

CHAPTER I

INTRODUCTION

A research is made by considering the reasons why a topic should be raised into a research. The background can provide a consideration of where researchers take the direction of their research. In order to make a good idea topic, a researcher needs to find the background of the research clearly.

1. Background of The Study

Multimodal discourse analysis is familiar word in study of language as many people using this topic as a research in recent five years. Multimodality is using communication modes together to deliver meaning or information, and each mode has their own meaning. While analyzing communication modes in a discourse called multimodal discourse analysis. A previous studies, O'Halloran state that multimodal discourse analysis is emerging as a paradigm that expands the study of language to include it in conjunction with other materials¹. It is includes pictures, gesture, action, music, and sound in discourse studies. Multimodal discourse analysis provides equipment and modes in analyzing texts and pictures in many discourse modes. As it stated multimodal analyzing discourse whether written or spoken in many

¹ O'Halloran K. L. (2011). *Multimodal Discourse Analysis*. In: Hyland K & Paltridge B. (Eds.), *Companion to Discourse Analysis* pp: 120-137. London: Continuum

perspectives. It is an analysis trying to find one meaning behind the communication modes that put together in one discourse. People use multimodal to analyze many discourses, such as text books, images, videos, story book, comic, novel, etc. It is interesting because after looking communication modes, the viewer analyze it to get the meaning, message, or even represent of an object in the discourse. By adding more than one communication modes, the discourse has clear, interesting, colorful result but still contain one meaning or message. Thus in the recent five years, research under the title multimodal discourse analysis can be found with various kind of discourses as the data.

In recent 5 years since 2018, multimodal discourse analysis research started to become trend. In 2018-2020, the research under the title multimodal discourse analysis become popular. In Indonesian context, this kind of study started from finding the meaning behind multiple modes in one discourse. Pratiwy concluded a multimodal analysis can reveal the message and the meaning behind the Dettol ads protecting children version². Another Indonesian context which was analyzed a novel under the title ‘Bidadari Permata Bening’. Both of them have the purpose to find the meaning behind discourse through analysis their modes³. In 2019, multimodal discourse analysis begins to explore more content. It is include the aim to find the notion

² Pratiwy, *et al.* (2018). *Multimodal Discourse Analysis in Dettol Tv Advertisement*. AICLL. The 1st Annual International Conference on Language and Literature Volume 2018. Knowledge E.

³ Permata, Dian Yand. (2018). *A MULTIMODAL DISCOURSE ANALYSIS (MDA) ON BIDADARI BERMATA BENING NOVEL BY HABIBURRAHMAN EL-SHIRAZY*. JURNAL GRAMATIKA.

of beauty from the beauty advertisement⁴. The previous researcher aims to specifically find the concept of beauty which collected in beauty advertisement. On the other hand another previous researcher in 2019 used multimodal discourse analysis to find the meaning an object that frequently appears⁵. They has similar purpose as the previous study; finding the meaning behind discourse, however it is specifically only to a certain object in the advertisement. The next in 2020 during the pandemic, multimodal discourse analysis found from Dania. It has the aim the same as the previous one without changing or adding anything⁶. So, the multimodal discourse analysis used as trend title in recent 5 years.

Multimodal discourse analysis continued the development even after the pandemic. Since 2018, multimodal analysis started to become trend research title, however it slow down at 2020 since pandemic happened. The next year since 2021, the multimodal discourse analysis started to explore more than just the meaning behind discourse. This study added the aim to find the brand image of advertisement⁷. They not only trying to find the meaning but continue analyze and finding the brand image of the discourse. Other previous research is from in 2021 used multimodal to find the ideology in advertising

⁴ Oey, Janice Davita. (2019). *A Multimodal Discourse Analysis of the Notion of Beauty in "Dove Real Beauty Sketches"*. Kata Kita. Vol. 7. No. 3

⁵ Evelyn, Marcela. (2019). *A Multimodal Critical Discourse Analysis of Samsung's Ingenius, Website, Consumers' Comments, and Samsung-Apple Brand Positioning*. Kata Kita

⁶ Dania, Rahma, *et al.* (2020). *A MULTIMODAL ANALYSIS OF FOOD ADVERTISEMENT*. iNELLTAL Conference Proceedings. The International English Language Teachers and Lecturers Conference.

⁷ Yohanna. Samuel Gunawan. (2021). *Analysis of Video Traveloka Advertisements Entitled "Dari Monoton Jadi Seru-Seruan" and "Badri and Aldi" Using Multimodal Discourse Theory*. Kata Kita.

discourse⁸. This study more detailed than previous study, they choose to find the ideology of an advertisement. In 2022, the previous research use multimodal discourse analysis to find the language features, discourse strategy, and consumer positioning ads⁹. In this research, instead of focusing only to the language element, the researcher also tried to find the economic element. By separating the modes and finding their meaning, the researcher found the language features, discourse strategy and consumer position. Finally, in 2023, a research from the previous researcher in 2020 recreating the same multimodal discourse analysis to find the meaning of advertisement¹⁰. Another one research used multimodal analysis to find the representation of character video games¹¹. They choose to focus on characteristic of figure in games. By finding each modes meaning and concluded it in one result, they draw a conclusion about characteristic of figures. In conclusion, multimodal discourse analysis still became trend even after the pandemic.

The most attracting discourse is short video. Discourse is a way to communicate with someone to deliver information. It can be spoken, written, or illustrated. Discourse has many example; such as story book, material

⁸ Agustina, Agung Farid. (2021). *IDEOLOGY IN ADVERTISING DISCOURSE: A MULTIMODAL ANALYSIS APPROACH*. The Journal of English Language Teaching, Literature, and Applied Linguistics [JELA].

⁹ Hartono, Dang Arif. Prima, *et al.* (2022). *A MULTIMODAL CRITICAL DISCOURSE ANALYSIS OF GARNIER GREEN BEAUTY ADVERTISEMENT*. IJEAL (International Journal of English and Applied Linguistics). 2(2).

¹⁰ Dania, *et al.* (2023). *A Multimodal Discourse Analysis of KFC Fried Chicken's Video Advertisement*. LANGUAGE CIRCLE: Journal of Language and Literature 18(1).

¹¹ Kurniawan, M. H., *et al.* (2023). *Hot, fancy, and dangerous: The representation of female characters in three popular video games: Multimodal discourse analysis*. EduLite: Journal of English Education, Literature, and Culture, 8 (1).

book, poster, images, advertisement, video, etc. One of which attract audience the most or frequently watched is short video. In past 5 years where technology growing rapidly, it requires an interesting discourse to attract audience attention well. A discourse with interesting element, clear message, and good quality can deliver its purpose to audience successfully, and the answer for that kind of discourse is short video. Since the appearance trend of the short video, which has less than 1 minute duration, audience prefers to watch it than longer video duration. It becomes trend almost all age generation, old or young all people prefer to watch short video than watch long duration video. Since short video has short duration, it is essential to have clear, complete, understandable and interesting content. That's why choosing multimodal discourse analysis for short video is fresh idea. In this research, the researcher selected the short video in the form of advertisement, since advertisement is short video with a clear content to promote the product or service. So the result gives a clear and complete answer. In conclusion, short video as data of this research give a fresh and interesting idea for multimodal discourse analysis research.

From the previous study, one topic that has not taken changing about multimodal is to find the message or the meaning behind discourse. Multimodal provided audience multiple perspectives to show and tell more about the purpose of the discourse. From the previous studies multimodal discourse analysis mostly have aim to find the meaning or the message. The previous study mostly about how to find the meaning or the message that

deliver from the video advertisement that the director intent to. By analyzing the discourse using multimodal discourse analysis, the researcher concludes the result using various modes that multimodal provides. Thus, for this research, the researcher needs to intent to choose strength from multimodal discourse analysis, to find the meaning and the message behind discourse. A fresh idea of this research is the data. The researcher inspired to use multimodal discourse analysis to find the message and the meaning behind a famous brand advertisement. The brand is Tolak Angin. This brand is a herb from Indonesian with popular as the favorite consumer. By multimodal discourse analysis the researcher intent to find the meaning and the message behind the famous Indonesian brand. Based on those previous studies, the writer decides to use multimodal discourse analysis to find the original function of multiple perspectives, finding the meaning and the message of the discourse.

The researcher selects the data namely the advertisement of Tolak Angin Sido Muncul videos. Tolak Angin is Indonesia old brand with the popularity high. Since it is an old brand and the famous one the recent 8 years, it contains cultural aspect in each advertisement they launched. Tolak angin use many new elements that match Indonesian's culture according to the time generation. That's why they still popular even if they are old brand than others. In order to uncovering this discourse, the researcher selects multimodal analysis to find the meaning and message in 5 different Tolak Angin video

advertisements. In conclusion, the researcher selects topic under the title ‘A Multimodal Discourse Analysis on Tolak Angin Advertisement’.

2. Research Question

One of the most important parts in research is research question. It contains the purpose and the outcome of the study. Research question will very useful during collecting data and analyzing data. After considered the background of this study, the writer provides two research questions. These questions made according the need of this study. Here, the research question written here:

- 1) How is the multimodal discourse aspect in Tolak Angin advertisement?
- 2) How the message of multimodal aspect in Tolak Angin advertisement?
- 3) How is the meaning of multimodal aspect in Tolak Angin advertisement?

3. Research Objective

The research will not be useful is it doesn't have purpose. The aim or the purpose of the research gives a reason to the study about why this context needs to be researched. The researcher needs to find strong aim to make sure their study worth as a research. As for this study, according to the background of the research, this study has an aim purposely for language context. This research have aim to contribute the study of language especially about how is the multimodal aspect in advertisement. This study aims to find the message and the meaning in the advertisement, by finding its multimodal aspect in 5 different communication modes or perspectives.

4. SIGNIFICANCE OF THE STUDY

The researcher hopes this study bring useful benefit. Expanding the knowledge related language especially about multimodal used in advertisement. And any other benefit for these parties.

1.) For English Language Student

Through this research, the researcher find the multimodal aspect used in advertisement which contain message and meaning producer intent to. The researcher hopes it can help the language student understand the new information about multimodal, especially about multimodal aspect used in advertisement. By looking for the following data, this study show how the typical multimodal aspect used in advertisement. In this research, the researcher selects 5 communication modes. Thus, this study shows how multimodal aspects used in advertisement in order to attract audience buy the product.

2.) For Language Learner

This research hopefully can help the language learning especially about multimodal discourse analysis. Using this study as the example about how is the multimodal aspect used in advertisement. It also show example for the 5 multimodal aspects used in advertisement. The researcher hopes it can help

language learner to understand how the multimodal aspect used in advertisement to deliver message and contain meaning. So, it makes the language learner easy to understand and apply it practically.

3.) For TV Audience

This research intended to inform about multimodal aspects in advertisement. It is about how the multimodal aspects used in advertisement in order to deliver the message and meaning as the producer intended to. So the audience can understand about why the company made advertisement contain some modes such as visual, gesture, audio, spatial, linguistic. The audience also can catch the message or the meaning behind the advertisement they see in the TV advertisement.

5. Scope/Limitation of The Research

The researcher ensures the scope of this research only about cultural lexicon using multimodal discourse analysis. Basically, the researcher only finds multimodal discourse aspect in video of Tolak Angin advertisements. The method only used multimodal discourse analysis to ensure the message and meaning behind the advertisement. Since this research explores how is the multimodal aspect in Tolak Angin advertisement. Thus, the scope of this research is 5 multimodal aspects in Tolak Angin advertisement and how are the meaning and the message behind them.

Since this study focused on the data from Tolak Angin advertisement, it is showed that the limitation about the brand of advertisement. It doesn't include other advertisement than Tolak Angin. It made the limitation only research about the TolakAngin advertisement. The result will only show the research about Tolak Angin advertisement which usually has the same essential. As all data collect from Tolak Angin advertisement. The limitation of this research is the minimum source of data which the researcher only use Tolak Angin brand as the data of this study.

6. Definition of The Key Terms

1.) Multimodal discourse analysis,

An approach which involving how multiple modes come together to make one message or meaning in discourse. The modes have many form; such as audio, visual, gesture, text, etc. each mode usually has meaning but as the discourse put them together, it united and create one meaning about the discourse.

2.) Discourse,

A way to communicate and deliver message or meaning to the other person. It used to communicate between one person to one person or one person to more than two people. It can be in the form of images, audio, and video, and so on.

3.) Advertisement

A way to a promote product or service in the form of interesting media. In short, it is a promotional picture, video, or audio with the purpose to attract audience's attention so they will buy the product. It can be video, audio, picture, etc.