

CHAPTER I

INTRODUCTION

This chapter introduces the overall view of this study; from the background that leads to the interest in the topic presented in the research, the research questions that aims to be answered by the analysis, the significance of the findings, the research methods, clarification of terms that are frequently used in the paper, and the organization of the paper itself.

1.1. Background of the Study

Advertisements can be found almost everywhere through various mass media; it appears on printed media such as newspaper and magazines, on internet social media applications, on radio programs, on television broadcasts, and even on public areas through posters and billboards. According to The American Marketing Association, advertisement is defined as “the placement of announcements and persuasive messages in time or space purchased in any of the mass media by business firms, non-profit organizations, government agencies, and individuals who seek to inform and/or persuade members of a particular target market or audience about their products, services, organizations or ideas.” (as cited in Durmaz, 2011). Depending on the subject being advertised, advertisement can be used for political purposes (e.g. election campaigns), for raising awareness towards public interests (e.g. public service advertisements), or for announcing that something is for sale. This paper is focused on the last type, which is product advertisement.

Product advertisement is an announcement that something is available for purchase, be it a physical product or a service (Ivanovic & Collin, 2003, as cited in Durmaz, 2011). The announcement is meant to raise awareness about the product, and also persuade its audience into buying the product or at least have a desired perception towards it (Russell, 2009; Kotler & Armstrong, 2018). Advertisement aims to reach as many audience as possible, and thus it can be found

on almost any medium. This paper focuses on billboards, which is a multimodal advertising medium.

As a multimodal text, the meaning or communicative function in an advertisement can be analyzed within the field of language and linguistics (Ananda, Fitriani, Samad, & Patak, 2019). Various forms of advertisements has been a subject of interest when it comes to multimodal analysis due to how it uses multiple modes and semiotic resources to convey its messages, resulting in a myriad of studies on it. One of which is by Febrianti in 2013 who analyzed the synergy between the verbal text and visual image of four printed advertisement in a woman's magazine by using Cheong's (2004) concept of Generic Structure Potential; an approach in multimodal analysis based on Halliday's (2014) Systemic Functional Linguistics (SFL) to see the general structure of printed advertisements as well as how the verbal and visual modes collaborates in the structure itself to communicate. Through the study, it was found that while the main goal of the advertisement is to promote products, the collaboration of verbal text and visual image can also show the "conditions and situations of the people, trends, beliefs, lifestyles and financial situation" of the place where the advertisement is distributed (Febrianti, 2013).

Another multimodal analysis was conducted by Attar (2015) who analyzed billboard advertisements from two car companies, namely Audi and BMW, to find the possible meanings of the advertisements as well as comparing how the two companies used semiotic resources to convey them. SFL's metafunctions were applied in analyzing the verbal text, while visual grammar was applied to analyze the visual image. The research found that the visual image and the verbal text in the advertisements support each other in giving each brand a sense of superiority and challenge over their corresponding business rival.

In a relatively new medium, Gibran (2020) conducted a multimodal analysis on advertisements in the form of endorsement on Instagram social media. Specifically, how the photograph in an Instagram post works together with its caption to persuade its audience into buying the advertised product. Gibran also applied SFL's transitivity system to analyze the verbal text and applying visual

grammar on the photograph. The research found that the photograph shows the excellent quality of the product while the verbal text supports the photograph by retelling the events during the photo-shoot session, or a glimpse of the product's development behind the scenes. The photo and the caption work together in creating a narrative that connects the audience more closely to the product.

The aforementioned studies were a few examples of multimodal analysis conducted on product advertisements, and it has revealed that advertisers used visual and verbal elements not only to promote their products, but also promote their brands or convey additional information as well. There is also another notable pattern among the product advertisements on the aforementioned studies; the product being advertised, be it clothes, cars, nor perfumes, are always explicitly shown in the advertisement.

Compared to other commercialized goods such as clothes, cars, and perfumes, tobacco products stands on a pretty unique ground. Tobacco products, which includes cigars, cigarettes, cigarillos, and its many variations, is widely known to contain harmful substances. However, while smoking publicly is banned in several countries, the tobacco products themselves are not banned, and thus it is not illegal to sell or buy them. Due to tobacco's harmful effects on the body, advertisements of tobacco products have been a subject of controversy worldwide.

There are restrictions when it comes to tobacco advertising in Indonesia, most notably the prohibition to show or imply tobacco products nor anything related to the act of smoking (Indonesian Advertising Council, 2020). These regulations are not baseless, since Indonesia is home to the highest number of smokers in Southeast Asia (ASEAN, 2014; Astuti, Assunta, & Freeman, 2020) and these regulations serves as a way to control the promotion of tobacco products (Widiadana, 2020). Since the aforementioned regulations prohibit the showing of cigarettes, the act of smoking, and the 'benefits' or the 'selling point' of cigarettes, the advertisements look unrelated to the product being promoted.

The uniqueness of cigarette advertising in Indonesia makes it an intriguing subject of analysis due to its detachment to the product that was supposed to be promoted, which makes the advertisement rather vague and has a lot of potential

meanings. There has been an ample amount of semiotic researches in regards to cigarette advertisements in Indonesia (e.g. Hidayat, 2012; Agustini & Purwadi, 2013; Wibowo & Nasution, 2016; Syakur, Rusdiawan, & Sukri, 2018; Alam, Tujzahra, Shindy, & Lestari, 2019; Siddharta, 2019; Prakoso, 2020). However, the studies mostly centers on the visual image in isolation and not on its multimodality. A research that analyzes the multimodality of the cigarette advertisement itself is still lacking, especially in studying how the verbal text and visual image work together in delivering messages. Furthermore, most previous studies also often focuses on television commercial, or only on a single brand.

A notable previous research regarding Indonesian billboard cigarette advertisement had been conducted by Ananda et al. (2019), in which they analyzed seven billboard advertisements through multimodal and Systemic Functional Linguistic lenses. The study claims to analyze the representational/ideational meaning that can be found on both the image and verbal text. While the images are properly analyzed through Kress and van Leeuwen's (2006) visual grammar, the verbal texts were not analyzed through transitivity analysis. The verbal text ended up analyzed based on their textual metafunctions (their colors, salience, etc.; in other words, the visual aspects of the verbal text) rather than their ideational metafunction. Furthermore, the study also focuses only towards a single brand, which is *Sampoerna A Mild*.

Therefore, this study aims to contribute in the field of multimodal analysis by analyzing Indonesian cigarette advertisements on billboards that belongs to multiple brands. As each mode in a multimodal medium cannot be studied in isolation (Jewitt, Bezemer, & O'Halloran, 2016), as well as to close the gap between this study and the previous researches, this study will apply Halliday's (2014) transitivity analysis on the verbal text, Gunther Kress and Theo van Leeuwen's (2006) visual grammar for the visual images, and Cheong's (2004) framework of generic structure of printed advertisements. This study is based on Halliday's (2014) systemic functional linguistics (SFL) since it is designed to analyze language (or semiotic resources, in this case) based on its functionality in social interactions. Visual grammar is also an approach in analyzing images based on SFL in principle.

Another useful tool that also applied in this study is Cheong's (2004) generic structure of printed advertisements, where Cheong separates the semiotic resources in an advertisement into linguistic component and visual image component. Cheong also provides a framework of how the two components interacts through a bi-directional transaction of meaning. Through these approaches, it is hoped that the analysis of each of the modes in the advertisements will be more systematic, and can explain how each mode works together in communicating messages to the audience.

1.2. Research Questions

Based on the background of this research, problems that are addressed in this research are as follows:

- i. What meanings are communicated by the collaboration of verbal and visual elements in the cigarette advertisements?
- ii. How do the verbal and visual elements in the advertisement work together to realize their meaning?

1.3. Aims and Objectives

This study aims to contribute in the field of linguistics and multimodal study by analyzing Indonesian cigarette advertisements on billboards. Billboards are a type of advertisement that uses visual images as well as verbal texts, and this study aims to illuminate how the two modes interact and what kinds of meanings results from it.

1.4. Scope of the Study

This study focuses on analyzing Indonesian cigarette advertisements on billboards. Billboards are chosen as the medium to be analyzed since it is the most popular form of advertising used by tobacco companies in Indonesia, and as a way to close the gap from the previous similar researches since most researches on cigarette advertisements are focusing on television commercial. Each of the

advertisements analyzed in this study also belongs to different brands in order to give a more generalized view of how Indonesian cigarettes are advertised. This study focuses on the multimodality between visual image and verbal text that can be seen in the advertisement itself, and the meanings that are analyzed in this study is limited to its ideational metafunction, which are ideational meaning for the verbal text representational meaning for the visual images.

This study also includes the influence of socio-cultural context, especially in applying Cheong's (2004) framework of general structure of printed advertisement. For the sake of clarity in this study, socio-cultural context refer to knowledge outside of the advertisement itself (for example, interpreting the use of color red as a representative of boldness of bravery). At a glance, this would be detrimental to the study since it relates more towards interpersonal meaning rather than representational/ideational. However, this is a necessary addition even if only in passing, because in interpreting what an object/subject represents, the audience's prior knowledge outside of the advertisement itself would inevitably plays a role.

1.5. Significance of the Study

Theoretically, this study aims to contribute in the field of linguistic and multimodal analysis, especially in enriching the reference for other researchers that are interested in studying similar topics. In a more practical perspective, this study offers an insight at how semiotic resources between two modes interact in a printed cigarette advertisement, and what meanings resulted from it, especially since the product being advertised is not explicitly shown.

1.6. Research Methods

1.6.1. Research Design

This research was conducted through descriptive qualitative approach. The reason why this approach is taken is due to how it relates to the aim of this research. This study aims to analyze and describe the use of multimodal semiotic resource in cigarette advertisement on billboards; the research questions that aims to be answered in this paper is open-ended in nature rather than relying on numbered

data. Furthermore, qualitative approach is considered as the appropriate method in researching social or human phenomenon (Creswell, 2013).

1.6.2. Data Collection

The data of this research are nine Indonesian cigarette advertisements found along the streets of Bandung City, Indonesia, from July to October 2021. The reason why billboard is the medium to be analyzed is due to survey results that found outdoor advertising in Indonesia, particularly billboards, as the most used by cigarette companies (Dwinanda, 2019). The data are collected by taking a photo of the billboards that advertises cigarettes.

1.6.3. Data Analysis

The data analysis are designed to answer the research questions in this study. The first question tries to discover the meanings that are communicated through the collaboration of verbal and visual modes. In answering this question, the modes are analyzed in separation first, and in order to do so, the elements in the advertisement will be separated into linguistic component and visual image component based on Cheong's (2004) generic structure potential of printed advertisement. After the elements has been properly categorized, the analysis will discover the elements' ideational and representational meaning by applying Halliday's (2014) transitivity system on the linguistic components, and Kress and van Leeuwen's (2006) visual grammar on the visual image components.

After the ideational and representational meaning of the elements has been found, Cheong's (2004) framework of generic structure of printed advertisement is applied again, particularly the four-step process of bi-directional transaction of meaning between linguistic and visual image components. Through this framework, the meaning that results from the collaboration between verbal and visual mode is discovered, thus answering the first question. The second question is also answered through this process as well, as how the two modes work together is also revealed.

1.7. Clarification of Terms

This research will analyze cigarette advertisements on billboards through the lens of multimodal analysis. As such, there are several key terms that needs to be addressed to avoid misunderstanding.

1.7.1. Advertisement

A tool of communication with a purpose to promote, whether a cause or a product, and persuade its viewers into taking an action desired by the advertisements or at least have a desired perception over the subject it is promoting (Russell, 2009; Kotler & Armstrong, 2018).

1.7.2. Semiotic Resources

Semiotic resources is a term in social semiotics that stems from the concept of signifiers and signified in Ferdinand de Saussure's semiotics (van Leeuwen, 2004). Simply put, semiotic resources are signifiers—any kind of observable actions and objects, be it a gesture or an image, that has the potential to contain meaning (van Leeuwen, 2004).

1.7.3. Mode

Mode refers to a term used in the field of social semiotics and systemic functional linguistics. The term itself is very broad, and thus it is still considered impossible to be defined in a single satisfactory definition (Forceville, 2006, as cited in Bateman, Wildfeuer, & Hiippala, 2017). In semiotic field, mode can be defined as a set of semiotic resources for making meanings that has been organized and shaped socially and culturally (Jewitt, Bezemer, & O'Halloran, 2016). Writing, image, and speech are some examples of mode (Kress, 2010).

1.7.4. Multimodal

Multimodal is the use of multiple modes in a medium (Iedema, 2003, as cited in Gibran, 2020).

1.7.5. Linguistic and Visual Image Components

Linguistic and visual image components are concepts used in Cheong's (2004) generic structure of printed advertisement. Linguistic component refers to elements (or, in simpler terms, parts) of the

advertisement that uses verbal text. Meanwhile, visual image components refer to elements in the advertisement that uses visual image, as the name suggests.

1.7.6. Represented Participants

Represented participant is a term used in Kress and van Leeuwen's (2006) visual grammar. It refers to objects that is shown in the image; objects, in this case, is not limited to inanimate objects, but also a person, an entity, animals, and so on and so forth.

1.8. Organization of the Paper

This paper is organized into five chapters that can be summarized as follows.

Chapter I: Introduction. The contents of this chapter introduces the background of this study, the research questions, the purpose of this study, research methods that further cover the data collection and analysis, clarification of terms, and organization of the paper.

Chapter II: Theoretical Framework. This chapter explains the theories that are used to answer the research questions posed in this study.

Chapter III: Research Methodology. This chapter shows the research methodology used in this paper. From techniques, approaches, and data presentation, including at how the collected data is processed and analyzed.

Chapter IV: Findings and Discussions. This chapter discusses what the analysis has found. This is where the analysis of the processed data is explained and interpreted.

Chapter V: Conclusion. This chapter provides the conclusion of this study, as well as discussing its shortcomings. Suggestion for further similar studies is also presented.