The Multimodal Discourse Analysis on "Teh Pucuk Harum" Advertisement Video

Made Prananda Aditya Salain[1*] [ID]

[1] English Language Education Department, Ganesha University of Education, Singaraja, Indonesia

A R T I C L E I N F O

A B S T R A K

Dalam dunia teknologi digital, iklan digital merupakan suatu proses memperkenalkan dan membujuk konsumen untuk membeli suatu produk. Pengiklan juga perlu mempertimbangkan budaya, situasi, interaksi, dan populasi di mana iklan tersebut ditujukan. Penelitian ini bertujuan untuk menganalisis makna interpersonal dalam video iklan "Teh Pucuk Harum". Penelitian ini dilakukan secara kualitatif. Penelitian kali ini membahas makna interpersonal dengan menggunakan analisis wacana multimodal. Oleh karena itu analisis akan dilakukan terhadap video, gambar, ucapan, dan durasi video. Penelitian ini menerapkan prosedur analitis-kualitatif. Guna menggali makna yang disampaikan oleh video ditinjau dari tuturan dan musik, gambar, serta durasinya. Teh Pucuk Harum dipilih sebagai objek penelitian karena minuman tersebut banyak digemari masyarakat Indonesia dan bahan utamanya merupakan komoditas yang ada di Indonesia. Teh juga terkenal sebagai tanaman yang bermanfaat. Dengan demikian, penelitian ini menemukan makna interpersonal yang disampaikan melalui ucapan, musik, gambar, dan durasi video. Penggabungan komponen-komponen tersebut akan menarik perhatian audiens untuk membeli produk tersebut.

A B S T R A C T

In the world of digital technology, digital advertisement is a process of introducing and persuading the consumer to buy the product. The advertiser also needs to consider the culture, situation, interaction, and population in which the advertisement is addressed. This study aimed to analyze the interpersonal meaning of the "Teh Pucuk Harum" advertisement video. The research is conducted qualitatively. The current research discusses interpersonal meaning using multimodal discourse analysis. Therefore, the analysis will be done on the video, image, speech, and video length. The research implemented the analytical-qualitative procedures. In order to explore the meaning conveyed by the video in terms of the speech and music, image, and duration. "Teh Pucuk Harum" was chosen as the research object because the drink is popular with Indonesian people and the main ingredients as the commodity in Indonesia. Tea is also well-known as a beneficial plant. Thus, the research found the interpersonal meaning conveyed through the video's speech, music, image, and duration. Combining those components attracts the audience's attention to buy the product

1. INTRODUCTION

The world has been changed from time to time—the use of digital advertisement using less cost for the advertisement expenses. In the world of digital technology, digital advertisement is a process of introducing and persuading the consumer to buy the product (Chrishanti et al., 2019; Lestari & Nirmala, 2020). The company can use some platforms for advertising the product. Thus, the company should have attractive and interesting advertising and product packaging (Leong et al., 2017; Suseno, 2019; Yunus et al., 2016). The advertisement has an important role as the representative of the product. It is because the advertisement has the language to communicate to the audience. The language itself can be delivered through media such as television, radio, newspaper, video, and others (Olowu & Akinkurolere, 2015; Simarmata & Lestari, 2020). The people can understand the aim and meaning of the product being conveyed. There is some component in an advertisement such as multimedia, pictures, and content (Chrishanti et al., 2019; Hidayat et al., 2019). Besides, some factors persuade the viewers to watch the digital advertisement, namely video, content, and viewers. The advertiser also needs to consider the culture, situation, interaction, and population in which the advertisement is addressed (Library et al., 2012; Thomas et al., 2019).

Furthermore, there are so many digital advertisements that people can see. It is related to the product that people need. One product that uses digital ads is a drink intended for human consumption. The drink is "Teh Pucuk Harum". The advertisement has a powerful tool to communicate the drink product. Therefore, the interesting

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advertisement help to attract people to buy it (Chang, 2011; Prasetyo et al., 2016). The combination of image, video, audio, and others that supported the advertisement help the intended meaning be communicated to the consumer. People have different experiences while accepting or conveying the sense (Herman et al., 2022; Windels, 2016). Therefore, the analysis of a product is needed. The analysis that can be implemented is discourse analysis. Discourse analysis can be analyzed by the game, movies, speeches, or anything that interacts with human beings (Kostas, 2021; Mohammad et al., 2016; Simarmata & Lestari, 2020). Thus, it can be explored further by using multimodal discourse analysis (Fernández-Fontecha et al., 2019; Ly & Jung, 2015).

Some previous research uses a multimodal discourse analysis in some ways to dig the meaning of the word speech, picture, and other things. Previous study conducted multimodal discourse analysis to analyze the different symbols in news pictures (Bi, 2019). The study found how the symbolic resources interact to construct a text and the linguistic character and interactive social meaning. The result found that the visual grammar is feasible and operational (Castillo-Cuesta, 2022; Nurhidayat, 2021). The analysis also found that news text effectively improves the reading of readers' pictures. Second, researched on the cover of novel entitled "Bidadari Bermata Bening" (Yanda & Ramadhanti, 2018). The multimodal discourse analysis revealed that the novel cover intended the meaning of the modern woman who was treated unwell by the people around her (Kajamaa & Kumpulainen, 2020; McBride et al., 2013). However, her strength is more than the judgment that she received. The last, other studied the product advertisement, namely YOU C1000 (Hidayat et al., 2019). The analysis used the multimodal discourse analysis, which investigates interpersonal meaning through speech, movement, and image. The result found that all the resources support created the sense and interacted with the audience's attention. The color is representative of the taste of the product. As well as, the tagline "healthy Inside and Fresh Outside" has been affected the audience to buy the product. Besides, other study explained that the product should consider the combination of image and color to urge people to purchase the product (Monica & Luzar, 2011).

Based on the explanation and the previous research, the researcher intended to research the interpersonal meaning in "The Pucuk Harum" advertisement. The analysis will use multimodal discourse analysis to analyze the advertisement's content, audio, and video. The novelty of the research is that previous research does not discuss the meaning of the length of the video in the advertisement.

2. METHOD

The current research discusses interpersonal meaning using multimodal discourse analysis in a product. Multimodal discourse analysis can be defined as studying the language by combining the resources such as images, colors, symbols, gestures, action, and music (Olowu & Akinkurolere, 2015). Therefore, the analysis will be done on the video, image, speech, and video length. The research implemented the analytical-qualitative procedures. There is some consideration in analyzing the "Teh Pucuk Harum." The first is because the drink's main ingredient is a commodity in Indonesia and a beneficial plant. Second, glass is well-known in Indonesia as a tea drink for the thirsty.

3. RESULT AND DISCUSSION

Result

The current research result has clearly shown the significance of the main finding. The results showed the interpersonal meaning of the "Teh Pucuk Harum" advertisement video in terms of the video, image, and length of video duration.

Interpersonal Meaning on the Video

It is important to provide the viewers or audience with a great video of the speech and the music in the advertisement video. The "Teh Pucuk Harum" advertisement video is shown in 30 seconds. The speech clearly informs that *"Haus diluar. Haus dirumah. Makan pedas diluar. Makan pedas dirumah. Paling nikmat minumnya Teh Pucuk Harum"*. The scene can be seen in Figure 1.

Figure 1. The Scene of Indoor and Outdoor Activities in "Teh Pucuk Harum" Ads

Base on Figure 1, the text intended that the people who do indoor or outdoor activities cause sweat and thirst. It suggested having a drink that reduces the thirst. The appropriate drink that fits the video's situation is "The Pucuk Harum." The transition, which showed the green caterpillar who brought two bottles of the drink, intended that caterpillar like the tea leaves as the main ingredients. It is because the caterpillar-like eats the leaves on the tip.

The next speech is *"Manisnya pas. Nikmatnya Teh Pucuk Harum"*. The speech created meaning that the product contains a sweet taste. The sweet taste can reduce the spicy flavor in the previous speech. It also intended that the drink is tasty because it is described as a delicious drink in that situation. Thus, the advertisement also informed the advantages of the drink such as "Gak nyangkut di leher", "Gak bikin haus lagi", "Mau didalam atau diluar rumah minumanya Teh Pucuk Harum", "Bikin seger dimana aja". Those speeches convey that the product is healthy because it will not cause thirst and get stuck on the throat. It is also because of the quality of the ingredients, which use high-quality tea and sugar as the sweetener. Then, the speech also intended the drink is suitable in any situation. It can be drunk and made fresh everywhere. Those who consume the drink will get the advantages and benefits of the product.

Interpesonal Meaning on the Image

An image and color in the advertisement will collaborate to attract the audience's attention. The designer chose the appropriate color representing the product in the discussed advertising. The picture of the product can be seen on Figure 2.

Figure 2. The Product of "Teh Pucuk Harum"

The color chosen by the designer is dominantly red. It showed from the product wrapped in red plastic and the color's design. The title font for "Teh Pucuk Harum" is white and connected to the light. Both red and white are associated with the situation caused by the sunlight and make people thirsty. There are also pictures of

tea leaves that represent the drink's main ingredients. In the middle of the title, two leaves represent the title's meaning. It is the leave on the tip. The combination of color and image on "The Pucuk Harum" is conveyed the intention that the drink is suitable for hot situations and conditions.

Another iconic color that is in the video is the green caterpillar. The advertisement video showed a caterpillar that brings two bottles of the product as show in Figure 3.

Figure 3. The Caterpillar in the "Teh Pucuk Harum" Ads

Base on Figure 3, the caterpillar is interesting for the audience. The caterpillar represented an animal who liked to eat the tea leaves. The green tea leaves are also described from the caterpillar color. The green color can be interpreted as the nature, plants, and environment color. It can be interpreted that the product is made from a high-quality ingredient. From the best leaves of the tea.

Discussion

This research explores the communicative abilities of various art mediums, involving images, speech, music and duration, in conveying interpersonal meaning to the audience. Through in-depth analysis, this research reveals that each element of art has a special role in communicating interpersonal messages (Aldrich Novrian & Rizki, 2021; Naderer, 2021). Images are able to transfer emotions and abstract concepts through immersive visualization. Speech, on the other hand, conveys messages verbally and can improve understanding through the clarity of the words. Music has the power to evoke feelings and create an atmosphere that supports interpersonal experiences (Hidayat et al., 2019; Moustafa, 2022). Apart from that, the duration that attracts the audience's attention also has a significant impact in building emotional connectivity (Hardiyana, 2016; Salas-Pilco et al., 2022). Overall, this research strengthens the view that involving various aspects of art in a communication context can provide a richer and deeper dimension to the interpersonal meaning conveyed to the audience.

The music in the video starts from the fast beat, which makes the audiences feel the spirit. It matches with the expression of the cast, which showed they do the activities outside and inside the room. The music can help the audience visualize the situation in the video. In this case, the situation is the activities that cause sweat and thirst (Hidayat et al., 2019; Shanks et al., 2017). Therefore, the script can be interpreted that the advertisement focuses on reducing the thirst by doing the activities and eating. The sweat is representing of the activities that are done. Then, the "Teh Pucuk Harum" can be a sweet and fresh drink for the audience.

The red color is intended as the hot color used in the video has deep meaning. The red color represented the desirable situation because of the sunny days or activities. The product wrapping color has played an important role in the urge to buy something (Monica & Luzar, 2011). Besides, they also stated that the red color positively connects to the spirit, love, and energy. In a product, it should be considered the composition of the product. The color preferences also represent the meaning that wants to be communicated to the audiences. The packaging was also completed with other colors for the font.

The "Teh Pucuk Harum" advertisement is showing in a short time. It is only 30 seconds. In thirty seconds, all of the information is covered. The ad showed some activities that cause sweat and thirst. Thus, people probably need a drink that helps them reduce their thirst. The drink is served with a sweet taste and fresh feeling. A short advertisement with detailed information will attract more attention. And with a long duration, people are unwanted to watch an ad (Chrishanti et al., 2019; Monica & Luzar, 2011).

4. CONCLUSION

It can be concluded that the interpersonal meaning can be conveyed from the image, speech, music, and duration in which attract the audience's attention. This current research is applied the multimodal discourse analysis on the "Teh Pucuk Harum" advertisement video. The results showed a connection between the red and white color on the product packaging, representing the suitable situation for consuming the product. The speech and music also help the audience visualize the video's situation. It also urges the audience to buy the product. Besides, the iconic caterpillar also represents the animal that likes to eat the main ingredients: tea leaves. Last, "Teh Pucuk Harum" is worth buying to reduce the thirst and serve the sweet taste.

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