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MULTIMODAL ANALYSIS ON SARIMI ADS

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ABSTRACT

This research aims to find out multimodal semiotics in Sarimi advertisement. The data were taken from Sarimi ads which published on YouTube. The data then were collected through watching, taking screenshot of visual object, and note-taking techniques. The theory used to analyze the data was multimodal semiotics proposed by Ansety & Bull (2010). Based on the analysis, it was found that Sarimi ads has multimodal semiotics, namely linguistic, visual, spatial, audio, and gestural. Linguistic mode is in the form of declarative sentence. Visual mode comes from two packs of Sarimi noodle. Spatial mode can be seen from the position of Sarimi noodle in front of the advertising characters. Audio mode is from the singing of the advertising characters. Meanwhile, gestural mode refers to the movement of advertising characters while carrying bowl of Sarimi noodle and their expression who enjoy to eat Sarimi noodle.

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I. INTRODUCTION

Advertisement determines the image and way of life and it has an impact on thinking as well as on the attitude towards the world (Frolova, 2014). is a message or news to persuade the general public to be interested in the goods or services offered and the promotion of objects such as goods, services, places of business or ideas that must be paid for by the sponsor. It is the business of announcing that something is for sale or trying to persuade customers to buy a product or service (Golden-Romero, 2020). Advertisement has purpose to inform, remind, and persuade customers to take action on the products / ideas advertised (Martynova & Borisova, 2017). In the advertisement, there are signs in the form of words, images, sounds, gestures, and objects. These various signs are called multimodality.

Multimodality emphasizes that all means of communication play in important role in

conveying messages both verbal and nonverbal because language contains meaning and informative content. Multimodal in this research is an analysis of rules and principles that enable viewers to understand the potential meaning of the relative placement of music, sound, facial expression, body movement, photos, etc. Multimodality mainly focuses on the study of the interrelationships between various communicative modes (Adami, 2015). According to (Luiz & Machado, 2009), multimodality refers to more than one communication mode that is used simultaneously in a text with the meaning constructed not only verbally, but also through visual images and sometimes through sound. Multimodality has taken place since the earliest signs of communication, when drawings or paintings were first made on the wall so people can communicate their ideas. The concept of multimodality is a useful benchmark for

measuring and evaluating the diversity of ways of making meaning. Multimodal is as the manifestation of two or more combined semiotic systems, namely; linguistic, visual, audio, gestural, and spatial (Anstey, M., & Bull, 2010). (1) Linguistic, consists of words, generic structure, and verbal and written language grammatical; (2) Visual, consists of color, vector, the angle of moving and unmoving objects; (3) Audio, consists of volume, harmony and music rhythm and sound effect; (4) Gesture, consists of move, speed, and the silent in face expression and body language; and (5) Location, consists of the position of the object, direction, layout, and distance based on layout.

(Purba & Herman, 2020) in their research *Multimodal Analysis on Ertiga Car Advertisement* found that verbal components (announcement, enhancer, emblem, tag, call-and-visit information) and visual components (lead, display, and emblem) were inserted in the advertisement of Ertiga. It means that the advertisement of Ertiga is made in a good way where the purpose of advertisement is to persuade the audience to buy the product. In short, the structures of the advertisement determine the quality of the product. (Ferreira & Heberle, 2013) in their research *Text Linguistics and Critical Discourse Analysis: A Multimodal Analysis of Magazine Advertisement* showed that the multimodal analysis of the Diners Club International advertisement has revealed how text-image constructs a complex problem-solution structure, which along with the visual organization of the verbal text, the presence of rhyme in it, and even the social contexts associated with the type of door portrayed, echo the qualities of art and poetry. Thus, by means of a complex and multifaceted semiotic production process the advertisement addresses a vast international and influential target audience. (Dewi, 2017) in her research *Multimodal Analysis on Advertisement of Bodrex Extra in Electronic Media* found that Advertisement of Bodrex Extra uses more oral linguistic aspect than written one. In case of visual, there is a man who has many activities at the office and at home. Sound effect is only form special effect which sounds bombastic to dramatize the visual, such as: Special sound is very symbolic to describe the hit at back of the head. Special sound is very symbolic to display the solution "Bodrex Extra". Gestural element comes from surprise face of the man when the solution "bodrex extra" come. The last is

happy expression when he got fresh again after consuming the bodrex extra. In some part the man shot too close. The last image show "Bodrex Extra" and the usefulness of its.

It can be seen that some previous researches only analyzing the use of multimodal semiotics on electronic and printed media and the scope of discussion is only limited on the description of each multimodal semiotics mode which exist in the advertisement. This is as consideration for the researcher to conduct new research regarding the exploration of multimodal semiotics mode and the interrelationship among those elements through the analysis of multimodal on Sarimi advertisement in YouTube using the theory of multimodal semiotics proposed by Anstey & Bull (2010).

II. METHODS

This research uses descriptive qualitative method. The data were taken from Sarimi advertisement which published on YouTube. The data were in the form of sound effect, song, picture, body movement, facial expression of the advertisement characters. The data collections were conducted through watching and listening the ads, doing screen capture of the picture on ads, and note-taking the utterance, written text, and kind of sound effect, or even song lyrics on ads. The collected data were then classified based on the types of multimodal semiotics then analyzed by using the theory of multimodal semiotics by Anstey & Bull (2010). The results of data analysis were presented through informal method.

III. RESULT AND DISCUSSION

In Sarimi ads, there were found five elements of multimodal semiotics, namely linguistics, visual, spatial, gestural, and audio. Linguistic element comes from the utterance of advertising characters and also song lyrics. Visual element can be seen from the picture of two packages of Sarimi noodle and the advertising characters who wear casual outfit. Spatial refers to the position of bowl of Sarimi noodle on the table. Gestural element comes from smiling expression and energetic body movement. Meanwhile audio element is from pop music and uplifting sound effect.

Linguistic Mode

From the linguistic mode, there are three

utterances in the form of declarative sentence. The first declarative sentence is ‘*Gurahnya nikmatnya luar biasa*’. This sentence informs one of the advantages of Sarimi noodle in the case of the taste which is very yummy. The second declarative sentence is ‘*Mienya kenyal*’ This sentence is as short description of the texture of Sarimi noodle. Meanwhile, the third declarative sentence is ‘*Sarimi rasanya nendang*’. This sentence also informs that Sarimi noodle is very delicious and yummy so that it makes us addicted to Sarimi noodles. The delicacy comes from the special spices in the sarimi noodle.

Visual Mode

Visual mode can be seen from the appearance of two products of Sarimi noodle with brown and red white packaging, yellow background, and the word ‘*dari*’. Two products of Sarimi noodle with brown and red white packaging indicate various flavors of sarimi noodle that actually delicious to eat. Yellow background acts as attention getter and hunger stimulant



Audio Mode

The music that accompanies this advertisement is pop music with a slightly faster tempo, this type of music gives the impression of high enthusiasm to balance the movement that acts as a model in this advertising product. Of course, this further emphasizes the superiority of this Sarimi product, with Sarimi’s verbal *Sarimi nikmatnya emang bikin goyang*.

Spatial Mode

Seen from the whole, each image has its own meaning and the distance between one image and the next image shows that there is harmony or integration with the depiction of product advantages, and very appropriate advertising model activities.

(Lisa, 2016). Thus, it hopes that after watching Sarimi ads, people feel hungry then they can enjoy sarimi noodle. Meanwhile, the word ‘*dari*’ indicates that all delicacy comes from sarimi noodle.

Gestural Mode

Expressions and movements are appropriate gestures. In this Sarimi advertisement, ads actors and actress’ activities in enjoying the product are realized. This can be illustrated from the advertising model that actively processes when consuming Sarimi products that are offered to make it tempting for those who see this ad. Equipped with the last sentence delivered orally followed by writing that is included as an affirmation of the superiority of the product, namely *Sarimi nikmatnya emang bikin goyang*.



I. CONCLUSION

Based on the results of the multimodal analysis of Sarimi's advertisements, starting from linguistic analysis, visual analysis, audio analysis, spatial analysis, and gesture analysis. Linguistic mode comes from three utterances in the form of declarative sentence which describe the product in case of taste and texture. Visual mode refers to two products of Sarimi noodle with brown and red white packaging, yellow background, and the word ‘*dari*’. Audio mode is from the pop music which emphasizes the pleasure of eating sarimi noodle. Spatial mode can be known from the distance of the ads actors and actress who are close to each other and the position of sarimi noodle in front of them. Whereas, gestural mode can be seen from ads actors and actress’

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