

## A Multimodal Discourse Analysis in Pantene Advertisement

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### ABSTRACT

Advertisement is a persuasive media aimed at persuading and influencing the public. Every day, the advertisement can be found anywhere, such as in a newspaper, television, radio, and also magazine. Pantene is a shampoo product that is very famous especially among women. Its advertisement can be found almost in every media. In this research, the researcher aims to investigate how Pantene Indonesian ads verbally and visually represent the image of women with beautiful strong hair and the ads' differences by means of Halliday's transitivity system (2014) and Kress and van Leeuwen's (2006) point of view. This research also focuses on what the differences signify. The research analyzes Pantene's advertisements. The data taken for this research are the Pantene Indonesian ads, focusing on the ads that show their brand ambassadors. The results of this research show that Pantene Indonesian ads describe women with strong hair as something that is coveted by women in Indonesia. Similarly, in Pantene International ads, the figure of a woman with strong and beautiful hair is described as a beautiful woman. In the Pantene Indonesian advertisement, it can be seen that ads makers use the implicit persuasive method, whereas, in the International Pantene, the method is explicit declarative employed which can be seen by viewers directly. These differences verify the stereotypes attached to the Indonesian and International market, namely being communal and individual, respectively.

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### 1. Introduction

Nowadays, modern people not only use language as communication media, but also people use technology such as electronic messages, television, radio, newspaper, and magazine. People tend to use all of those to deliver their purposes like invitation, persuasion, exclamation, and argumentation. It must be seen in the electronic or printed advertisement which is used by advertisement makers to persuade the reader, listener, and audience as a consumer. The advertisement itself is one of the communication media to motivate and persuade collectively in order to attract people to the goods and services which are offered.

According to Prentice Hall (1990: 185), the term advertising is a message which is published or broadcasted in the mass media. It is designed to provide information that will help to persuade people to buy or accept goods, services, or ideas. Advertising is paid for by an identifiable sponsor, and it is controlled, which means, the paying sponsor controls when, where, and how the ads appear. The advertising is impersonal. It appeals to broad groups through mass media.

Discourse analysis is an integral part of language or communication in general. Through discourse analysis, we can explore deeper meanings than just what is contained in a speech, conversation, or text. Discourse analysis or discussion analysis is a method used to uncover the meaning or communication messages contained in a text, both textually and contextually. So that the meaning extracted from a text or communication message is not only seen from the clearly written text, it is more than that.

According to Stubs, discourse analysis is one of the studies that examines or analyzes language used naturally, both in spoken and written form. Stubs also said that discourse analysis emphasizes the study of use in social contexts, especially in interactions between speakers. In addition, Cook also argues that discourse analysis is a study that discusses discourse, and discourse is the language used to communicate.

## **2. Literature Review**

### **2.1 Critical Discourse Analysis**

Critical discourse analysis is one part of discourse analysis. In critical discourse analysis, discourse is not understood merely as the study of language. According to Fairclough and Wodak (1997), critical discourse analysis sees discourse as a form of social practice so that holistic and contextual criteria need to be considered.

The quality of a critical discourse will always be assessed in terms of the ability to place the text in a complete context. Discourse is no longer understood as just a series of words or propositions in a text, but as an idea, concept, or effect that is formed in a certain context so that it influences the way of thinking and acting. To recognize a critical discourse analysis, it is necessary to know the following five general characteristics:

- a) The nature of cultural and social structures and processes that view texts as a form of social practice and texts as part of a social phenomenon that is not always linguistic discourse.
- b) Discourse is structured and constitutive, meaning that discourse is a form of social practice, and has a dialectical relationship with other social dimensions.
- c) The use of language should be analyzed empirically in the context of social interaction.
- d) Discourse functions ideologically. In this analysis, the practice of discourse contributes to the creation and reproduction of unequal power relations between social groups such as social classes, women and men, minority and majority groups, and others.
- e) The research was conducted with the aim of revealing the role of discursive practice in preserving unequal power relations.

Fairclough's (1995) approach is more specifically an approach to discourse analysis that is text-oriented and seeks to unify three traditions, namely detailed textual analysis in linguistics, macro-sociological analysis/social practice, and interpretive and micro-sociological traditions (including ethnomethodology and conversational analysis). In such discourses, everyday life is treated as a product of people's actions.

In addition, the discourse is also applied by Fairclough in three different concepts. First, discourse is understood as the type of language used in a particular field, such as politics or science. Second, the use of discourse as a social practice, meaning that discourse analysis aims to reveal the role of discursive practice in an effort to preserve the social world, including social relationships that involve disproportionate power.

According to Fairclough, power does not come from outside but determines the structure, rules, and relationships with other factors such as socioeconomic, family, communication media, education, and science. Third, in its most concrete use, discourse is used as a way of speaking that gives the meaning that comes from experience drawn from a certain perspective.

Therefore, in the order of discourse, there are discursive practices where texts and conversations are produced and consumed or interpreted.

### **2.2 Advertisement**

Advertising is a form of promotion for individuals, organizations, or companies to convey their vision and mission. 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 (Kotler and Armstrong, 2009: 236).

To find out the meaning contained in the advertising message, Cheong (Sinar, 2013: 136) provides an advertising structure consisting of verbal, visual text, and a combination of both.

- a. Announcement provides three explanations that the announcement is the only advertising message, the most important aspect interpersonally among other messages in the text and catchphrase.
- b. Enhancer is to build or modify the meaning that comes from the interaction between Lead and Announcement. Enhancer messages in advertisements are usually conveyed through paragraphs.

- c. Call and Visit Information is the contact information that can be contacted by the user community who wants to obtain the advertised product and usually call and visit information is printed in small writing and its position is at the bottom or top, or right and left of the advertised product.
- d. A lead describes a size, position, or color that must have the potential to convey an impression and meaning to the user.
- e. Display serves to draw a real and explicit product. The visual congruent display component serves to realize the product without going through symbolization and the incongruent display realizes the product through symbolization.
- f. Emblems are divided into visual emblems that are realized through the logo of the advertised product, and linguistic emblems that are manifested through the brand name or trademark. The emblem function provides identity or status for products that have a position on any side to adjust the proportion of ad text.
- g. Tags are recommendations for advertising products.
- h. Conversion in the text describes the active and passive participants in the verbal text.
- i. Setting functions for the background that explains the advantages of the products offered.
- j. Additive is a relationship that explains various visual information through verbal texts which are complementary to the advantages possessed by the product.
- k. Demand is a direct interaction between the participant and the audience, manifested through eye contact or eye contact looking at the witness.
- l. Social and Equality is a way of taking visual elements in the text by providing information to the audience that the product is a product that can be owned easily and its realization can be found in call and visit information.
- m. Salience shows the advantages gained by using advertised products that indirectly convey the effect to the public, for example, a beautiful body is the dream of every woman.
- n. Reactors are people around who look at the object that is the center of attention.

Ibrahim in Rina (2008: 178) states that advertising has a number of functions as intended by the designer or advertiser. Broadly speaking, the advertising function can be seen from two sides, namely the real function and the hidden function. Advertising communicates a message that can contain and combine several different purposes, with two key characteristics, namely advertising that provides information and advertising that persuades. Advertising has various uses and functions (Kotler, 1985: 142).

According to Kotler (1997: 198), says that the advertising objectives related to the target can be classified as follows:

- a. Advertising to provide information (information) to the public about the ins and outs of a product.
- b. Persuasive advertising is carried out in a competitive stage whose purpose is to form selective demand for a particular brand.
- c. Advertising to remind (reminding), namely to refresh the information that has been received by the public, this type of advertising is very important for an already established product.
- d. Positioning. namely forming an image, how a manufacturer positions its product or brand among competitors (Kasali, 2007: 159).

While the purpose of an advertisement is usually built on four components, including:

- a. Behavioral aspects, namely actions that are expected of potential buyers such as trial purchases, visiting stores, taking samples, or asking for more information.
- b. Expected attitude. This concerns the attitude or features of the product.

c. Awareness. In the development of new products on the market, winning the patience of prospective buyers is the main task of advertising.

### **3. Multimodal Analysis**

In the theory of Functional Systemic Linguistics, the text is a unit of use (Halliday and Hasan (1976: 1). Text is limited as a functional language unit in a social context (Halliday: 2004: 94). It is not a grammatical unit such as clauses and sentences; and is not defined following Halliday's view (Saragih, 2006: 4) which says that the text uses language whose sources are spoken and written means of any size, which form a whole unit; a unit of language use; not a grammatical unit such as clauses and sentences; and is not defined. follows its size; has a unity or texture that distinguishes it from non-text and involves a semantic relationship which we refer to as cohesive and coherent in the meaning it expresses, not only in content/form but the choice of the whole semantic source of language.

The text is limited to its functional meaning in a social context, asserting that the text can be a single text, paragraph, complex clause, clause, phrase, group, or sound. In addition, the text studied based on the Systemic Functional Linguistic approach emphasizes meaning. This confirms that no matter how small the language unit that exists as long as the language unit has meaning in a social context, it is still called text. Text which is a unit of language that has meaning in a social context occurs due to communication interactions. All these communication interactions are called multimodal (Norris in Sinar (2012: 132).

The multimodal analysis emphasizes that all means of communication, both verbal and nonverbal, play an important role in generating meaning. Because language contains meaning, Smith in Sinar, 2012:133) said that multimodal analysis includes the analysis of all types of communication that have interaction and integration texts on two or more semiotic sources or means of communication to achieve the communicative function of the text. The multimodal analysis discussed in this paper uses the theory of functional systemic linguistics (LSF). The multimodal analysis model was developed from a combination of multimodal theory (Anstey & Bull, 2010), and multimodal analysis by Kress and Van Leeuwen (1996-2006).

Furthermore, in the multimodal analysis, composition relates to the presence of representational and interactive meanings with images which according to Kress and Leeuwen (Sinar, 2012: 132) are carried out through three systems, namely:

#### **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 the right, left, top, bottom, middle, and side. On the information value, there are two compositions, namely centered, which is a central element placed in the middle of a composition consisting of Triptych as a non-central element in a composition center placed on the right or left side, above or below a centered (center), circular as a non-central element in the center. in a composition center located either above or below or beside a centered or center and further element placed between polarized positions, where there is no element in the center of a composition.

#### **b. Saliency (bulge)**

Participant elements and interactive representations and syntagms are created to attract the attention of the viewer to different degrees as background placement, foreground, relative size, a contrast in color values, differences in sharpness. and others. The presence or absence of the frame tool is realized by the element that creates the boundary line or the frame line is not related or related to the image, indicating that they are part or not part.

#### **c. Framing (Frame)**

The study of multimodal text is one of the studies in semiotics which is defined by Saussure as a study of signs contained in society (Saussure, 1959: 16). In more detail, Daniel Chandler states that semiotics involves a study that not only refers to the study of "signs" in everyday conversation, but semiotics also examines everything that refers to something else (Chandler, 2007: 2).

In a semiotic sense, signs are in the form of words, pictures, sounds, gestures, and objects (Chandler, 2007: 2). Meanwhile, Bateman and Schmidt (2012: 28) carry the terms language (oral and written), visual, acoustic, and place as signs studied in semiotics.

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These various signs are also called multimodal as Anstey and Bull (2010) say, a text is said to be multimodal text when the text has two or more semiotic systems. Overall, there are five types of semiotic systems, namely:

- a. Linguistics: Contains aspects such as vocabulary, generic structure, and grammar of the spoken and written language.
- b. Visual: Contains aspects such as color, vector, point of view on still and moving objects.
- c. Audio: Contains aspects such as volume, pitch, and rhythm of music and sound effects.
- d. Gestures: Contains aspects such as movement, speed, and silence in facial expressions and body language.
- e. Location: Contains aspects such as the proximity of the object, Arabic, the position of the layout, and spacing based on the layout.

### **3. Methodology**

#### **3.1 Research Design**

In this research, the researcher used qualitative research in order to know the multimodality in Pantene Indonesian ads. According to Creswell (2014), qualitative research is a method for exploring and understanding meaning. The choice of this research method is because it aims to understand the meaning. Qualitative research generally takes a smaller sample, and the sampling tends to choose something that has similarities rather than random. Qualitative research leads to process research rather than product research; usually limited to one case. Moreover, this study uses a descriptive method due to the numerous information that emerges from the analysis. Nassaji (2015) says the goal of descriptive research is to describe a phenomenon and its characteristics. Thus, the result of this research is in the form of a long description of the data analysis. Furthermore, the data are analyzed by employing the theory of representation and interaction proposed by Kress and Van Leeuwen (2006). In terms of verbal modes, this study uses Halliday's transitivity system (2014).

#### **3.2 Stages of Research**

The research was conducted using the following stages:

1. Collecting data. The data were collected from Pantene advertisement, Indonesia ads which contain brand ambassadors.
2. Analyzing data. The collected data were then analyzed using Kress and van Leeuwen and Halliday's perspective to investigate the multimodal aspects are constructed.
3. Drawing conclusions and suggestions were then made based on the data analyzed.

#### **3.3 Data Collection**

The data in this research were collected from Pantene Indonesian ads, summing up to eight pieces in total. Those ads consist of four Indonesian ads respectively, which are further divided into ads from brand ambassadors of Indonesia. The data chosen for Pantene Indonesian ads is an advertisement featuring Raline Shah, who is a well-known brand ambassador for Pantene Indonesian as she is always featured in several ads. Specifically, ads used as data are downloaded from both television and youtube ads, which was the period of time when the ambassador was officially appointed.

#### **3.4 Data Analysis**

The data were analyzed based on multimodal aspects of Linguistics. These visual data were examined by means of visual design analysis proposed by Kress and van Leeuwen. The multimodal aspects were linguistics analysis, visual analysis, audio analysis, and gestures analysis. The data that had been analyzed verbally and visually formed conclusions on how each Pantene Indonesian ads construct the image of strong hair.

### **4. Results and Discussion**

Industries that are often hit by intense competition in the production of goods or services in the current era, one of which is like an industry engaged in fast-moving customer products. The types of goods that fall into this category include instant noodles, soap, facial foam, shampoo, packaged drinks, and other products that have become daily necessities for almost all levels of society. The market condition for the fast-moving customer product industry is the buyers market, namely the position when consumers are faced with a variety of product choices so that consumers have enormous power in making their choices. Especially in shampoo products, when there are more types and brands circulating in the market, consumers are increasingly observant and critical in choosing existing shampoo products. Consumers will use shampoo products that according to consumer perceptions are superior.

This makes the manufacturers of their special shampoo products pay attention to many aspects in advertising their products, both from the selection of brand ambassadors who can attract consumers, the content and benefits of the ingredients used in the shampoo products, and how the persuasive message from the advertisement is conveyed to consumers. Especially in Pantene shampoo products, Pantene products are hair care products whose purpose is to avoid hair damage due to activities that can affect hair health.

Pantene shampoo advertisements are analyzed based on multimodal aspects:

#### **4.1. Linguistic Analysis**

In the Pantene Hair Fall Control shampoo advertisement, played by Raline Shah with a duration of 0:31 seconds using a combination of spoken and written language. The oral utterances in the Pantene advertisement were spoken by a beautiful model who was one of the finalists of the *Puteri Indonesia* 2008 event and who also works as an artist:

***Panjangin rambut?***

***Aku ga bisa***

***RONTOK jadi harus DIPOTONG***

***Sampai ada PANTENE***

***Pantene Hair Fall Control***

***Formula Pro Vitamin nya menguatkan rambutku SAMPAI KE UJUNG***

***Jadi rambut rontok lupain aja***

***Aku punya PANTENE***

***Kuat itu cantik***





The emphasis on meaning contained verbally in this advertisement is strengthened and emphasized by the presence of writing which is manifested in the form of visual emblems which are realized through product emblems and trademarks.

The existence of special writing that uses capital letters and is printed in bold gold in the advertisement "**RONTOK**", "**DIPOTONG**" provides confirmation that the problem faced by every hair loss must be cut, and the words "**SAMPAI KE UJUNG**" on the ad confirms the claim by Pro Vitamin what is in Pantene shampoo products that using Pantene shampoo can treat hair to the ends of the hair so that it can reduce hair loss.

The image that says PRO-V above the shampoo bottle illustrates that the shampoo contains Pro-Vitamins that can repair damaged hair that causes hair loss.

The message in this Pantene advertisement is delivered in the form of an announcement which explains that the announcement is the only advertising message, the most important aspect interpersonally among other messages in the text, and the catch phrase aspect. The process that occurred in the announcement as the main message of the ad was the process of asking "**Formula Pro Vitamin nya menguatkan rambutku SAMPAI KE UJUNG, Jadi rambut rontok lupain aja**". The solicitation process has an imperative mode with commodity goods. This mode is the realization of an invitation to consume hair care products, namely Pantene shampoo.

#### 4.2. Visual Analysis

The display (visual) in this Indomie advertisement is realized in three visual stages, namely a. the visual of the advertisement star is demonstrated by the beautiful model Raline Shah, b. visual shampoo Pantene, and c. emblem visuals.

a. Raline Shah



b. Visual Shampoo Pantene



c. visual emblem



Furthermore, the combination of visuals of advertisement stars and visuals of products in Pantene shampoo advertisements creates interpersonal meaning between participants and audiences. The interaction between the participant and the audience is realized through eye contact which functions as a Demand. This situation indicates that the participant is explaining the goods offered. The next process is the meaning of the goods offered by participants through spoken verbal texts that explain the advantages of the products offered.



The visual capture of the text is to provide information to the audience that the product is a product that can be owned and provides treatments to treat hair loss. Both of these are realized and can be found on Displays and Emblems. This situation is very different in print advertising where social and equality is realized in call and visit information.

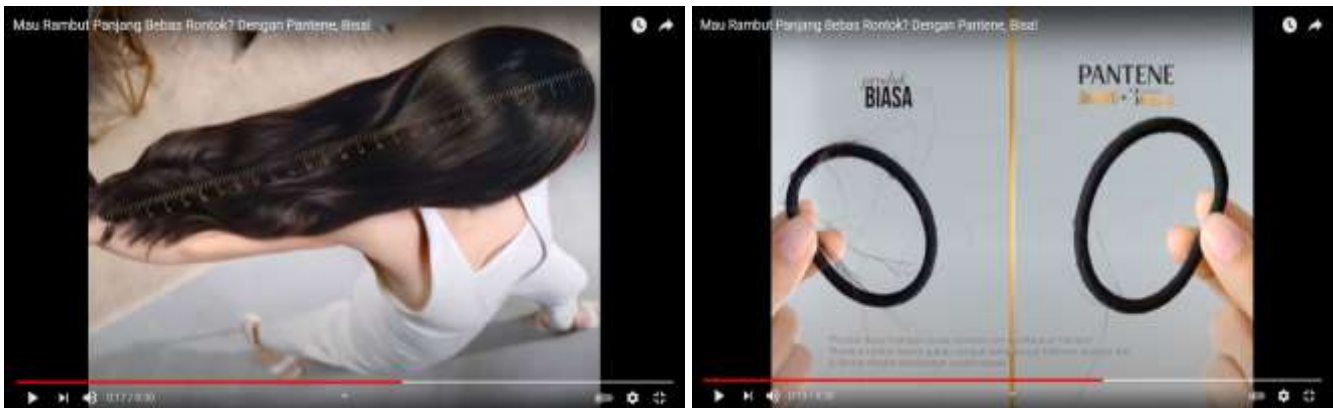


### 4.3. Audio Analysis



Raline Shah said "*Sampai ada PANTENE, Formula Pro Vitamin nya menguatkan rambutku SAMPAI KE UJUNG*", and accompanied by visuals from Raline's healthy-looking hair all the way to the tips of her hair, this made it stronger or an affirmation of the product's superiority that can treat and treat hair loss.

### 4.4. Gesture Analysis



The movement of touching the hair is a gesture from the advertising model. The ad model gives a gesture of holding the hair and releasing the hair tie by pulling and it can mean that the hair is strong and the hair looks healthy with less hair loss compared to other shampoo products.

### 5. Conclusion

The Pantene shampoo advertisement illustrates that beautiful women have strong hair, this can be seen in the evidence by pulling the hair tie and the hair does not fall out and it can be seen from the hair tie that is used there are only a few strands of hair that fall out. This Pantene shampoo product advertisement displays sufficient information about what people want from a product, namely the ingredients, benefits, and evidence. The ad makes it easy for people who see it to understand what is being promoted.

Based on the visual and verbal analysis, this research finds that Pantene Indonesian ads better describe women with strong hair as something that is coveted by all women in Indonesia. Based on the analyzed text, most of the ads show Pantene as the actor. Playing the role of the actor, Pantene is illustrated in 'doing' positive action. In the Pantene Indonesian advertisement, it can be seen that they use the implicit persuasive method.

Based on the results of the multimodal analysis of Pantene advertisements, the following conclusions are drawn: 1. There is a multimodal aspect of Pantene advertisements; 2. each multimodal aspect is closely interrelated in generating advertising meaning; 3. The resulting message is quite comprehensive and easy for the audience to understand.

Based on the conclusion above, there are some suggestions proposed for further research. The next researchers should try to explore the representation of Indonesian ads in other kinds of media, such as television advertisements and social media advertisements. To add more, the next researcher may also combine qualitative data with quantitative data in order to get a more comprehensive description. The use of viewers' sight might be helpful in getting people's perspectives on the representation. Additionally, the next researchers should try to explore how to analyzed visual modes more than four modality discourse analyses. The further researcher should try to analyze the modality, margins, and color of the images to produce a more in-depth analysis of visual modes.

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