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A MULTIMODAL CRITICAL DISCOURSE ANALYSIS OF "GARNIER SAKURA WHITE" ADVERTISEMENT

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Abstract
Television ads are one of the many types of mass media advertisements that inevitably surround people's lives today. It is a multimodal discourse in which the text consists of complex meaning resources. The objective of this research is to analyze the multimodality of the "Garnier Sakura White" television ads and determine the meaning that the producers intend to convey through this advertising image. This research analyzes it using multimodal discourse analysis, multimodal discourse analysis is required to delve deeper into the meaning or message to be conveyed through an advertisement. The research methods used in this research is descriptive research with qualitative methods. The result of this research show that the Garnier Sakura White advertisement contains a multimodal semiotic system. Linguistics and non-linguistics features both have mutually sustainable meanings, and each multimodal semiotic system is closely connected to produce advertising meaning and semiotics. Also, the message or purpose of this advertisement is quite comprehensive and easily understood by the audience.

Keywords— multimodal, discourse analysis, advertisement, femvertising

Introduction

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. Garnier is a beauty product that is very famous especially among women. Its advertisement can be found almost in every media. This research observes TV advertisement of beauty product which manifests verbal and visual elements. This research attempts to look at any multimodal elements that comprise the advertisement and how these elements express meanings that strengthen the message intended by the producer using Linguistic Functional Grammar and visual grammar. Multimodal discourse analysis is a type of discourse analysis that examines text in conjunction with images, colors, symbols, and other semiotic sources. In this research, analysed these aspects of the advertisement beauty product namely Garnier Sakura's white. The researcher used Kress and Van Leeuwen (2006) reading image theory.

There have been several previous researches related to this research (Pratiwy & Wulan, 2018) Multimodal Discourse Analysis of Dettol advertisements on Tv. Their research observes TV advertisement featuring Dettol (protecting children version) manifests verbal and visual elements. Also, analyses following Linguistic Functional Systemic proposed by Halliday (2004) and combining multimodal theory from Anstey & Bull (2010) and Kress and Van Leeuwen (2006). (Raharjo et al., 2020) Multimodal Analysis of Wardah Lipstick Advertisement. Their research used a semiotic approach and multimodal analysis focusing on multimodal systems, including aspects of linguistics, visual, audio, gestural, and location. (Suryani et al., 2021) Multimodal Analysis in Wardah Islamic Beauty Product Advertising. Their research observes wardah beauty advertisements manifesting verbal and visual elements, also used Halliday Metafunction component (2004) and multimodal discourse analysis proposed by Kress and Van

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Leeuwen (2006)

These previous studies assisted the researchers in comprehending the advertising discourse in Indonesia. However, neither of these studies focused on the meaning of these advertisements. Therefore, the researchers critically examined the discourse of a beauty advertisement, focusing on the meaning and multimodality aspects of a Garnier advertisement. This research focuses on the meaning that is manifested in linguistics and non-linguistics features of Garnier Sakura White advertisements in multimodal discourse analysis, uses multimodal discourse analysis proposed by Kress and Van Leeuwen (2006), also linguistic analysis uses Systemic Functional Grammar by Halliday (2004). The researcher aimed to answer the following questions in this research. 1) What linguistic features and discourse strategies are employed in the Garnier Sakura White advertisement? and 2) What are the non-linguistic features of Garnier's Sakura White advertisement?

Literature Review

Multimodal Discourse analysis

The multimodal analysis provides tools and techniques for analyzing texts that use more than one discourse mode. This is very interesting if we look at semiotic resources combined with the process of creating meaning that is well projected by ad designers to the public or buyers of the products being advertised. Multimodal communication, as articulated by Halliday & Hasan (1992), Kress dan Van Leeuwen (1996) and Kress and Van Leeuwen (2006), consist of many Communicative models or forms (i.e., digital, visual, spatial, musical, etc.) in various sign systems that carry meanings recognized and understood by social collectives.

Halliday's (2004) Systemic Functional Grammar is used for the linguistic analysis of Ads. Language is a systemic resource for expressing meanings in context, according to Halliday, and linguistics is the study of how people exchange meanings through the use of language. Systemic-functional grammar is extremely useful in a variety of fields, including discourse analysis and foreign language learning. Some applications of systemic-functional grammar mentioned by Halliday include understanding the quality of texts, why a text means what it does, and how language makes sense concerning its users and functions. This theory is used in this research to analyze the linguistic text of a sample ad transcript. The ad's verbal utterances are divided into two types: written and oral utterances.

The ad's non-linguistic analysis focuses on visual, audial, gestural, and spatial aspects. In this research, Kress and van Leeuwen's (2006) Visual Grammar would be used. Though Visual Grammar is based on systemic functional grammar, it analyzes visual images using a different mechanism. In general, Visual Grammar enables the realization of meaning-making through the analysis of visual images, allowing images to be understood without the use of language. However, for a more complete understanding of the advertisement, the study is examined through the interaction of both linguistic and non-linguistic aspects. In practice, this theory is used to analyze the generic structures of some selected images generated from screenshots to demonstrate the ad development process. The analysis is enhanced by an examination of the audial, gestural, and spatial elements that highlight the ad.

Advertisement

Arens (2006) defines advertisement as "the structured and composed nonpersonal communication of information, usually paid for and usually persuasive in nature, about products (goods, services and ideas) by identified sponsors through various media." (p. 7). According to Arens (2006), these two definitions cover a wide range of topics. To begin with, advertising is a form of communication. It is a highly structured form of applied communication that combines verbal and nonverbal components. Advertising is typically targeted at a specific group of

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people. As a result, it is mass or non-personal communication. Typical advertising is persuasive. Even if some advertisements, such as legal announcements, are only intended to inform, they are still classified as advertisements because they meet the definition's other criteria. Today's advertisement appears to have a far-reaching impact on people's daily lives, anywhere and at any time. Commercials create self-concepts to encourage purchasing decisions. Attention-grabbing techniques used in television advertising include melodic and pleasing songs, lyrics, humour, and repetitive messages. Advertising has a greater impact on television than on print or radio media. Advertising can not only influence thoughts but also send subliminal messages.

Research Method

This research employed descriptive and qualitative research methods. Qualitative data, according to Miles et al., (2014:1), is data rich in sources, descriptions, and explanations of human processes. We can maintain a chronological flow with qualitative data to see which events cause consequences and obtain useful explanations. Qualitative research involves analysing data such as words, images, and objects. The aim is to provide a completed and detailed description of the results, offering many ideas and concepts. This research will employ descriptive research with qualitative methods to demonstrate how the meaning realized in the Garnier Sakura White advertisement can be interpreted through linguistic, and non-linguistics elements in multimodal discourse analysis.

According to Creswell (2013), steps in the data collection process constitute setting the study's boundaries, gathering information through unstructured or semi-structured observations and interviews, documents, and visual materials, and defining the technique for capturing information. In collecting the data, the researcher uses several steps; First, data were gathered. The video was watched several times to consider how different modes (text, visual, and audio) contribute to the overall meaning of the advertisement. Second, the texts—both narrated and displayed as visuals—were transcribed, and non-linguistic data were gathered by taking a screenshot of various scenes from the advertisement. After that, all collected data were summarized. Finally, the researchers performed a thorough analysis of the data, focusing on the information needed to answer the research questions.

In this research, the researchers examined a Garnier Sakura White cosmetic advertisement, titled *Wajah Glowing Tanpa Makeup dengan* Garnier Sakura White #ShowYourGlow (Glowing face without makeup with Garnier Sakura White #ShowYourGlow) (Garnier Indonesia, 2019).This thirty-second video advertisement was released as part of Garnier's marketing campaign in Indonesia on April 4, 2019. The advertisement was selected for two reasons. First and foremost, the video is a beauty advertisement encouraging women to be more confident without make-up through their campaign, Wajah Glowing Tanpa Make-up (a glowing face without make-up). Second, as of January 20, 2023, the video had received over 95.310 views on YouTube. With so many views, it's safe to suppose that many Indonesians have seen it.

Results and Discussion

Result

Linguistics analysis

In this section, the researcher analyzed the linguistics features of the Garnier Sakura White advertisement. Linguistic analysis of the Garnier Sakura White advertisement using Halliday's (1994) Functional Grammar's metafunction system. Because multimodal texts employ a wide range of texts, the linguistics features in this analysis were derived from two sources: the narration and the text displayed in the advertisements. The transcription of the advertisement's narration is shown in Table 1, and the display of the video are shown in Table 2.

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Table 1
Transcription of Narrated Text from the Garnier Sakura White Advertisement

Transcribed Narrated Text	English Translation
C: Wah bunga sakuranya mekar. Ayo cepetan selfie! *M: Yah belum make up an. Ga pede* *Kamu belum makeup-an kok udah cantik?* *Kulit mu glowing*	C: Oh, the cherry blossoms are blooming. Let's just selfie already! M: Well, I'm not wearing any make up, yet. I'm insecure You're not wearing makeup yet, how come you're already beautiful? Your skin is glowing
-- *Baru garnier Sakura white kini diperkaya dengan 5x ekstrak Sakura* *Cerahkan kusam hingga kedalam, kulit glowing cerah merona* *Glowing tanpa make up* *Pede dong* *Baru garnier Sakura white* *Alami di Garnier*	-- New Garnier Sakura white is now enriched with 5x Sakura extract Brighten dull to deep, bright glowing skin rosy Glowing without make-up Of course, confident New Garnier Sakura white Natural with Garnier

Table 2
Displayed and Narrated Text from the Garnier Sakura White Advertisement

Screenshot	Narration
 Figure 1. Inviting Selfie	C: Oh, the cherry blossoms are blooming. Let's just **selfie** already!
 Figure 2. Feeling Insecure	M: Well, I'm not wearing any make up, yet. I'm **insecure**

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Figure 3. Touching Chelsea's Face

M: You're not wearing makeup yet, how come you're already beautiful? Your skin is **glowing**



Figure 4. Disclaimer

Glowing without make-up
Of course, confident
New Garnier Sakura white
Natural with Garnier

Chelsea Elizabeth Islan and Mellya Baskarani star in the Garnier Sakura White commercial, which combines spoken and written languages. Chelsea Islan, the main artist and today's female idol, delivered the oral speech. Chelsea Islan is an Indonesian actress of American descent. She embodies the beauty of modern Indonesian girls. The advertisement's verbal variety employs informal variety, namely non-standard language and terms commonly used by today's youth. The use of informal variety demonstrates the product's relevance among young people and the modernity of this Garnier Sakura White advertisement. The emphasis on meaning in this advertisement's verbal variety is also strengthened and emphasized by the presence of written variety, which manifests in the form of visual emblems realized through product emblems in each broadcast.

The findings of informal examples from Garnier Sakura White advertisements are as follows:

Narration from figure 1 *"ayo cepetan **selfie**!"* (Let's just **selfie** already!) a **selfie** is a term that is commonly used when you want to take a photo; the term refers to taking a photo with the front camera without asking someone else to take a photo of him/her.

Narration from figure 2 "*Yah belum make up an. **Ga pede**"* (Well, I'm not wearing any make up, yet. I'm **insecure**) **Insecure**, which means 'not confident,' is a term commonly used by young people today. The word 'secure' itself means confident.

Narration from figure 3 and figure 4 "kulit mu **glowing**" and "**Glowing** tanpa make up" (Your skin is **glowing** and **Glowing** without make-up) **Glowing** is a beauty term among young people which means beautiful, clean and shining.

The linguistic analysis of the Garnier Sakura white advertisement suggests that one of the supporting factors, namely physical appearance, such as the face, encourages women to be more confident. Because one's physical appearance has a significant impact on self-confidence.

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This advertisement is in Indonesian, having clean white skin and glowing like the 'beautiful' standard in Indonesia is one way to be confident. The relationship between self-confidence, having clean white skin, and glowing, and the product in this advertisement is to inform users that using the advertised product will make them beautiful (white and glowing), thus increasing the confidence of Indonesian women.

Non-Linguistics analysis

In this section, the researcher analyzed the non-linguistics features of the Garnier Sakura White advertisement. The non-linguistic features include numerous elements, such as video, audio, colour, camera angle, facial expression, gesture, spatial, iconography, salience, etc. However, providing a detailed analysis of each element would be a gargantuan task and requires written explanations on pages beyond the acceptable limit of this journal. Therefore, the researcher will be doing analysis only focusing on visual, audio, gesture, and spatial.

Visual Analysis

Three images represent the visual appearance of Garnier Sakura White advertisements: advertising model visuals, product visuals, and visual emblems (product logos).

Table 3
Displayed and Narrated Text of visual analysis from the Garnier Sakura White Advertisement

Screenshot	Narration
	

Figure 5. How to Use Product

Visual Product 	New Garnier Sakura white

Figure 6. Visual Product

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→ Product Benefit

→ Product Benefit

New Garnier Sakura white is now enriched with 5x Sakura extract
Brighten dull to deep, bright glowing skin rosy

Figure 7. Product's Benefit

In Garnier Sakura White advertisements, the combination of visuals of advertising model and product visuals creates interpersonal meaning between participants and audiences. The participants' and the audience's interaction is manifested through eye contact, which serves as a demand. This scenario demonstrates that the participants are explaining the goods on offer. The following process is the interpretation of the goods offered by the participants through verbal texts that explain the benefits of the products offered.

Pink dominates the image visualization in the advertisement. Pink is indicated with women. From the use of these colors, it can be interpreted that the advertisement is aimed at women.

Focus -> Because it is a beauty product, the advertisement focuses on female consumers

In every ad scene there is always a product logo or emblem. There is a logo along with the name of the product being advertised, namely 'Garnier'. The logo can be used as branding for the advertised product.

Figure 7 is part of a set that includes a background function that explains the benefits of the products on offer. The Additive is a relationship that explains various visual information through verbal text in addition to the product's benefits.

This product provides the benefits of glowing without makeup and bright blushing up to 60%.

The product in the advertisement promises that the skin will be glowing and bright until 60% bright of using the product. Unconsciously, these advertisements influence many women to buy these products because public opinion has formed that the ideal skin of women is white, the most suitable skin for women is white, the skin of all women is white.

There are also displays and emblems on the ad's visual elements. Demand is a direct interaction manifested by eye contact between the participant and the viewer who looks at the participant. This direct information creates a strong impression between the advertising product, as represented by a model or artist, and the viewer who sees the advertisement as a member of the general public or potential customer. This is what distinguishes print advertisements from television advertisements, where social and equality are realized through call and visit information.

Audio Analysis

This advertisement uses boxing clever – hot summer days by Robert Griffin as the sound effect as the sound announcement from the participant is uttered. The sound effect dominates the advertisement, with fast and cheerful bits to accompany the verbal announcement. The audio

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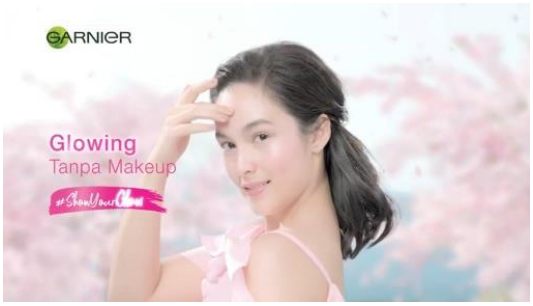
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in the advertisement can give the impression to those who see it that you are enthusiastic and happy; the correlation is that it gives a pleasant impression when you have bright, white skin that blushes and appears confident. This is supported by verbal affirmation such as "Glowing *tanpa* make-up? "*Pede dong"*.

Gesture Analysis

The gestures of the participants are body movement and speed, as well as facial expressions. The gesture in this advertisement is realized through the participants' activities in response to his enthusiastic daily life. This is reflected in the actress's process and objectives, as well as the objectives of active and passive participants, in which participants have a process about the direct impact that can be obtained from consuming the products they offered. This advertisement's verbal participants include active and passive participants saying "*glowing tanpa make up, pede dong*" (Glowing without make-up of course, confident) and "*alami di garnier*," (Natural with Garnier) followed by a written verbal of the product emblem. The following figure depicts the process description.

Table 4
Displayed and Narrated Text of gesture analysis from the Garnier Sakura White Advertisement

Screenshot	Narration
 Figure 8. Visual Model	
 Figure 9. Visual Model	

Spatial Analysis

The distance between images demonstrates the integrated meaning of this advertisement. Each image has its meaning, but each of these meanings contributes to the meaning of another image. The image distance of the active participant and how to use the product, as well as the depiction of the Lead at the end of the ad image, show the depiction of

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the product's advantages and convenience. This lead is intended to leave the user with a lasting impression and meaning. The lead in this advertisement is a Locus of Attention (LoA), as shown in the figure below.

Table 5
Displayed and Narrated Text of spatial analysis from the Garnier Sakura White Advertisement

Screenshot	Narration



Figure 10. Product

Discussion

What linguistic features and discourse strategies are employed in the Garnier Sakura White advertisement?

Analysis of linguistic features based on Halliday's (2004) Systemic Functional Grammar. Linguistics, according to Halliday, is the study of how people exchange meanings through the use of language. Understanding the quality of texts, why a text means what it does, and how language makes sense in terms of its users and functions are some of the applications of systemic-functional grammar mentioned by Halliday. According to the results of this research's analysis, the researcher found that a text uses a variety of appropriate word choices so that it has a meaning that is appropriate to the context and message to be conveyed. This advertisement employs more informal language, specifically non-standard language and terms commonly used by today's youth. For example; glowing, insecure, make-up, and selfie. This is intended to convey the product's relevance among young people as well as the modernity of this Garnier Sakura White advertisement. The target consumers for the products in this advertisement are women aged teenagers to adults, which necessitates adapting the use of language to the style and development of the youth era for this Garnier Sakura White product will be seen by more people, especially among young people.

From all the findings, the researchers conclude that the use of linguistic features in this advertisement is appropriate for the target consumers. Garnier Sakura's white advertisement has made adjustments to its linguistic features, such as the use of various languages. The function of these linguistic features has been fully utilized, as evidenced by the Garnier Sakura white advertisement, which suggests that one of the supporting factors, namely physical appearance, such as the face, encourages women to be more confident. Because one's physical appearance has a significant influence on one's self-confidence. This advertisement is in Indonesian, and one way to feel confident is to have clean white skin and glow like the 'beautiful' standard in Indonesia. In this advertisement, the relationship between self-confidence, having clean white

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skin and glowing, and the product is to inform users that using the advertised product will make them beautiful (white and glowing), thus increasing Indonesian women's confidence.

What are the non-linguistic features of Garnier's Sakura White advertisement?

The non-linguistic analysis of the advertisement in this research focuses on visual, audial, gestural, and spatial aspects. The non-linguistic analysis enables the realization of meaning-making through visual image analysis, allowing images to be understood without the use of language. We can see from the narration of the displayed text and visuals, as well as all of the scenes in the video, that Garnier Sakura white ads approach customers in a variety of ways, including displaying a visual model, visual benefits, visual used, and visual product.

In the Garnier Sakura White advertisement, the integration of the visual product, model, and main colour is very synchronous. This advertisement is dominated by the use of the main colour Pink, which corresponds to the use of colour in the product and also indicates the target consumer of this advertising product, namely women because the colour Pink represents a woman. Garnier Sakura White advertisements frequently depict the image of a beautiful woman, who appears glowing and confident. This is supported by the visualization of a beautiful model with bright skin, in keeping with the stigma of the society in which this advertisement is being promoted, that is Indonesia. Public opinion has formed that women's ideal skin is white, that women's most suitable skin is white, and that all women's skin is white.

In this advertisement, the benefits of the product are accompanied by an emphasis on the text that appears visually, as well as visualization of how to use the product through gestures and demonstration of the Garnier sakura white ad model. This is excellent for conveying the message of the advertisement. This advertisement also has a back-sound that dominates with fast and cheerful bits to accompany the verbal announcement. The audio in the advertisement can give the impression that you are enthusiastic and happy to those who see it; the correlation is that it gives a pleasant impression when you have bright, white skin that blushes and appears confident. This is supported by verbal affirmations such as "Glowing without makeup?" "Pede dong" (be confident).

From all the findings in the non-linguistics analysis, we conclude that the meaning of Garnier Sakura White advertisements can be conveyed very well through non-linguistic features that are correlated with each other to create an understanding of the message of this advertisement to consumers, namely as a form of promotion of Garnier Sakura White products and to increase women's confidence in using this Garnier Sakura White product.

Conclusion

Based on the results of the multimodal analysis of the Garnier Sakura White advertisement, the following conclusions can be derived that the Garnier Sakura White advertisement contains a multimodal semiotic system; also, each multimodal semiotic system is closely connected to produce advertising meaning and semiotic; and the message or meaning of this advertisement is quite comprehensive and easily understood by the audience. Garnier Sakura White observed that multimodal discourse analysis includes a variety of semiotic elements. The research examined verbal and non-verbal elements in which both have mutually sustainable meanings. The visual element of the advertisement, including the general structures, is present to deliver the entire and complete meaning to the viewers. Audial, gestural, and spatial analysis contribute to a complete understanding of the message and meaning, as intended by the producer.

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