THE ANALYSIS OF MULTIMODAL IN COFFEE ADVERTISEMENT

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ABSTRACT- Coffee commercials are always full of persuasion. Coffee is an inseparable part of Indonesian society. Due to drinking coffee for everyone in Indonesia, drinking coffee has become a tradition inherent in social culture. This study aims to analyse multimodal visually in coffee advertisements circulating in Indonesia. This study used a qualitative descriptive method to analyse the data based on Kress and Van Leeuwen. The results of this study show how the multimodal visual process is shown in the coffee advertisement.

Keywords: *Analysis, Coffee Advertisement, Multimodal, Visual*

INTRODUCTION

The development of coffee, especially in Indonesia, has been increasingly widespread since 2018 until now, and it continues to skyrocket, especially for North Sumatra. Even though the Covid 19 pandemic is attacking our society, the tradition of drinking coffee among the people does not just fade away. Coffee shops are increasingly mushrooming. Due to the Covid-19 pandemic that has struck for two years, many people have switched to drinking ready-to-eat coffee in the form of sachets from well-known brands to mediocre ones.

The culture of drinking coffee is increasingly widespread among the people of North Sumatra in particular. It makes the coffee industry increasingly widespread, along with the high demand for coffee beans and ready-to-eat coffee brewed at home for family or personal consumption. The catering industry sees this promising opportunity. One way to attract consumers is to advertise their coffee. Coffee advertisements are increasingly spreading because of the high need for consumers always to consume it.

Advertising is one way to attract consumers to buy the advertised product. For coffee products, many coffee advertisements use electronic platforms such as television, videotron, and YouTube and print platforms such as banners and newspapers. It impressed the writer and made them more curious because coffee

advertisements are mushrooms growing in the rainy season. Not only national brands for coffee that continuously promote their products but also local coffee such as Lokalate and others see significant opportunities in the coffee industry lately.

This study has three things to discuss, and the first is the delivery of oral and written forms that are combined from different modes called verbal and visual. This ad is taken from the internet, which contains multimodal texts since the multimodal texts in this ad develop an understanding that can convince the reader through a combination of visuals. So in this study, the authors analyse the multimodal structure of coffee advertisements such as *TOP Kopi, Caffino and Lokalate*. The focus of this advertisement is the promotion of the coffee products they advertise. The author uses a qualitative method with a descriptive form on the object of his research. Why is the qualitative method used? The author wants to prove the visual and verbal multimodal process contained in the coffee advertisement.

LITERATURE REVIEW

Multimodal

A text or discourse is said to be multimodal when it is combined with two or more semioticsystems. There are five semiotic systems, namely:

Linguistics: contains aspects such as vocabulary, generic structure and grammar of oral andwritten language

Visual: contains colour, vector, viewpoint, and image movement. Audio: contains aspects such as volume, pitch and rhythm of music and sound effects

Gesture: contains aspects consisting of movement, speed, facial expressions, and body language. Spatial comprises aspects such as proximity, direction, position of layout andorganisation of objects in space (Anstey&Bull, 2010)

Analysis Advertisement

The advertisement contains communication that cannot be separated from multimodalcombining, namely verbal and visual. This model has structures such as emblems, leads, tags, etc.

Structure of Advertisement (Cheong, 2004)	
VerbalComponent	Visual Component
Announcement: Primary, Secondary	Lead: Locus of Attention (LoA), Complementto the Locus of attention (Comp. LoA)
Enhancer	Display: Explicit, Implicit, Congruent, Incongruent (metaphorical)
Emblem	Emblem
Tag	
Call-and-visit information	

Table 2.1. Cheong, 2004

Theoretical Approach

This research found that Kress and Van Leeuwen's assertion that "to function as a full system of communication, the visual, like all semiotic modes, has to serve several representational and communicational requirements" provides the theoretical basis for this study (Kress and Van Leeuwen (2006: 43))

The representative function is the first function of images, corresponding to the conceptual part of Halliday's SFL. It is concerned with how components of photos depict the world as it is known to human beings. In this section, Kress and Leeuwen (2006) propose two distinct representations of the world's aspects.

There are two primary categories of representation: Both a narrative and a conceptual depiction are included here.

The Participants and the Vectors are the most critical components of the Narrative Representation. Participants are individuals, locations, and things shown in the photographs, and a vector is an angled line that arrows, bodies, limbs, or tools can make.

1. The processes of classification, analysis, and symbolic attributive representation comprise the concept of conceptual representation.

2. The Interactive Function is equivalent to Halliday's SFL's interpersonal function. It examines how the participants being depicted interact with the viewer.

3. The Interaction, The aspects of the images that support the interaction pattern include gaze, framing size, horizontal angle, and vertical angle. These angles are measured horizontally and vertically.

4. Gaze is the term used to describe the exchange of looks between the people depicted in an image and the viewer. (+) Demand vs (-) Supply

The size of the frame determines the social distance.

a. Horizontal angle is a function of the relationship between the frontal planes of bothparticipants.

b. Vertical angle describes the power differences possessed by both participants.

Halliday's textual function correlates with the compositional process of a visual image, which is the third function of an image. It is concerned with the ordering of components inside an image, which may affect the interpretation of the picture as a whole. Compositional, Interactional, and Representational Categories:

a. The Composition can be understood via the lens of three interconnected systems;

b. The positioning of items in image zones that reflect the values of specific information is what is meant by the term "information value";

c. Salience refers to the arrangement of elements inside the drawn participants or the representational participants, which is designed to direct the attention of viewers to varying degrees;

d. The existence of a boundary line is connected to framing, regardless of whether or not there is one.

RESEARCH METHOD

Research Design

In this particular piece of research, the author made use of a qualitative descriptive approach. Research that employs analysis and focuses on description

is known as qualitative research. Qualitative research places greater emphasis on the process and meaning (the subject's perspective). When conducting qualitative research, researchers begin with the facts, then employ previously developed theories as explanatory material, and finally conclude with "theories." Kriyantono asserted, "Qualitative research aims to explain phenomena in depth through in-depth data collection." Qualitative research emphasises the depth of data obtained by researchers.

Source of Data and Data

The online coffee advertisements that can be seen on Google served as the researcher's source of data for the research approach that they used. The words and images used in the marketing for the coffee are the primary sources of data. Secondary data is any relevant information from earlier research journals or papers about verbal and visual analysis. These can be utilised in place of primary data. This particular research source is obtained by the author from the website.

Data Collection Methods

A method that can be used to collect the data that you wish to research is called the data research method. This information is gathered by the author using qualitative methods. Qualitative methods are approaches that centre on an object to provide a deeper level of explanation; this approach is utilised to discover and comprehend what is concealed inside an object. Because of this, the author employs a method that has been updated by Miles, Huberman, and Saldana (2014). According to this approach, the research solely concentrates on the study's objectives, and those objectives are compared to theories relevant to those objectives.

FINDING AND DISCUSSION

In this session, the writer will explain and analyse that which focuses on the visual and verbal elements in the TOP Coffee Advertisement data below. In this study, the researcher plays a linguistic analysis focusing on Ideational Functions and uses Narrative Representations based on the Representation theory developed by Kress and van Leeuwen (2006) for analysing visual text. This research is backed by the Potential Generic Structure developed by Cheong (2004) in

assessing the structure of print advertisements, which consists of Lead, Display, and Emblem for visual text. The word "emblem," "announcement," "enhancer," "tag," and "call-and-visit information" are some of the elements that go into making up verbal text.

Visual Types of TOP Coffee Advertisement

Picture 1: The TOP Coffee Advertisement

Representational

Process of Analysis: As can be seen in the advertisement that was just shown, all of the participants in that advertisement represent the entire audience when they watch the advertisement, and they represent the viewer in particular by: good-looking man standing of with the attributes handsome, energic and tidy

Participant: There is a man who is very good-looking, clean, tisy wearing a white shirt in a confidence way who looks very sweet and good-looking so that observes see him know what his purpose is

Action Process

Actor: in this advertisement you can see a man put his hands in the pants pocket by his eyes look straight ahead and very fresh

Size: in this advertisement the object made large so that the entire audience can see it and the writing in this advertisement is made big enough

Color: Here, the background makes use of gentle but brilliant hues, specifically blue and white, so that the viewer would find it pleasant as experienced in day-to-day life, and it also features a man who is wearing a shirt and has a fresh face.

**Vector**: in this image, a man is alone without any other participant

Gaze

Offer: this participant in this advertisement is made very convenient to the observer, he stars straightly with a proper way standing up And all that is required of the spectator is to consider what the meaning of the man's picture is in the first place.

The Analysis Multimodal Visual by Kress and Van Leeuwen

Representational

Analytical Process: It can be observed in the commercial up top that all of the participants symbolize the full person who is in the viewer when they are exposed to this advertisement, along with the characteristics that describe it, which are as follows: fresh face, good-looking, tidy and clean who looks in a very good condition as a convenient way.
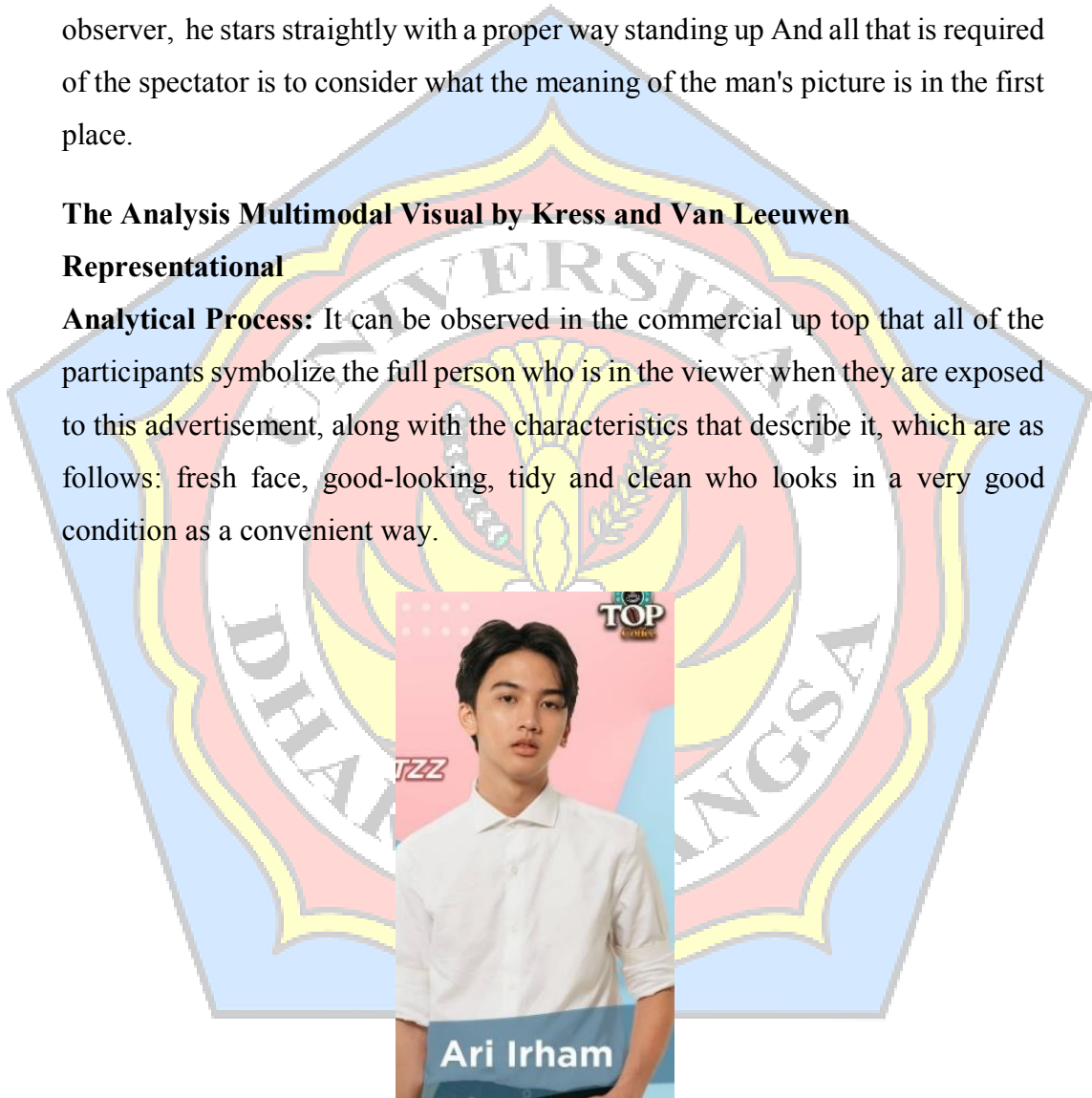
Participant: There is a man who is standing look straight a head with confident look

Action Process:

Actor: because in this advertisement, we can see a man moving both his hands

into his pocket and starring a head with a very confident looking

Size: in this advertisement, the object is made large so that the entire audience can see it, andthe writing in this advertisement is made big and writing is also big enough

Colour: here, the background uses soft but bright colors, namely blue and pink, so that the observer finds it attractive as experienced in everyday life and a man wearing a white shirt and very goodlooking

BLUE ------- PINK (IN TUNE COLOR)

Vector: in this picture a man is alone without any other participantGaze:

Offer: this participant in this advertisement is made targeted by the observer, he wantsdraw attention to see him in the picture means

CONCLUSIONS

Following the author's discussion in the previous chapter regarding the analysis based on the Kress Van Leeuwen Visual Structure and Cheong, namely Verbal and Visual Structure, shown in TOP coffee advertisement, this chapter can conclude the research described. The sort of structure in the visual most noticeable in the TOP Coffee advertisement is the Action Process (Goal / Object, Size, Color, Vector), followed by the Gaze (offer, Demand), Representational, and Analytical Process types of structure. In addition, the Verbal Structure Types "Linguistic Emblem," "Visual Linguistics," "Enhancer," "Primary Announcement," and "Secondary Announcement," "Lead," "Tag," "Call," and "Visit" are the ones that stand out the most on the TOP Coffee advertisement. An advertisement for On the TOP Coffee displays visual text as a percentage across images that are made up of narrative representations based on the work of Kress Van Leeuwen. In this session, the writer will explain and analyse that which focuses on the visual and verbal elements in the TOP Coffee Advertisement data below. In this study, the researcher plays a linguistic analysis focusing on Ideational Functions and uses Narrative Representations. This research is backed by the Potential Generic Structure developed by Cheong (2004) in assessing the structure of print advertisements, which consists of Lead, Display, and Emblem for visual text. The word "emblem," "announcement," "enhancer," "tag," and "call-and-visit information" are some of the elements that go into making up verbal text.

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