

---

**| RESEARCH ARTICLE**

## **An AQUA Advertisement's Multimodal Discourse Analysis**

**Dini Ruswardiningsih<sup>1</sup> ✉ and Dr. Rita Sutjiati Djohan, M. Pd.<sup>2</sup>**

<sup>1</sup>*Student of Master's Degree in Translation Studies, English Department, Gunadarma University, Jakarta, Indonesia*

<sup>2</sup>*Lecturer of Master's Degree in Translation Studies, English Department, Gunadarma University, Jakarta, Indonesia*

**Corresponding Author:** Dini Ruswardiningsih, **E-mail:** [dini.ruswardiningsih@gmail.com](mailto:dini.ruswardiningsih@gmail.com)

---

**| ABSTRACT**

More rapid technological advances made this a very effective medium in communicating and conveying messages to the public. Television, the internet, radio, etc., are mediums that companies frequently use in promoting their products through advertisements. Advertisements have a large influence on making consumers buy the products. Hence, the success of an advertisement will decide the sales of a product. This research was conducted to analyze how Raisa's version of the AQUA advertisement represents the image of AQUA being the most healthy and clean drinking water through the use of functional systemic linguistic theory and a combination of Anstey and Bull's multimodal theory and Kress & Van Leeuwen's multimodal analysis. This advertisement in the form of audiovisuals displayed on the social media platform, YouTube, with the title of 'Tidak Semua Air Sama, Mau Tahu Cara Raisa Memilih Air Minum Untuk Kesehatan Keluarga'. This study uses a semiotic approach that focuses on multimodal systems, which include linguistic, visual, audio, gestural, and spatial. The type of research used is qualitative research with a multimodal analysis approach. Language messages are carried out through spoken language, and written language makes the audience understand more about what is going on. Although it has a short duration, this ad managed to leave a distinct impression on the audience by focusing on conveying every important message. The results of the analysis reveal that these five multimodal systems are integrated into this advertisement. This advertisement covers all five aspects of a multimodal semiotic system, and these five aspects are integrated to add to the core of the message, which is to advertise AQUA mineral water.

**| KEYWORDS**

Multimodal analysis, semiotic system, Aqua advertisement

**| ARTICLE DOI:** [10.32996/ijllt.2022.5.1.27](https://doi.org/10.32996/ijllt.2022.5.1.27)

---

### **1. Introduction**

Discourse is one of the important research objects in the study of language (linguistics). The word discourse comes from the Sanskrit word *vacana*, which means 'reading'. In the Big Indonesian Dictionary (Diknas, 2008), this understanding was reaffirmed, namely that discourse is referred to as verbal communication or conversation; or verbal exchange of ideas. It is also noted that for a speech to be recognized as a discourse, the speech must be whole and united. Kridalaksana (1993) says that discourse is the highest or largest grammatical unit, realized in the form of complete essays, paragraphs, and sentences that carry a complete message. The branch of linguistics that specifically studies discourse is Discourse Analysis. Discourse Analysis aims to examine the internal and external aspects of discourse. Internally, discourse is studied in terms of its type, structure, and parts. Externally, discourse is studied from its relationship with the speaker, the topic being discussed, the writer, the topic written, and the writer as well as the reader (Baryadi, 2002).

One of the discourses which use several modes to create a single artifact is an advertisement. Advertisements have meaningful complexities. Conveying messages in advertisements use verbal language features, nonverbal ones and other visual mediums. The multimodal analysis is needed to understand the complexity of advertisements. 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). In this research, one of the

discourses that will be analyzed is advertising in the form of audiovisuals displayed on the social media platform, YouTube, with the title of 'Tidak Semua Air Sama, Mau Tahu Cara Raisa Memilih Air Minum Untuk Kesehatan Keluarga ('Not all water is the same, want to know how Raisa chooses the right drinking water for her family's health?'). TV advertisement, as typical of multimodal discourse. This advertisement can be used as an educational medium for the public so that they understand the importance of healthy and good quality water for the body. This is what makes the writer interested in analyzing the meanings and messages of this so-called 'Raisa' version of AQUA's advertisement.

The research about multimodal discourse analysis has been done by the researchers. One of them is Pratiwi and Wulan (2018) research, who tried to observe a TV advertisement featuring Dettol (protecting children version) manifest verbal and visual elements. Under the guidance of Linguistic Functional Grammar and visual grammar, this study attempts to look at any multimodal elements which comprise the advertisement and how these elements express meanings that strengthen the message intended by the producer. The analysis is conducted by following the Linguistic Functional Systemic proposed by Halliday (2004). Furthermore, the multimodal discourse analysis is conducted by combining multimodal theory from Anstey and Bull (2010) and Kress and Van Leeuwen (2006), while to determine the generic structure of advertisement, this study follows Cheong's formulation (2004). The findings suggest that a theoretical framework based on functional grammar and visual grammar is adaptive for the multimodal discourse of TV advertisement. By under of linguistic and non-linguistic analysis provide the clearer meaning from the message delivered in TV advertisement. The second relevant study is the research by Hidayat, Abrizal, and Alek (2018), who attempted to investigate and explore the interpersonal meaning of YOUC1000. This study discusses the interpersonal meaning in speech and music, interpersonal meaning in movement, and interpersonal meaning in image and color. The result of the research is that the YOUC1000 advertisement is successful in attracting the audience. Firstly, it is influenced by the speech of Miss Universe. Next, the color of the bottle has a vital role in describing the taste. Finally, the tagline "Healthy Inside and Fresh Inside" also affects the audiences' willingness to buy the product. The third relevant study is Suprakisno (2016) research, which analyzed to describe the multimodal elements in Indomie's advertisement. The research results are that it is a multimodal semiotic system in Indomie's advertisement. Each of the multimodal semiotic systems is closely related in generating advertising meaning, and the resulting message is quite comprehensive and easily understood by the audience. The fourth relevant study is the research by Venti Wulan Sari (2021), who tried 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 results 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.

The previous researches almost all analyzed an advertisement using the Linguistic Functional Systemic proposed by Halliday (2004) and using the combining multimodal theory from Anstey and Bull (2010) and Kress and Van Leeuwen (2006), but they were using different advertisement products such as Dettol soap ad, YOUC1000 ad, Indomie ad, and Pantene shampoo ad. This research has investigated the different product advertisement that was not discussed in previous research, namely AQUA advertisement.

## **2. Literature Review**

### **2.1 Discourse Analysis**

According to Stubbs, discourse analysis is one of the studies that examines or analyzes language used naturally, both in spoken and written form. Stubbs also said that discourse analysis emphasizes the study of use in social contexts, especially in interactions between speakers. Discourse analysis is based on the details of speech (and gaze and gesture and action) or writing that are arguably deemed *relevant* in the situation *and* that are relevant to the arguments the analyst is attempting to make. Discourse analysis is not based on *all* the physical features present, not even all those that might be meaningful in some conceivable context or might be meaningful in analyses with different purposes. (Gee:2001)

### **2.2 Advertisement**

Advertising is a form of communication used by companies or producers in promoting certain products in hopes of persuading the audience so that they want to get or buy the product. The definition of advertising presented by Kasiyan (2008) "Advertising is news orders (to encourage, persuade) to the general public about the goods and services offered. Advertising is the delivery of messages to persuade audiences. According to Kasali (1992), "advertising is part of the promotion mix, and the promotion mix is part of the marketing mix." This clearly implies that advertising, promotion, and marketing are three things that play a very important role, or it can be said that they are the spearhead in the industrial world. With regards to advertising creation, Perrault, Jr., and McCarthy (2002) formulate a concept they call AIDA, which is an abbreviation of Attention, Interest, Desire, and Action. According to this concept, the first thing that must be considered in making advertisements is how to get the attention of people. Because without attention, there will be no interest. It is expected that an action will occur to buy the advertised product with interest.

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, 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 explain the products' advantages.
- 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. Saliency 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.

### **2.3 Multimodal Analysis**

The multimodal analysis discussed in this research uses functional systemic linguistic theory and a combination of Anstey & Bull's multimodal theory and Kress & Van Leeuwen's multimodal analysis. Functional Systemic Linguistics, often called LSF, studies the use of language in certain social functions and backgrounds. LSF theory focuses on text and context. In a semiotic sense, signs are words, pictures, sounds, gestures, and objects (Chandler, 2007). Meanwhile, Bateman and Schmidt (2012) carry the terms language (oral and written), visual, acoustic, and place as signs studied in semiotics. These various signs are also called multimodal as Anstey and Bull (2010) say, a text is said to be multimodal 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. Gesture: Contains aspects such as movement, speed, and silence in facial expressions and body language.
- e. Spatial: Contains aspects such as the object's proximity, direction, the position of the layout, and distance settings based

on the layout.

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 centred, 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 centred (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 presence of framing devices (realized by elements that create dividing lines or by actual frames) disconnects elements of the image, signifying that they are, in some sense, to be understood as separate elements.

### 3. Methodology

The type of research used is descriptive qualitative research with a multimodal analysis approach. As a descriptive study, this research only describes the situation or discourse. It does not look for connections, and it does not test for hypotheses or make predictions. The data in this study is qualitative data (data that is without numbers or numbers), so the data are substantive categories that are then interpreted.

#### 3.1 Research Design

In this research, the researcher used qualitative research to know the multimodality in AQUA 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 functional systemic linguistic theory and a combination of Anstey & Bull's multimodal theory and Kress & Van Leeuwen's multimodal analysis.

#### 3.2 Stages of Research

The research was conducted using the following stages:

1. Collecting data.

The data were collected from AQUA advertisements in Raisa's version.

2. Analyzing data.

The collected data were then analyzed using functional systemic linguistic theory and a combination of Anstey & Bull's multimodal theory and Kress & Van Leeuwen's multimodal analysis.

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 AQUA ads, summing up to five pieces in total. The data chosen for AQUA ads is an advertisement featuring Raisa, who is a well-known brand ambassador for AQUA as she is always featured in several ads.

**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 Raisa's version of the AQUA advertisement represents the image of AQUA being the most healthy and clean drinking water.

**4. Results and Discussion**

In this research, the advertising discourse that will be analyzed multimodally is the 'Raisa' version of the AQUA advertisement, which is aired on the social media platform, YouTube, with the theme of 'Not all water is the same, want to know how Raisa chooses the right drinking water for her family's health?'. The concept created in the "Raisa" version of the AQUA advertisement is a form of approach to the community towards AQUA products, especially for Indonesian families to protect their families through a healthy way of life that begins with eating and drinking healthy foods of good quality.

The multimodal discussion of AQUA advertising includes linguistic, visual, audio, gestural, and positional analysis (Anstey and Bull 2010; Bateman and Schmidt, 2012; and Chandler, 2007). The collected data were analyzed using Kress and van Leeuwen and Halliday's perspective to investigate the multimodal aspects are constructed.

**4.1. Linguistic Analysis**



Figure 1

Choosing the right words and advertising sentences conveyed verbally by Raisa in this AQUA advertisement showed the advantages of fresh, safe, clean, healthy, quality, and environmentally friendly products. The words and sentences conveyed lead the audience to understand more about AQUA's products and persuade the audience to buy them. The sentences conveyed orally are:

Vocal Sentences	Implied Meaning
So refreshing	Promoting fresh product
Semua harus aman	Promoting safe product
New normal, tentuin aturan untuk melindungi keluargaku	Promoting a decent product in the time of the global pandemic
Urusan makanan harus bersih dan fresh	Promoting a clean and fresh product
One secret ingredient, mineralnya alami	Promoting a good quality product
Buat minum dan masak harus aman dong	Promoting safe product
Pakai Aqua, rasa dan warna makanan terjaga	Promoting good quality product
Bisa dipakai berkali-kali	Promoting an environmentally friendly product

Table 1: The sentences conveyed orally

The advertising sentences submitted in writing are:

Written Sentences	Implied Meaning
Aqua melindungi kealamian ekosistem sumber airnya	This product seeks to preserve the environment, making those who care about the environment want to buy it.
Proses pengisian tanpa sentuhan tangan	This product is produced hygienically
Teknologi tutup galon menjaga kealamian mineralnya	This product strives to maintain its quality
Galon yang ramah lingkungan	This product is environmentally friendly
Terlindungi untuk melindungimu	This slogan shows that AQUA drinking water is kept clean to prevent consumers from getting sick.
Kebaikan alam, kebaikan hidup	This slogan shows that living things will also be preserved if nature is protected.

Table 2: The sentences conveyed written

#### 4.2. Visual Analysis

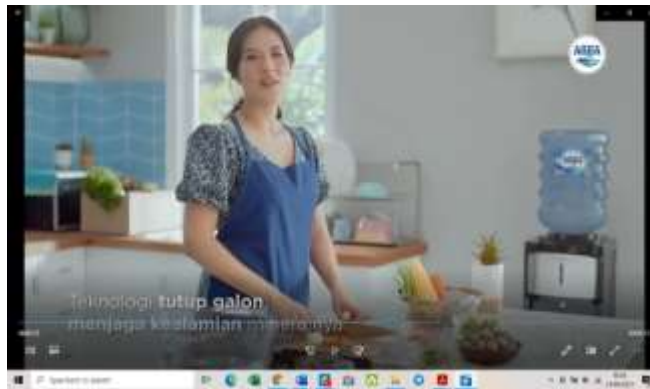


Figure 2

The aspect of choosing the bright colors seen in this AQUA ad video gives a good impression to the audience. The video's colour scheme is great because it makes this ad look fresh, clean, healthy, attractive, and easy to see. The dominance of white and blue in this ad also illustrates the color of the AQUA product logo. The green color of plants and vegetables helps the atmosphere in the ad to look fresh. As the main character in this advertisement, Raisa is a famous singer with a beautiful face and a beautiful voice, which is also one of the selling points of this advertisement.

#### 4.3. Audio Analysis



Figure 3

The accompaniment of piano music and the soft hum of Raisa's voice makes this advertisement different from other advertisements; it seems elegant and luxurious. Raisa's voice is very good and melodious, adding to people's comfortable atmosphere when seeing this ad.

#### 4.4. Gestural Analysis

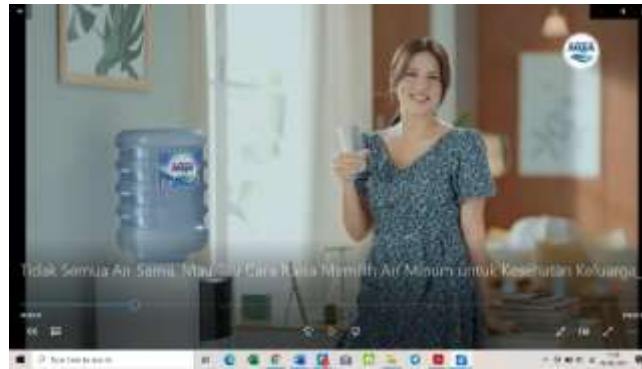


Figure 4

Raisa's body movements look natural, not excessive. Also, Raisa's facial expression is always smiling and friendly. Raisa's hand movements, using hand sanitiser, give the impression of being hygienic and also intends to convey an educational message to the public to maintain health protocols during this pandemic and in the new normal era.

#### 4.5. Spatial Analysis



Figure 5

The lighting in the kitchen room is also very good, creating a clean and healthy impression. The location of the shooting is at home, and Raisa's role is as a mother who prepares food for her family in the kitchen aims to build a connection with her audience. The placement of the camera is on point with every take.

#### 5. Conclusion

From the multimodal analysis that was carried out, the author concludes that Raisa's version of the AQUA advertisement is excellent in compiling words and sentences orally and in writing. The choice of bright colors gives a clean, fresh impression, the sound of music and songs that accompany the advertisement looks very distinct and creates a luxurious and graceful impression. Raisa's body movements and facial expressions also add to the beauty of this advertisement. The lighting and shooting technique is very accurate. Although it has a short duration, this ad managed to leave a distinct impression on the audience by focusing on conveying every important message. This advertisement covers the five aspects of the multimodal semiotic system: namely linguistic, visual, audio, gestural, and locational aspects. These five aspects are integrated into the advertisement to convey the essence of the message, namely advertising AQUA mineral water. From the analysis of AQUA advertisement, it can be concluded that said AQUA advertisement has a multimodal semiotic system that includes linguistic, visual, audio, gestural, and spatial features.

**Funding:** This research received no external funding. This article was fully sponsored by the author.

**Conflicts of Interest:** The authors declare no conflict of interest.

## References

- [1] Bateman, J., & Schmidt, K. H. (2013). *Multimodal film analysis: How films mean*. Routledge.
- [2] Baryadi, P. I. (2002). *Dasar-Dasar Analisis Wacana dalam Ilmu Bahasa*. Yogyakarta: Pustaka Gondho Suli.
- [3] Chandler, D. (2007). *Semiotics: The Basics*. Second Edition. London: Routledge.
- [4] Depdiknas. (2008). *Kamus Besar Bahasa Indonesia*. Jakarta. Pusat Bahasa Departemen Pendidikan Nasional.
- [5] Hidayat, D. N., and Abrizal, A. (2018). *A Multimodal Discourse Analysis of the Interpersonal Meaning of a Television Advertisement in Indonesia*. *IJEE Indonesian Journal of English Education*, 5(2), 119-126. doi:10.15408/ijee.v5i2.11188
- [6] Kasali, R. (1992). *Manajemen Periklanan Konsep dan Aplikasinya di Indonesia*. Jakarta: Pustaka Utama Grafiti.
- [7] Kasiyan. (2008). *Manipulasi dan Dehumanisasi Perempuan dalam Iklan*. Yogyakarta: Penerbit Ombak.
- [8] Kress, G. & Van Leeuwen, T. (2006). *Reading Images: The Grammar of Visual Design*. London: Routledge.
- [9] Kridalaksana, H. (1993). *Kamus Linguistik*. Jakarta: PT. Gramedia Pustaka Utama.
- [10] Perrault, Jr., William D. dan Jerome M. E (2009). *Basic Marketing: A Global-Managerial Approach*. (Edisi keempat belas). Boston: McGraw-Hill.
- [11] Pratiwi, D., dan Sri W. (2018). *Multimodal Discourse Analysis in Dettol Tv Advertisement*. in *The 1st Annual International Conference on Language and Literature*, KnE Social Sciences, pages 207–217. DOI 10.18502/kss.v3i4.1932
- [12] Sari, V. W. (2021). *A Multimodal Discourse Analysis in Pantene Advertisement*. *International Journal of Linguistics, Literature, and Translation*. 4(10) DOI: 10.32996/ijllt.2021.4.10.4, retrieved on January 4<sup>th</sup>,2022.
- [13] Saussure, F. (1959). *Course in general linguistics (ditetjemahkan oleh Wade Baskin)*. New York: The Philosophical Library.
- [14] Suprakrisno. (2016). *Analisis Multimodal Iklan Indomie*. jurnal.unimed.ac.id/2012/DOI: <https://doi.org/10.24114/bhs.v26i1.5532> ,retrieved on January 1<sup>st</sup>,2022.
- [15] James P. G. (2001). *An introduction to Discourse Analysis Theory and Method*. New York: Routledge.