



International Journal of Systemic Functional Linguistics

Journal Homepage: <https://ejournal.warmadewa.ac.id/index.php/ijsfl>

Multimodal Critical Discourse Analysis on Advertisement of Colgate

Ni Made Sila Ulati

Universitas Warmadewa

surrendersiwa.2017@gmail.com

ABSTRACT

This study aims to analyze the advertisement of Colgate in audiovisual formed, when Colgate advertisement is one of the Super Bowl commercial break in USA. This study applies on semantic approach focused on the multimodal discourse analysis. In the semiotic sense, signs are words, images, sounds, gestures, and objects are also called multimodal, as it is said (Anstey & Geoff, 2010) a text is said to be a multimodal text if the text has two or more semiotic systems. There are five types of semiotic systems, e.g. linguistic, visual, audio, gestural, and layout. The method applied in this study is descriptive qualitative method. The result of this study is Colgate Total advertisement covers five aspects in a multimodal semiotic system, namely linguistic, visual, audio, gestural, and location aspects. These five aspects come together to make the ad appearance very attractive and easy to remember.

multimodality, advertisement, analysis.

ARTICLE INFO

How to Cite:

Ulati, N. M. S. (2021). Multimodal Critical Discourse Analysis on Advertisement of Colgate. *International Journal of Systemic Functional Linguistics*, 4(1), 1-4.

Doi:

<https://doi.org/10.22225/ijsfl.v4i1.4064>

Article History:

Received :

Revised :

Accepted :

Keywords:

Multimodality;

Advertisement;

Analysis;

I. INTRODUCTION

In any business field that an entrepreneur is engaged in, strategic marketing is needed to promote a product. In the world of marketing, advertising is the spearhead of making a product able to survive in the market and become the main market in society, which acts as the main consumer. Therefore, every business sector will

give the first priority to its marketing aspects. Regard with marketing are advertisers. These ad makers will compete to present advertisements that are as attractive as possible, easy to remember by the public, have unique characteristics that are different from other advertisements, have a beautiful background, and many other factors that support the appearance of an advertisement. In an advertisement, of course there is a main message

that the ad maker wants to convey, which is an important goal in producing a product. This message is expected delivered to the community according to the expectations of the producers, hoping that their products are favored by consumers.

The message in an advertisement is contained in the signs that appear in an advertisement. Signs in linguistics are known as semiotics (Halloran, 2004). In semiotics there is an analysis called multimodal analysis. The study of multimodal text is defined by as a study of signs that are present in society (Anstey and Bull, 2010). In more detail, Machin (2012) states that semiotics involves a study that not only refers to the study of “signs” in everyday conversation, but semiotics also examines everything that refers to something else.

In this study, the researcher was interested in

II. METHOD

This research will focus on analyzing semiotic aspects, especially in terms of multimodal critical discourse analysis in an advertisement that is included in the super bowl commercial break, namely Colgate toothpaste ad which features actor Luke Wilson, in audiovisual format, with duration 0:30 seconds. In this Colgate advertisement, aspects will be analyzed such as linguistic, visual, audio, gestural, and layout aspects.

Data collection is done by looking carefully every second and minute of every display on Colgate advertisements. For the linguistics aspect, the researcher will focus on observing every word spoken by Luke Wilson as a commercial star and other characters in the advertisement. Besides the word orally, the researcher will observe the written word that is displayed in the advertisement. For the visual aspect, researchers focus on every display that appears in the advertisement. For the audio aspect, it is focused on the music that is the background for the advertisement. When analyzing the gestural aspects, the researcher will examine the movements and body velocities and facial expressions of the participants. And finally, for the layout aspect, will be focused on how layout of

conducting a multimodal analysis of a toothpaste advertisement, namely Colgate. Colgate advertising is one of the most popular fish in the USA, because it includes Super Bowl commercials. Super Bowl commercials, colloquially known as Super Bowl ads, are high-profile television commercials featured in the U.S. television broadcast of the Super Bowl, the championship game of the National Football League (NFL). Super Bowl commercials have become a cultural phenomenon of their own alongside the game itself, as many viewers only watch the game to see the commercials. Super Bowl advertisements have become iconic and well known because of their cinematographic quality, unpredictability, surreal humor, and use of special effects.

III. RESULT AND DISCUSSION

The following will describe step by step how multimodal critical discourse analysis in Colgate's ad is included in the Super Bowl commercial break in the USA, namely:

3.1 Linguistic Aspects

The spoken words found in the advertising column spoken by Luke Wilson as the main character and two other figures as supporting characters, are as follows:

Luke W : "I am the close talker, so I was excited about all new Colgate Total. It's breakthrough formula does more".

Lady 1 : "Minor fall"

Luke W : "sensitivity, strengthens teeth, it kills germs through my whole now"

Man 1 : "I like your confidence"

Luke W : "Thanks Mr Lee"

Luke W : "Now there's no such thing too close"

Man 2 : "Yes, there is"

Luke W : "No, There's not"

Man 2 : "Yes, there is"

Luke W : "No, there's not"

Man 2 : "Okay"

"All new Colgate total, do more for your whole mouth"

The linguistic analysis in this Colgate Total toothpaste ad is based on language meta functions: experiential, interpersonal, and textual. The analysis is focused on verbal elements in this

ad. Experiential function analysis ~ interpersonal. In addition, the verbal meaning in the total Colgate ads, strengthened and emphasized by it types of writing that are manifested in form a visual symbol which is in the form of the symbol of the product, as follows:

3.2 Visual Aspects

The visual analysis of Colgate Total's advertisements is carried out by applying a multimodal theory and specifically also analyzes its generic structure. The three images below show the activity in an office as the background. In the three images, you can see the main actor communicating with a very close mouth distance. Speaking at such a close distance shows that the speaker's breath is very fresh so that he feels very confident with the other person when talking. The message to be conveyed is that the ingredient in Colgate Total is very strong to keep the mouth fresh and its freshness for a long time.

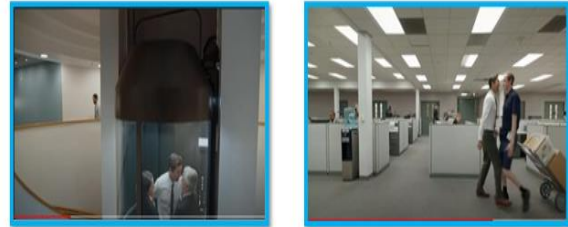


3.3. Audio Aspects

The music accompanied the Colgate Total commercial is an instrumental that is “easy listening”, and is complemented by a “ring” sound, which is the sound when the elevator door opens. The impression that music wants to convey is a relaxed, fresh, and comfortable atmosphere. This is reinforced by the use of a written message which is the ingredient of Colgate Total, which makes fresh breaths if applying Colgate Total. In addition, there is a very clear verbal message to support Colgate Total's freshness, e.g. “*sensitivity, strengthens teeth, it kills germs through my whole now*”

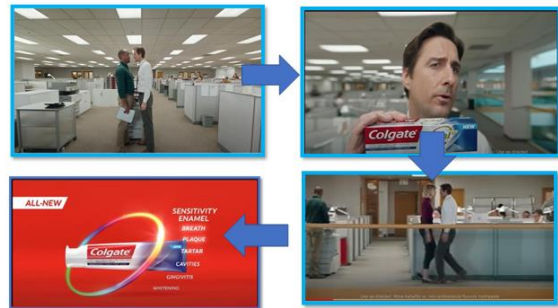
3.4 Gestural Aspects

In the images below, we can see that there is a movement of two people talking with their faces very close. This indicates that the speaker is very confident with his breath. The message to be conveyed from the image's gesture is, if you apply Colgate Total, your confidence will increase and make the other person comfortable because your breath feels very fresh.



3.5 Layout Aspects

The layout of the images is arranged in an orderly to give the clear message of the Colgate Total advertisement, from the office setting, two people talking very closely, and to the ingredient logo of Colgate Total as well.



IV. CONCLUSION

A product that is advertised, if many people are able to remember the words, visuals, accompanying music, and actors in the advertisement, it means that the message in the product has successfully reached the audience. It can be predicted that these products will be able to survive in the market. This ad for Colgate Total toothpaste products displays clear and interesting information about what people want from a product, namely its ingredients and the benefits of using it. Messages in the form of language carried out through spoken language and written language make the audience understand

more about what is being promoted. The short duration but contains an overall message that is important to convey makes this ad a special impression for the audience. This advertisement covers five aspects in a multimodal semiotic system, namely linguistic, visual, audio, gestural, and location aspects. These five aspects come together to make the ad appearance very attractive and easy to remember.

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