A MULTIMODAL DISCOURSE ANALYSIS IN *TOKOPEDIA* ADVERTISEMENT

by:

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AS A PARTIAL FULFILLMENT OF THE COURSE OF DISCOURSE ANALYSIS

ENGLISH STUDY PROGRAM
FACULTY OF SOCIAL AND CULTURAL SCIENCES
UNIVERSITY OF TRUNOJOYO MADURA
6th SEMESTER A.Y. 2021/2022
1. Introduction

In this era, modern people not only use a newspaper to read the advertisement, but also most people use and see anything from online sites. Online sites can conclude electronic message, web, and social media link, to persuade the costumers more interesting to buy something from the internet as they called online shopping. The shop owner must buy an online advertisement to make the reader, listener, or the users wants to buy something from their shop. The advertisement itself is one of the communication media or virtual to attract others to goods and services that is offered to all the costumers. According to (Liu, 2019) a good advertisement is an advertisement that shows clearly and the multimodal features of semiotic resources the language, image, sound, and colour. In this research, the advertisement is focusing in semiotic system which are visual, audio, gestural and spatial elements. These visuals are important things that must be done in making an advertisement, especially an advertisement with good visuals, because a good ad with cool visuals can also be important because it can attract the attention of consumers to watch it or read it.

Advertisement aims to persuade costumers to buy a particular product. And if the person in convinced the advertisement and they buy the product that is sale, and that is called the effect of the advertisement. In advertising usually is defined into two types, the first one is advertisement commercial and non-commercial advertisement. This study will explore the non-commercial advertisement because the researcher took the data from the online platform called YouTube. Advertisements on television are usually referred to as commercial advertisements and those in online media are referred to as advertising promotions. because advertising on television usually uses polite language and is more for entertainment, while advertising in online media is a form of promotion of a product or goods sold by the sellers.

Discourse analysis means that the integral part of language and communication in general. According to Schiffrin, Discourse Analysis involves the study of both text and context, while text linguistics only studies the text. In discourse itself there is a meaning of structure in the word, namely how the people
organize what they feel of what they typically say first, next and so on in conversation or writing. For example, how to greet, how to start and end the interaction, what language used, etc. How the language used is influenced by the relationship between participants as well effects of language. In discourse analysis, we can learn deeper meanings than just in a speech, conversation, or text. The meaning of a text and communication message is not only seen from clearly written text, but more than that.

According to the statement above, the researcher aims to explore multimodal analysis in Tokopedia advertisement on the internet or TV Indonesia which are linguistic, visual, audial, gesture, and spatial analysis. The researcher using Halliday’s functional in social semiotic, the language as the one of a number in semiotic resources such as the gesture, images and music for people to used it to communicate and made their meaning to each other (Halliday and Hasan (1976:1)). Halliday’s three types of social meanings (ideational, interpersonal, textual). The Ideational representational meaning of the image. And Interpersonal modal is meanings of the image. For the Textual, compositional meaning of the image. In perspective of discourse, the elements used are verbal and visual to analyzing the advertisement by approach in multimodal discourse.

The main problem of this research is that the researcher explores Tokopedia advertisements from a visual perspective semiotic system which are visual, audio, gestural and spatial elements. And to examine how the advertiser has created a visually appealing piece to persuade consumers to meet their economic needs.

The objective of the research is to evaluate the all the conceptual linguistic mode and the meaning of visual effects in Tokopedia ads represent on YouTube advertisement. The researcher chose YouTube online platform because usually if someone is watching YouTube and there is a short ad from that platform, the advertisers take the opportunity to persuade consumers to buy a product they are selling. That is why at this time, most sellers promote their goods through online advertisements, either YouTube or other online applications. In this study has some limitations, the researcher findings are more carefully because the data that
the researcher got was taken from only one platform, namely advertisements on YouTube. A brief explanation of the statement above is to export the meaning of the linguistic mode of the data and the meaning of the visual mode displayed in the *Tokopedia* advertisement. Researcher also have to complete the modality of *Tokopedia's* advertisements, namely are there a message that are displayed in the advertisement to make it easier to reach the audience of the advertisement.

2. Theoretical Review

2.1 Advertisement

Advertisement is a concept that is shown in the form of images, videos or animations that aim to attract the attention of the reader or watcher. In the text of ads, there are names of product and ideas to persuade the costumers. According to Kotler (1997: 198), says that the advertising objectives related to the target to provide information to the public about the ins and outs of a product. The purpose of the advertisement usually to increase the income of the seller and introduce their products to the wider community. And Bovee (1992) stated that advertisement is communications that contain non-personal information and are paid for or displayed for the purpose of persuading customers of sponsorships that have been offered.

Advertisements on television are usually referred to as commercial advertisements and those in online media are referred to as advertising promotions. Because advertising on television usually uses polite language and is more for entertainment, while advertising in online media is a form of promotion of a product or goods sold by the sellers. In addition, Cook (2001) statement that advertisement is to inform, persuade, remind, influence and perhaps change opinions, emotions and attitudes. In other words, the meaning is that advertisements not only to sell the product but also change the society and to make people buy their stuff they want or they need. He also thinks that advertisement also give some warnings and information to the watchers.
2.2 Critical Discourse Analysis

Critical discourse analysis is included of the discourse analysis. In critical discourse analysis, the discourse is not fully the study of a language. The quality in this discourse is always assessed of the ability to put the text in the complete terms. In critical discourse analysis, it included a detailed textual analysis and move from there to an explanation and interpretation of the analysis. To know more some information about critical discourse analysis, according to Fairclough and Wodak (1997) is power relations are negotiated and performed through discourse. The discourse reflects and reproduces social relations. There are several types in doing critical discourse analysis, which are:

A. Discourse and Ideology
   Aims to provide way in exploring the hidden various aspects of social and cultural life and even the politic terms values that included the spoken & written discourse used.

B. Discourse and Gender
   The study only focused with the relation the language used and the biological category of sex. It also contained women and men languages

C. Discourse and Identity
   The sign is constructed in the use of discourse. But also depends on the occasion

D. Discourse and Casual Conversation
   Is represented by the relationship in people speaking, frequency, the degree of involvement also the sense of affiliation to each other
   In addition, the order of discourse, discursive practices between the texts and dialogues are produced or interpreted.

2.3 Multimodal

In social semiotic, language is the one of number in semiotic resources which are the gesture, images and music for people to used it to communicate and made their meaning to each other (Halliday and Hasan (1976:1). And from another experts says in semiotic, (Chandler, 2007:2) statement that signs are included of words, sounds, picture, gestures, and objects. Moreover, Chandler said
that in semiotic a study is not only regards to ‘signs’ in every conversation but also in semiotics it includes everything that regards to others else (Chandler, 2007:2). There are several signs that also called multimodal, based on (Anstey and Bull 2010) state, that the text that called multimodal text is the text that has two and more semiotic systems. In other way, there are five types semiotic systems:

a. Linguistics: it included the aspects of in vocabulary and grammar in written language
b. Visual: included the aspects of colour and the point of view and also the objects that is moving
c. Audio: included the aspects of volume and can be a pitch also the music rhythm that from the sound
d. Gestures: included aspects of the movement, the speed, and it can be the silenced
e. Spatial: included aspects of the position in the layout and objects

3. Methods
The research is explained the multimodal elements in Tokopedia advertisement. The research explains the related products that includes the action, tone, speech, and pictures. The research aims to describes how the elements in multimodal semiotics are represented in Tokopedia Advertisement. The researcher used a qualitative descriptive to reveal the findings of the article. The online platform called Tokopedia was chosen to made this research. The data of the study were chosen by the images, symbols and anything that the researcher can found in the Tokopedia advertisement.

In the analysis of data, the researcher aims to explore the multimodal Tokopedia advertisement by using Halliday’s function in social semiotic, the language as the one of a number in semiotic resources such as the movement, picture and the tone. The first thing that the researcher did was watching the Tokopedia advertisement on YouTube online platform so the researcher can understand the meaning of the advertisement. Second, the researcher took the
meaning of the data that was spoken and written in languages, pictures, and the music from the advertisement.

4. Result and Discussion

Results

Advertising is the important goals to attract the attention and persuade consumers to buy something. With advertisements, customers are more interested in seeing them and then buying them because advertisements usually contain visuals that are pleasing to the eye and can attract the attention of consumers. Moreover, this Tokopedia advertisement chose a world-famous boy band as its brand ambassador to promote this online shopping application. Tokopedia itself is an online shopping application that was founded by William Tanuwijaya and Leontinus Alpha Edison on August 17, 2009. Over time, Tokopedia has developed in any field, now it is not only an online shopping place but can make payments for other things such as BPJS, able to pay electricity bills and others. The topic of the discussion that the researcher will make are:

Linguistic Analysis

The first thing that the researcher explored is to understand the meaning of the advertisement and also for the information that is told in advertisement. Tokopedia advertisement are broadcast in two different media, namely online media and TV media. The researcher will discuss this time is the Tokopedia advertisement on YouTube with a link: https://www.youtube.com/watch?v=zRuvaD9UQ-s In the advertisement, Tokopedia is collaborating with the world's leading boyband, BTS. The message that appears in the advertisement is with the musical lyrics:

Tokopedia, bebas ongkir dong
(Tokopedia, free delivery) Jin BTS
Beli nanti
(Buy later) – The promoter
Gratis ongkir dong
(Free delivery) – V BTS
Bayar langsung, COD
(Buy directly) – The promotor
Pakai apa aja
(Using anything) – The promotor
Bebas ongkir dong
(Free delivery) – V, Jin BTS
Bebas ongkir sepuasnya
(Free delivery all you want) – The promotor
Jadi, Tokopedia
(So, Tokopedia) – BTS

The advertisement process is presented in the musicals with the message in advertising that all of the costumers can enjoy the free delivery to take the package to their home safety. The emblem of product in this advertisement is green because the specific kind of Tokopedia is green as same as the application colour.

The emblem of advertisement:

![tokopedia](image)

Visual Analysis

The visual can be called as the appearance of the advertisement. The visual of the Tokopedia advertisement are many. And there are three visuals that appears in the 00:15 seconds advertising in Tokopedia advertisement.

<table>
<thead>
<tr>
<th>No</th>
<th>Visual</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

8
<table>
<thead>
<tr>
<th></th>
<th>Visual Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>The Jin &amp; V BTS visual (time 00:10)</td>
</tr>
<tr>
<td></td>
<td>The first visuals that shown in the advertisement is Jin &amp; V BTS who inform to buy on Tokopedia because it is free delivery</td>
</tr>
<tr>
<td>2</td>
<td>The visual of the advertisement ambassador (time 00:12)</td>
</tr>
<tr>
<td></td>
<td>The second visuals that shown in the advertisement is the brand ambassador of Tokopedia on YouTube advertisement</td>
</tr>
<tr>
<td>3</td>
<td>The visual of emblem (time 00:13)</td>
</tr>
<tr>
<td></td>
<td>The last visuals that shown is the emblems of Tokopedia Advertisement</td>
</tr>
</tbody>
</table>

Table 1. the result of visual analysis

Moreover, the combination of the Jin & V BTS with the second visuals is the brand ambassador of the advertisement, BTS in Tokopedia YouTube advertisement was created the interpersonal message to the watchers and the members. Means that the member in the advertisement convinces the audience or consumer to shop easily online because they will get free shipping in Tokopedia throughout Indonesia.
**Audial Analysis**

The audial that complete the musical is with the information in this advertisement. The information that tells with the music audio in this advertisement to entertain and giving an information to shop easily through *Tokopedia* online application. The audio is the information of the spoken words in the *Tokopedia* advertisement:

- **Belanja? Tokopedia saja**
- **Tokopedia, selalu ada selalu bisa**
- *(Shopping? In Tokopedia)*
- *(Tokopedia, always there, always able)*

**Gestural Analysis**

Gesture is how facial expressions are shown and body movements are shown in an advertisement. In this *Tokopedia* advertisement, it is shown by the expression of the advertisement star where they are showing a banner that *Tokopedia* can provide free shipping with pay later and direct pay at any time with a smile on their face and hand gestures pointing at the advertisement banner.

<table>
<thead>
<tr>
<th>No</th>
<th>Picture</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td><img src="image1.jpg" alt="Image" /></td>
<td>The gesture of Jin BTS when he shown the advertisement banner “Pay Later”</td>
</tr>
<tr>
<td>2</td>
<td><img src="image2.jpg" alt="Image" /></td>
<td>The gesture of V BTS when he shown the advertisement banner “Direct Pay”</td>
</tr>
</tbody>
</table>
The gesture of brand ambassador to inform the free shipping (time 00:06)

### Table 2. the result of Gesture Analysis

**Spatial Analysis**

In every display that is in the advertisement has meaning and has a relationship with one another. The following is the meaning of one image in the Tokopedia advertisement which includes all the meanings in other displays that shown in Tokopedia advertisement.

<table>
<thead>
<tr>
<th>No</th>
<th>Picture</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td><img src="image" alt="tokopedia" /></td>
<td>The main image that represents all meanings in the Tokopedia advertisement</td>
</tr>
</tbody>
</table>

One meaning of all display advertisement (00:13)

### Table 3. the result of Spatial Analysis

**Discussion**

The main player in this advertisement is the brand ambassador of a world-renowned group, namely BTS. There it shown Jin and V BTS who were promoting to consumers that online shopping at Tokopedia was definitely free delivery to their respective homes. The advertisement also tells that Tokopedia can pay later and make payments directly at home. This advertisement shows that everyone can use the Tokopedia application if they want to shop online. All the scenes in the advertisement enter into modality which are Linguistic, Visual, Audial, Gesture, and Spatial analysis.

**Linguistics Analysis**

This advertisement contains a display that is presented in writing and in pictures which have the same meaning, namely to persuade consumers to shop online through Tokopedia. That include in Linguistic analysis that the researcher
explored. In this advertisement, there is also a message that aims to inform consumers that shopping at Tokopedia will provide free shipping and can make payments later or when the goods arrive at their destination. In the process of music and images as well as carriers of advertisements that entertain the audience.

In the delivery process for both, do it in one way, namely by making attractive advertisements with the famous artist namely BTS and don't forget to put an emblem at the end of the advertisement because the emblem is the main content of all advertisements that have been made by Tokopedia.

**Visual Analysis**

In Tokopedia advertisement appearance (visual), there are three different sections that are shown to the audience. The first one was Jin & V BTS who informed that Tokopedia could make payments later and direct payments when the goods arrived at the destination address. The second is BTS as the brand ambassador of the Tokopedia advertisement who persuades the audience to shop at Tokopedia because there will be free shipping. The last is the important meaning of the advertisement that is displayed, namely the Tokopedia application emblem or can be referred to as the Tokopedia logo. The visuals in this advertisement are intended to entertain and convey messages that are not boring to consumers or viewers, especially the visuals of the BTS.

**Audial Analysis**

The music presented in the Tokopedia advertisement is when BTS invites consumers to shop online through Tokopedia. In the word "Tokopedia, selalu ada, selalu bisa" (Tokopedia, always there, always able) there contains the meaning of the main purpose of the Tokopedia application, namely by informing consumers can rely on Tokopedia at any time. Because Tokopedia will always be there for consumers if they need it.

**Gestural Analysis**

The gesture in this advertisement is explained when Jin and V BTS answer the promoter's question when asked what Tokopedia can do. In picture 1, it explained that Jin BTS replied that Tokopedia could make payments later and in
picture 2, it shows that V BTS also replied that Tokopedia could pay directly when the stuff arrived at their destination.

Spatial Analysis

The spatial analysis on advertising is aimed at the same as the emblem on the ad, namely the green characteristic of Tokopedia. In picture 1 it is explained that it is the logo or the purpose of the Tokopedia advertisement, which is to inform that Tokopedia will always be there and can be relied on if consumers need.

5. Conclusion

Based on what has been discussed above, there are three conclusions in the multimodal in Tokopedia advertisement, which are:

1. The researcher uses semiotics in multimodal to explore meaning in Tokopedia advertisement
2. Tokopedia advertisement use five different aspects. Namely linguistics, audio, visual, gestures, and spatial in each section have been explained and investigated by researchers in the discussion section
3. Tokopedia advertisements have messages that are easily understood by the audience or consumers. The advertisement is presented with very attractive visuals and audio and spoils the eyes by using BTS as brand ambassadors in advertisement. The message displayed is also short and easy to understand so that it can attract the attention of consumers to shop online through Tokopedia

The researcher makes the research results in this research only in general terms. The massage that shown in the advertisement also brief enough and easy to understand the meaning. The first thing that the researcher did was watching the Tokopedia advertisement on YouTube online platform so the researcher can understand the meaning of the advertisement. Second, the researcher took the meaning of the data that was spoken and written in languages, pictures, and the music from the advertisement.
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