



International Journal of Systemic Functional Linguistics

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

MULTIMODAL ANALYSIS OF “ENERGEN” ADS

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ABSTRACT

Printed and electronic media advertisements are texts that have complex meaning. The complexity of meaning occurs because to convey messages in advertisements, not only language elements are used but also nonverbal language elements and other visual means. Therefore, to understand the complexity of meaning, it is necessary to do a multimodal analysis in the advertisement. The multimodal analysis discussed in this research used the theory of multimodal by Anstey & Bull (2010). From the analysis of Energen’s advertisements, it was found that Energen’s advertisements have a multimodal semiotic system which includes linguistic, visual, audio, gestural, and spatial elements.

ARTICLE INFO

How to Cite:

Yanti, N. P. M. P., Yuniari, I. G. A. M. E. (2021). Multimodal Analysis of Energen Ads. *International Journal of Systemic Functional Linguistics*, 4(1), 25-28

Doi:

<https://doi.org/10.22225/ijssl.v4i1.4118>

Article History:

Received :

Revised :

Accepted :

Keywords:

Multimodal;

Advertising

I. INTRODUCTION

Language has an important role in human life. Through language, humans can interact, communicate, and develop themselves. Language is also able to help humans form a social group, fulfill their need to be able to live together in the community and at the same time become a means to express feelings, attitudes, thoughts or ideas and other social practices. The picture that explains the importance of language (oral or written) sometimes ignores other elements that

accompany the successful use of language in social interaction. Its elements are nonverbal language and other visual means. In fact, very much work is valuable or successful because of the link between language or text, nonverbal, and other visual means.

One of the texts that has a complex meaning is an advertisement in print media and advertisements in electronic media. The complexity of meaning is due to conveying messages in advertisements not only using language elements but also nonverbal language

elements and other visual means. Due to its complex nature, the use of language in advertising is an important aspect of advertising success. Language in advertisements must be able to be a manifestation or presentation of things whose purpose is to influence people to be interested in something advertised. In this study, the author has a goal, namely to understand the complexity of the

II. METHOD

The method used in conducting this research was observation with recording and note-taking techniques. The researchers watched the ads in the Youtube media. Then, the data were recorded through screen capture. After that, the utterances or even sentences in the ads were noted.

The data collected then were analyzed using the theory of multimodal by Anstey and Bull (2010). The result of the analysis then were explained descriptively.

III. RESULT AND DISCUSSION

3.1 Linguistic Analysis

Energen advertisement, played by a small family where there is a mother who has 2 children (a boy and a girl) and a father. This ad uses a combination of spoken and written language. The oral speech in the Energen advertisement was spoken by 1 small family but the speech was dominated by someone who became the mother in the advertisement, along with her speech:

- Ibu : *Sarapan yuk!! Dengan.....*
 Semua : *Energen!!*
 Anak Laki : *Kenapa perlu Energen tiap hari Bu?*
 Ibu : *Karena energen lebih dari susu.*
Energen sarapan super, semua kebaikan susu plus sereal plus telur plus sgmavit. Jadikan Energen padat bernutrisi
 Anak Laki : *Mengenyangkan dan bertenaga!!*
 Ibu : *Sarapan Super Energen*
 Semua : *Minum makanan bergizi*

meaning of the advertisement, a multimodal analysis is carried out in the advertisement. The author's interest arises to analyze electronic media advertising, namely advertisements on television. The ads analyzed are "ENERGEN" ads. The analysis was carried out to describe the multimodal elements contained in the advertisement.



The verbal variety in the conversation above is a variety of forms of informal conversation with family. This variety is used to eliminate the gap between the message conveyed in the advertisement and the audience (consumers) as well as to show the modernity of this advertisement. The message in the Energen advertisement is conveyed in the form of a conversation with a small family who explains that a conversation can be an advertising message that is conveyed to the audience. With... Energy. This conversation was carried out when the mother brought the energy that had been brewed in a glass while greeting her little family who was about to leave for work and school and started with drinking Energen in the morning. The two processes of greeting and invitation in the conversation have an imperative mode with commodity goods. This mode is the realization of an invitation to consume food products, namely Energen.

Furthermore, the emphasis on meaning contained in the verbal variety of this advertisement is strengthened and emphasized by the presence of a written variety which is manifested in the form of a visual emblem which is realized through product emblems and contains convincing consumers by explaining the Energen content in it.



Product Emblem



Product content

The emphasis on the meaning made in the second picture is by displaying the product content in it, the aim is to convince consumers that it is true that Energen is suitable for consumption for health and is free to be consumed by all groups.

3.2 Visual Analysis

The appearance (visual) in Energen's advertisement is divided into three visual stages, namely a. visual advertisement star b. Visual Energen, and c. product logo visuals. These three visual displays last for 00:31 seconds. The realization of the three visuals is described in the following picture:

a. Visual of ads character



b. Visual of product



c. Visual of product emblem



Furthermore, the combination of visuals of advertisement stars and visuals of products in Energen's advertisements creates interpersonal meaning between advertisement stars who dominate the voices in advertisements and participants in the advertisements which are manifested through eye contact which functions as requests and invites. This situation indicates that the advertisement star 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. Taking visual elements in the text by providing information to the audience that the product is a product that can be owned and processed easily.

3.3 Audio Analysis

The music that accompanies the activity in this advertisement is only instrument music with drum beats and enthusiastic guitar strains. This type of music gives the impression that Energen products can create a strong and fast spirit in activities. This further emphasizes the superiority of the product through the use of verbal words, namely *Mengenyangkan dan bertenaga!!*

3.4 Spatial Analysis

Overall, the distance between one image and another has shown the integrated meaning of this advertisement. Each image does have its own meaning, but each of the image meanings supports the meaning of other images. The depiction of the spirit of

the participant's activities, the superiority of the product, and the convenience of the product is shown by the distance of the active participant's image and the Energen processing process as well as the depiction of the Lead at the end of the advertisement image. These leads make an impression and meaning for users. The lead in this ad is the Locus of Attention which is realized in the following picture:



In the picture above shows there is a lead in the ad that is "super" and is emphasized by the audio of the ad star that says “*Sarapan Super Energen*”.

3.5 Gesture Analysis

Movements of spirit and body speed and facial expressions are gestures of the participants. The gesture in this advertisement is realized through the activities of the ad star in his daily life. It is illustrated that the participant process is active and passive, where there is a bidding process from participants regarding the direct impact that can be obtained from consuming the products they offer. Active and passive participants in this advertisement are shown through verbal verbal from active participants *Mengenyangkan dan bertenaga!!*

IV. CONCLUSION

Based on the results of multimodal analysis on Energen advertisements, there are the following conclusions:

1. The existence of a multimodal semiotic system in Energen ads
2. Each multimodal semiotic is closely related in producing a meaning in the advertisement.
3. The resulting message is quite comprehensive or well received and easily understood by the audience.

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