Multimodal Analysis of Mie Sedaap Advertising

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ABSTRACT

One of the texts that has a complex meaning is advertisement, both print media advertisements and electronic media advertisements. The complexity of meaning is due to conveying messages in advertisements not only using language elements but also nonverbal language and other visual means. Therefore to understand the complexity of meaning, it is necessary to carry out a multimodal analysis in the advertisement. This study aims to analysis of Mie Sedaap advertisements. Advertisements, both print media advertisements and electronic media advertisements, are texts that have a complex meaning. The multimodal analysis discussed in this paper uses the theory of Systemic Functional Linguistics (SFL). This study used a descriptive qualitative method and observation through video advertisements for Mie Sedaap. The data were collected from observations through video advertisements for Mie Sedaap. The findings of the study were analyzed using qualitative data analysis, including data reduction, data display, and conclusion. The research results show that Mie Sedaap advertisements have a multimodal semiotic system that includes linguistic, visual, audio, gestural, and spatial elements.

1. INTRODUCTION

Language has a very important role in human life. Language is a tool used by humans to communicate with each other (Alawamleh et al., 2022; Nair & Yunus, 2021). Language helps humans form a social group, fulfills their need to be able to live together in a community environment and becomes a means to express feelings, attitudes, thoughts or ideas, and other social practices (Kilis & Yıldırım, 2019; León-Garzón & Castañeda-Peña, 2018; Xiao et al., 2020). Language is also used by humans as a means to interact with other humans.

What explains the importance of language (oral or written) sometimes ignores other elements that accompany the successful use of language in social interactions. Those elements are nonverbal language and other visual means (Mohamad et al., 2016; Sofyan et al., 2022; Yılmaz, 2016). In fact, there are many valuable work results because of the relationship between language nonverbal language, and other visual means (Arnold & Reed, 2019; Haarbauser-krupa, 2010). Verbal language without nonverbal language suchas motion, face, voice, and other visual means causes our understanding of language to be limited (Darmawan et al., 2021; Park, 2018). The understanding language that is based on one point of view is called monomodal. Understanding language must be based on more than one point of view or what is called multimodal so that the complexity of the meaning of language can be understood (Coskun & Marlowe, 2015; Gillies & Baffour, 2017; Oakley et al., 2020).

One of the texts that has a complex meaning is advertisement, both print media advertisements and electronic media advertisements. 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 (Library et al., 2012;
Montaner Sanchis et al., 2022; Thomas et al., 2019). Therefore, to understand the complexity of meaning, it is necessary to carry out a multimodal analysis in the advertisement. In SFL theory, the text is a unit of text is limited as a functional language unit in a social context (Quinones & Rusu, 2017; Santiago Schwarz & Hamman-Ortiz, 2020). Text is a language unit that has meaning in a social context that occurs due to communication interactions. All communication interactions are what is called multimodal (Lin et al., 2022; Williams & Beam, 2019).

In multimodal analysis, composition relates to the presence of representational and interactive meanings with images. There are three systems such as (a) Information value, the attachment of the participant elements and the syntagma that connects them and each other with the image witnesses so as to give them the value of specific information about what elements are in the images that can be seen from right, left, top, bottom, middle, and side. (b) Salience, participant elements and interactive representations and syntags made to attract the attention of the audience to different degrees as background placement, foreground, relative size, the contrast in color values, differences in sharpness, and so on. (c) Framing, the presence or absence of frame tools is realized by elements that create borders or lines not relating or relating to images, indicating that they are part or not (Sinar, 2012).

Advertising is a form of promotion for individuals, organizations, or companies to convey their vision andmission (Clow & Baack, 2018; Cordero-Gutiérrez & Lahuerta-Otero, 2020; Dwivedi et al., 2021). In the ad text, there are names of products, ideas, and services that can be profitable for users. An advertisement has a purpose. One of them is to inform, remind, and persuade consumers to take action on the advertised product/idea (Library et al., 2012; Montaner Sanchis et al., 2022; Thomas et al., 2019). To find out the meaning contained in the advertising message. Previous study provides an advertising structure consisting of verbal, visual text, and a combination of both (Dwivedi et al., 2021; Yildirim, 2016). The above explanation raises the author's interest in analyzing electronic media advertisements, namely television advertisements. The ads analyzed are “MIE SEDAAP” ads. The analysis was conducted to analyze the multimodal elements contained in the advertisement.

2. METHOD

This study used the descriptive qualitative method to analyze the multimodal elements contained in the Mie Sedaap advertisement. The multimodal analysis discussed in this paper uses the theory of Systemic Functional Linguistics (SFL) (Imthani, 2010; Santiago Schwarz & Hamman-Ortiz, 2020). The multimodal analysis model was developed from a combination of multimodal theory. In multimodal analysis, a text is called multimodal if the text is formed from a combination of two or more semiotic systems. There are five multimodal semiotic systems in a text, namely: 1) Linguistic: vocabulary, generic structure, and the grammar of the oral and written language, 2) Visual: color, vectors, and viewpoint in still and moving images, 3) Audio: volume, pitch, and rhythm of music and sound effects, 4) Gesture: movement, speed, and stillness in facial expression and body language, and 5) Spatial: proximity, direction, the position of layout and organization of objects in space (Tan et al., 2019). The data were collected from observations through video advertisements for Mie Sedaap. The findings of the study were analyzed using qualitative data analysis, including data reduction, data display, and conclusion.

3. RESULT AND DISCUSSION

Result Linguistic Analysis

The Mie Sedaap advertisement, starring by Natasha Wilona, uses a combination of spoken and written language. The verbal utterances in the Mie Sedaap advertisement spoken by the ad star Natasha Wilona are:

Hi baby
Ini nih inovasi rasa terbaru Mie Sedaap Ayam Bakar limau Sensasi sambil cobeknya, wahhDisegerin jeruk limau Aromanya
Guruh ayam bakarnya meresanNyatu di mie yang kenyal
Ada rempeyek daun jeruknyaSumpah enak
Cobain yuk
Aku cinta mie sedaapMau?
Baru mie sedaap ayam bakar limauSedaap sedaap sedaap
Sedaapnya next level

The verbal variety above is the informal variety in Jakarta. This variety is used to eliminate the ‘distance’ between the message and the audience (consumers) as well as to show the modernity of this advertisement. Furthermore, the emphasis on the meaning contained in the verbal variety of this advertisement is strengthened
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and emphasized by the presence of a written variety which is manifested in the form of visual emblems which are realized through product and trademark emblems as show in Figure 1, and Figure 2.

**Visual Analysis**

The appearance (visual) in this Mie Sedaap advertisement is realized in three visual stages, namely a) Visuals of the ads star exhibited by Natasha Wilona b) Visuals of Mie Sedaap innovations with new flavor, and c) Visual emblem. These three visual displays last for 00:29 seconds. The realization of the three visuals is described in Figure 3.

**Audio Analysis**

The music that accompanies the activity in this advertisement is ASMR, which is accompanied by sounds while eating food. ASMR is usually used for crunchy foods. This is getting stronger or is an affirmation of the superiority of the product is the voice of the artist Natasha Wilona who is sipping noodles and the use of Silence, namely conveying the superiority of the product to the audience on the visuals of the participant's activities.

**Spatial Analysis**

Overall, the distance between one image and another has shown the integration of the meaning of this advertisement. Each image does have its own meaning but each image meaning supports the other image meanings. The depiction of the spirit of participant activity, product excellence, and product convenience is shown by the distance between active participant’s images and the process of introducing new flavor innovations from Mie Sedaap Goreng as well as the depiction of the Lead at the end of the ad image. This lead serves to give a deep impression and meaning to the user. The lead in this ad is a locus of attention which is realized in Figure 4.

**Gesture Analysis**

Gesture analysis in advertisements refers to the process of analyzing body movements or body language in the context of advertisements. This involves observing and monitoring physical movements such as facial expressions, hand movements, body postures, and interactions between people involved in the ad. The aim of the analysis of gestures in advertising is to understand and interpret the messages conveyed by body movements in the context of marketing and advertising communications. This analysis can provide insight into how body movements can influence consumers' perceptions, emotions, and attitudes toward advertised products or brands.

Carefully selected body movements in advertising can provide strong visual support for the message you are trying to convey. For example, hand gestures that lead to products or facial expressions that show consumer satisfaction can reinforce the positive message you want to convey. Movement and body speed and facial expressions are gestures from participants. The gesture in this advertisement is realized from the participant's activity in introducing new taste innovations from Mie Sedaap.

![Figure 1. Product Emblem](image1.png)

![Figure 2. Trademark Emblem](image2.png)

![Figure 3. Visual Display](image3.png)

![Figure 4. The Lead](image4.png)
Discussion

Mie Sedaap's ad text consists of the tagline "Mie Sedaap, with a new taste" which emphasizes the benefits of the product with a new taste that is delicious and suitable for consumer tastes. The choice of the words "delicious" and "new" aims to attract the audience's attention and communicate the delicacy of the product with a new taste that can be enjoyed by all family members (Afiffalih & Hasyim, 2022; Budiyanto, 2019; Madjadikara, 2004). Mie Sedaap advertisements feature pictures that depict appetizing noodle dishes and attractive presentations. The use of bright colors and strong contrasts to reveal delicious and mouthwatering noodles (Sudarma, I. K, 2015; Veszelszki, 2014). An attractive visual layout also helps in clarifying the advertising message and highlighting the Mie Sedaap brand.

The Mie Sedaap advertisement uses a cheerful and vibrant background music. The music aims to create an atmosphere of joy and fun, which relates to the positive experience of enjoying the noodles. The narrator's soft and seductive voice is also used to communicate the benefits and deliciousness of the product (Dishon & Gilead, 2020; Jaakkola et al., 2022). Plus the ASMR sound makes this ad even more interesting. The actor in the Mie Sedaap advertisement shows a pleasant facial expression when eating noodles and describes the satisfaction when enjoying the dish. The hand gestures of those who pick up the noodles and stir the noodles also provide an image of real interaction with the product, highlighting the deliciousness and easy use of the product (Götz & Gasteiger, 2022; Kajama & Kumpulainen, 2020). Through this analysis, it can be concluded that Mie Sedaap advertisements aim to influence audience perceptions and attitudes towards brands and products. By using an interesting combination of multimodal elements, this ad creates emotional appeal and communicates the message that Mie Sedaap is a delicious noodle option suitable for all members of the family.

It is in line with previous study that state the framework identified narrative and conceptual processes, relations between participants and viewers, and symbolic attributes of the images, which all contribute to the sociological interpretations of the images (Ly & Jung, 2015). The identities and relationships between viewers and participants suggested in the images signify desirable qualities that may be associated to the product of the advertiser. The findings support the theory of visual grammar and highlight the potential of images to convey multi-layered meanings. Other study support this finding undertake a multimodal analysis of a print advertisement for the Samsung Galaxy S5 (Herman et al., 2022). The researchers discovered that the structure of verbal (Announcement, Enhancer, Emblem, Tag, Cal-and.visit information) and visual (Lead, Display, and Emblem) components are included in the advertisement.

The implication of this research can provide a deeper understanding of the communication strategies used in Mie Sedaap advertisements. By analyzing multimodal aspects such as images, text, sound, music, and camera movement, this research can help reveal the messages conveyed by advertisements and how these advertisements affect the audience. By understanding the multimodal elements used in Mie Sedaap advertisements, this research can provide insights for marketers in developing effective marketing strategies. Through understanding how these elements interact and influence audiences, marketers can make better decisions in designing advertisements and conveying the desired message. The limitation of this research lay on analyze a certain number of Mie Sedaap advertisements or advertisements within a certain period of time. This may limit the generalizability of the research findings to the entire Mie Sedaap advertising campaign or a wider range of brands.

4. CONCLUSION

Based on the results of the multimodal analysis of Mie Sedaap advertisements, the following conclusions are drawn. There is a multimodal semiotic system in Mie Sedaap advertisements. Each multimodal semiotic system is closely interrelated in generating advertising meaning. The resulting message is quite comprehensive and easily understood by the audience. This advertisement use informal variety in Jakarta.There is good visual aids in this Mie Sedaap advertisement. For Audio Analysis is using ASMR that often found in food advertisement. Spatial Analysis in this advertisement is conducted in process of introducing new flavor. The gesture in this advertisement show good body language in order to introducing new taste.

5. REFERENCES


