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Multimodal Analysis of "Lemonilo" Instant Noodle Advertisement

Ni Made Dwi Utari Pusparini[1] *Ni Putu Meira Purnama Yanti*[2]

Universitas Warmadewa

dwipusparini63@gmail.com

ABSTRACT

This research discusses the multimodal analysis in the advertisement of Lemonilo Instant Noodles. Advertising is a promotional medium that has the aim of promoting or introducing a product to a wide audience. Advertisements in print and electronic media are also texts that have a complex meaning. The complexity of meaning occurs because in conveying messages in advertisements not only use language elements but also nonverbal language elements and other visual means. Therefore, to understand the complexity of meaning it is necessary to do multimodal analysis in the advertisement. The multimodal analysis discussed in this paper uses functional systemic linguistic theory (LSF). The multimodal analysis model was developed from a combination of multimodal theory by Anstey & Bull (2010), and multimodal analysis by Kress and Van Leeuwen (1996-2006). From the analysis of Lemonilo Instant Noodle advertisement, the results showed that Lemonilo Instant Noodle advertisement has a multimodal semiotic system which includes linguistic, visual, audio, gestural, and spatial elements.

ARTICLE INFO

I. INTRODUCTION

Apart from being a means of communication, language has a very important role for humans. Through language, humans can build mental images to interpret the reality that occurs in their personal lives and between members of the community in their environment (Lubis, 1993). Language helps humans form a social group, fulfills their need to be able to live together in society and becomes a means to express feelings, attitudes, thoughts or ideas, and other social practices (Saragih, 2006). There are two elements in language, namely verbal and non-verbal. Verbal language is language that is conveyed through linguistic aspects (sounds, words, sentences and meanings) both in writing

and verbally, while non-verbal language is defined as language conveyed through non-linguistic aspects, namely eye contact, facial expressions, hand movements or a combination. one with the other (Matthiessen, 2010).

To explain the importance of language (oral or written) it sometimes ignores other elements that accompany the successful use of language in social interaction. The elements that are often overlooked are non-verbal and visual language elements. While the number of successful works is due to the linkage between language (text), non-verbal language and other visual means (Sinar, 2012). Without non-verbal in verbal language, it causes limitations in understanding a language (text). Understanding language (text) must be based on more than one point of view or what is called multimodal so that

the complexity of the meaning of language (text) can be understood.

One of the texts that has a complex meaning is advertisement. The complexity of the meaning is 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 carry out a multimodal analysis in the advertisement.

II. METHODS

Data source was taken from Lemonilo instant noodle advertisement. The data then were collected through documentation and note taking technique. The collected data were analyzed and presented descriptively.

III. RESULT AND DISCUSSION

Lemonilo instant noodle advertisements were analyzed based on a multimodal semiotic system as follows.

Linguistic Element

Lemonilo advertisement played by The Baldys is a family of a couple Baldy Mulia Putra and Nola "Be 3" along with their three sons and daughters, namely Naura, Bevan and Neona uses spoken language in the advertisement. The oral utterance in the Lemonilo advertisement is in the form of a conversation that Neona opens to other family members. The conversation is as follows:

Neona	*: "Kak Naura! Main tebak cepat yuk! Pilih praktis atau enak?*
Naura	*: "Dua-duanya."*
Neona	*: "Abang pilih enak atau sehat?'*
Bevan	*: "Dua-duanya."*
Neona	*: "Pah, pilih praktis, enak atau sehat?"*
Nola	*: "Tiga-tiganya dong, hari gini makanan harus praktis, enak dan sehat. Kayak Lemonilo, tanpa pengawet, penguat rasa dan pewarna buatan. Hmmm mie Lemonilo Mie Hebat untuk Keluarga Sehat."*

The verbal variety above is the informal variety in the Jakarta area. This variety is used to eliminate the "distance" between the message and the witnesses (consumers) as well as to show the modernity of this advertisement. 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 visual emblems which are realized through product emblems and trademarks.

The message in the Lemonilo advertisement is conveyed in the form of an announcement which explains that the announcement is the only advertising message, the most important aspect interpersonally among other messages in the text, and the catch phrase aspect. The process that occurs in the announcement as the main message of the ad is the greeting and invitation process "*Bersama Lemonilo menuju generasi hebat!*".

Second, the solicitation process has an imperative mode with commodity goods. This mode is the realization of invitation to consume food products, namely Lemonilo fried and also gravy.

Visual Element

The display (visuals) in the Mie Lemonilo advertisement is realized in three visual stages, namely a) visuals of advertisement stars demonstrated by The Baldy's children b) visuals of Fried Lemonilo Mie, and c) visual emblems. These three visual displays last for 00:31 seconds. The realization of the three visuals is described in the following picture.

Furthermore, the combination of the visuals of the advertising stars and the visuals of the products in the Lemonilo Healthy Instant Noodle advertisement will create interpersonal meaning between the participants and the audience. The interaction between the participants and the audience is realized through eye contact which functions as a Demand. This situation shows that the participants are explaining the goods offered through conversation in the advertisement that is acted by the Baldy's. 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 is to provide information to the audience that the product is a product that can be owned, processed easily and has good benefits for health. These three things are realized and can be found on the Display and

Emblem. This situation is very different in print advertising where social and equality is realized in call and visit information.

Audio Element

Audio analysis is related to the accompanying music of a product. The music that accompanies the activities in this advertisement is only instrumental music. The type of rhythmic music used in this advertisement is to show/or give the impression that the fried Lemonilo Instant Noodle product and gravy can protect families from foods that contain harmful ingredients. This is getting stronger or is an affirmation of the superiority of the product, which is the use of verbal words "Today, food must be practical, delicious and healthy. Like Lemonilo, without preservatives, flavor enhancers and artificial coloring. Hmmm Lemonilo Mie Great Noodles for Healthy Families." And the use of Silence is to convey the superiority of the product to the audience in the visuals of the participants' activities.

Spatial Element

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 other image meanings. The depiction of healthy instant food, family activities, participants, product advantages, and convenience of the product is shown by the distance of the active participant's image and the process of processing fried Lemonilo Instant Noodles as well as the depiction of Lead at the end of the advertisement image. This lead serves to give a deep impression and meaning to the user. The lead in this ad is a Locus of Attention (LoA) which is realized in the following picture.

Gestural Element

Movement and body speed and facial expressions are gestures from participants. The gestures in this advertisement are realized from the participants' activities in responding to their daily lives by consuming healthy and delicious food. This is illustrated by the process of Actor and Goal as well as active and passive participants, 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 with Lemonilo to the great generation followed by written verbal from the product emblem. The description of the process is realized from the following picture.
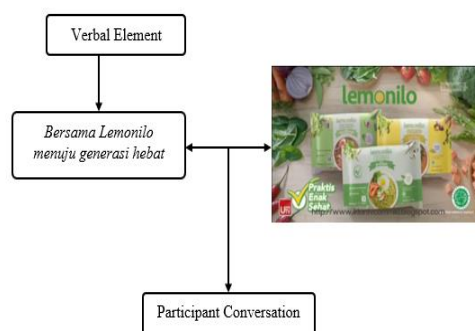
IV. CONCLUSION

Advertising is a text that has a complex meaning. To find out the meaning contained in the advertising message, there is a verbal structure of the text, visuals, and a combination of the two that can be analyzed. Based on the multimodal analysis that has been carried out by the author on the Lemonilo Sehat Instant Noodle advertisement, the conclusions are: 1) There is a multimodal semiotic system in the Seham Lemonilo Instant Noodle advertisement. 2) Each multimodal semiotic system is closely related to the meaning of the advertisement; 3) The resulting message is quite comprehensive and easily understood by the audience.

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