?v=2157vPfaPs8](http://www.youtube.com/watch?v=2157vPfaPs8))

Adjustment efforts are found in the analysis results of the above audio data, which is called Saliency or Vocal Point in visual language, according to Kress and Van Leuwen, where there is a Vocal Point setting as in Intro 1 when greeting (What's Up ..) then background music decreases. However, in Intro 2 there is music background reinforcement, it's performed to support life video from successful people's quotes (Steve Job, Mark Zukernberg and Silicon Valley). For almost 6 minutes of main content, background deliberately not rose strongly to do Saliency on the main Vikra Ijas Live Video contents being spoken, and Saliency is moved back to the background music in the

Ending of Video series. Besides being Saliency, this audio composition shows Triptych's concept, where the intro-ending is a participant in its main element, Vikra Ijas video life content.

#### d. Gestural Analysis

In this section the analysis focuses more on body movements and body language, facial expressions and tempo (speed and silence). The video series featuring Vikra Ijas singularly shows facial and body expressions that are felt as "expressions of everyday dialogue" very far from formal impressions. Facial Expressions Vikra does not do excessive expressions just close his eyes and frown, but even so with Vikra's face that is "good looking", making the audience will still focus on seeing because it is supported by other gestures. The gesture in question is informal hand gestures such as scratching, moving hair, counting with fingers etc. The gesture conditions above, are also supported by the emphasis (intonation) on the title of the tutorial which is expressed in good English speech and using contemporary language and style of young language, making the overall appearance of video series very communicative dealing with audiences, and able to provide very valuable information values. Gestures like this are also seen in other video variants, especially video series sharing knowledge. variants, where informal characteristics and everyday expressions are displayed more broadly. Gesture of the attitude of the foot that rises to the top of the sofa and the leisure attitude of the host and the interviewed person connects the emotions of Audience with video and reinforces "the value of information as understood by Kress and Van Leeuwen.



Fig.III Vikra Ijas gesture and expression on CAST  
(source : Youtube retrieved from [//www.youtube.com/watch?v=2157vPfaPs8](http://www.youtube.com/watch?v=2157vPfaPs8))

#### e. Spacial Analysis

These videoseries use the Middle Close Up (MCU) camera capture technique, resulting in a composition that focuses on the figure (Host). The background support for yellow chromatic colors makes these videoseries invite the audience to focus on the host, resulting in good framing that supports the quality of information from the videoseries content.

## V. CONCLUSION

Catatan anak Start Up (CAST) TV video series presented by Vikra Ijas lasted for 7 minutes and 30 seconds. Equipped with musical accompaniment, using two languages, Indonesian and English, having an informal style in delivery, this video tutorial tries to give a brief overview of business material. Descriptions are presented by using simple language and considering many factors. This tutorial video has a declarative language style that is much informative and persuasive.

Multimodal theory has used in the analysis, combining theory of Multimodal Michelle Anstey and Geoff Bull with

theory from Kress and Van Leeuwen shows that there is a significant relation between visual and verbal structure. Visual structure focuses on information values produced as a message uttered, understood and got feedback or comment from the audience. Verbal structure shows that informal style delivered by the host allows vocal point or salience from all the shows.

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