A MULTIMODAL ANALYSIS OF *TOKOPEDIA X BTS* ADVERTISEMENT

Sherania Rahmah Salsabila[1], Catur Suparto[2]
Universitas Gunadarma ,[12]
Depok, Indonesia

sheraniarahmah26@gmail.com[1], catursuparto@gmail.com[2]

Abstract
One of the texts with nuanced meanings is an advertisement. When discussing how to effectively convey messages in advertisements, the complexity of meaning encompasses both written and visual components. In order to understand the power and meaning of a text that contains multiple modes, such as verbal, visual, and aural, a multimodal analysis of an advertisement is necessary in order to understand the complexities of meaning. The research aims to examine the multimodal resources in the *Tokopedia X BTS* advertisement on YouTube based on five semiotic multimodal systems proposed by Anstey & Bull (2018). This research employs a qualitative method and a descriptive approach. The data were taken in the form of an image that was taken from a screenshot of the *Tokopedia* advertisement. The result shows that there are five aspects of the multimodal system contained in this advertisement, namely linguistic, visual, audio, gestural, and spatial. These five aspects are mutually sustainable to convey messages from the *Tokopedia* application and also advertise and introduce this sophisticated application.

Keywords— advertisement, analysis, multimodal, semiotic, tokopedia

Introduction

Human life depends heavily on language for communication, interaction, and also conveying the message. It can also aid in the formation of social groups among people, allowing them to live in harmony as a community while also serving as a medium for the expression of emotions, attitudes, thoughts, and other social practices (Yanti and Yuniari, 2021). According to Pettinger (2013) language is a system of communication in which ideas are communicated (transmitted) orally (as in a conversation). There are two forms of language, they are nonverbal like motion, sound, object, and color, and verbal such as spoken and written language. Both are almost equally important in communication because our ability to understand something will be constrained if only focus on verbal and ignore nonverbal language (Apriliyanti, 2017).

Based on linguistic perspectives, a good advertisement should contain a multimodal system. In multimodal theory, a text qualifies as a multimodal text when the unit of meaning is produced by combining at least two different multimodal resources (Anstey and Bull, cited in Dania and Sari, 2020). Anstey and Bull (2018) in their book Foundations of Multiliteracies: Reading, Writing, and Talking in the 21st Century proposed five semiotic multimodal systems that can be found in a text; linguistics, visual, audio, gestural, and spatial.

The language used in an advertisement must be clear, catchy, and persuasive, it must persuade the consumer to buy and use the product. In other words, the language used is crucial when marketing a product in an advertisement. If the language used to describe a product is engaging, people will buy it. Consumers can be influenced and persuaded to purchase products through language, images or pictures, sounds, or gestures in advertisements (Turhan and Okan, 2017). Advertisement is one of the texts that have complex meanings. The complexity of meaning includes both written and visual elements when discussing how to effectively convey messages in advertisements. Since multimodal analysis aims to comprehend the power and meaning of a text containing several modes, such as

verbal, visual, and aural, it is necessary to study multimodal in an advertisement in order to recognize the complexities of meaning (Kress and van Leeuwen, as cited in Bo, 2018).

There are numerous multimodal studies related to the study that had been conducted. Savitri and Rosa (2019) analyzed multimodal in Samsung Galaxy S9 audiovisual advertisement using the systemic functional linguistics theory by Halliday, the multimodal theory by Kress and van Leeuwen, and the generic structure analysis theory by Cheong. The study found out there are five generic structures found; lead, display, announcement, emblem, call and visit. Multimodal analysis was also already conducted by Raharjo et., al (2020) in analyzing the advertisements namely Wardah lipstick using a semiotic approach and multimodal analysis focusing on multimodal systems, including aspects of linguistics, visual, audio, gestural, and location. The study found that the advertisement covers the five aspects of the multimodal semiotic system: linguistics, visuals, audio, gestural, and location. Pratiwy and Wulan (2018) observe the multimodal in the TV advertisement featuring Dettol (protecting children version) using the Linguistic Functional Systemic proposed by Halliday, the multimodal discourse analysis by combining multimodal theory from Anstey and Bull and Kress and van Leeuwen, the generic structure of advertisement by Cheong's formulation and verbal and visual elements proposed by Hermawan. It is found that the analysis of transitive clause in which the material process occurs dominantly compared to other processes. The visual element including the generic structures of the ad present to deliver the entire and complete meaning to the viewers. Audial, spatial, and gestural analysis adds the completeness of understanding of the message and meaning as the producer intends to do.

In this digital age, advertisements can be promoted on social media in addition to being printed or broadcast on television. On Instagram, TikTok, YouTube, and other social media platforms, consumers can find advertisements. This study aims to examine the multimodal resources based on five semiotic multimodal systems proposed by Anstey and Bull (2018). It focuses on the various multimodal systems present in this advertisement and how they contribute to the creation of a good advertisement. The kind of advertisement chosen to be analyzed was an advertisement video of *Tokopedia X BTS* on YouTube.

Literature Review

Multimodal

Multimodal is a term used to refer to the way people communicate using different modes at the same time (Kress and van Leeuwen, 2006), which can be defined as the use of several semiotic modes in product design, or semiotic events simultaneously, and in a certain way. these modes combine to strengthen, complement, or be in a certain order (Kress & van Leeuwen, cited in Al Fajri, 2018). Multimodal can also be said as a technical term that aims to show that the meaning we have used so far makes use of various semiotics (Iedema 2003). While Chen (as cited in Al Fajri, 2018) defines multimodal as understanding how verbal and visual semiotic sources can be used to realize the types and levels of dialogic engagement and dialogic involvement in a textbook. In the context of text analysis, according to the author, multimodal can be understood as an 'analytical procedure' that combines tools and steps of linguistic analysis such as Systemic Functional Linguistics (SFL) with analytical tools to understand images, if the text is analyzed using two modes, verbal and nonverbal.

The multimodal analysis used in this study was the theory of semiotic multimodal systems proposed by Anstey and Bull (2018). There are five multimodal semiotic systems in a text; linguistic, consists of written language, incorporating a choice of nouns, verbs, adjectives, and conjunctions. Visual, consists of still and moving images, incorporating a choice of color, vectors, and point of view. Audio consists of music, and sound effects, incorporating volume, pitch, and rhythm. Gestural, consists of facial expression and body language, incorporating eyebrow position, and movement of the head, arms, hands, and legs. And spatial, consists of the layout and organization of objects and space, incorporating proximity, direction, and position.

Research Method

This study used a qualitative method and a descriptive approach as the research methodology. Qualitative research systematically describes and interprets issues or phenomena for the individual or

population being studied in order to produce new theories and concepts. Additionally, this kind of research generates narrative data that is, data described in words instead of numbers (Monsen and Horn, 2007), and interprets events to comprehend the meanings people derive from day-to-day life. The data was in the form of an image that was taken from a screenshot of the e-commerce video, as stated by Miles et al., (2018) qualitative data also can appear as still or moving images. In order to collect data, the researchers screenshot every advertisement video scene that included an image, written text, and brand logos. The researcher then identified the text and visual information present in the advertisement.

The data were analyzed descriptively, as the result is in the form of an explanation. This study examines the multimodal resources based on five semiotic multimodal systems proposed by Anstey and Bull (2018). The texts, pictures, sounds, and gestures from the advertisement video were used as the study's data. The researcher went through various stages of data analysis, such as linguistic, visual, audio, gesture, and spatial analysis of the advertisement, doing the interpretation, writing, and concluding the result. This study used an advertisement video from *Tokopedia X BTS* on YouTube reuploaded by Kayla (2020) https://youtu.be/fAHCUp57tw4 with a duration of 31 seconds only to conduct a multimodal analysis. This Indonesian e-commerce was selected in light of the growing popularity of Korean pop among teenagers and adults in Asia, especially Indonesia, and it is known as the Hallyu (Korean Wave) phenomenon. It was chosen specifically because the brand ambassador for this e-commerce is the popular South Korean boyband BTS, which has a huge fanbase in Indonesia.

Results and Discussion

This study used the multimodal system proposed by Anstey and Bull (2018) to examine the *Tokopedia X BTS* advertisement on YouTube in order to determine the answers to the research questions. The analysis of five multimodal systems that were found in the advertisement is covered in the discussion.

Linguistic Analysis

The advertisement video is taken from YouTube and started with a speech by Jin as the brand ambassador, and a female voice. In this video, Jin shows the products sold by *Tokopedia*. This video uses spoken and written language. All written messages are transcripts of spoken messages. The language used in this video was the formal language.

Table 1.
Transcription and Displayed of Narrated Text

Transcription of Narrated Text	Displayed of Narrated Text
J: Tokopedia Nomor 1 Everyday	

It was uttered by Jin as the brand ambassador to market the *Tokopedia* application that can be used

every day. Indirectly, this e-commerce gives promises to the consumers that Tokopedia can be the main application that consumers can rely on to buy something every time and every day.

Table 2.
Transcription and Displayed of Narrated Text

Transcription of Narrated Text	Displayed of Narrated Text
F: Belanja?	
J: Tokopedia Saja!	
F: Bebas Ongkir!	

In this advertisement, the sentence is a conversation between a female voice and Jin as the Brand

Ambassador to market the feature and promo in the *Tokopedia* application. The phrase *Tokopedia Saja!* was answered by Jin and the phrase *Bebas Ongkir!* indicates the advantages that *Tokopedia* have to attract consumers using this e-commerce as their daily shop without worrying about postage costs.

Table 3.
Transcription and Displayed of Narrated Text

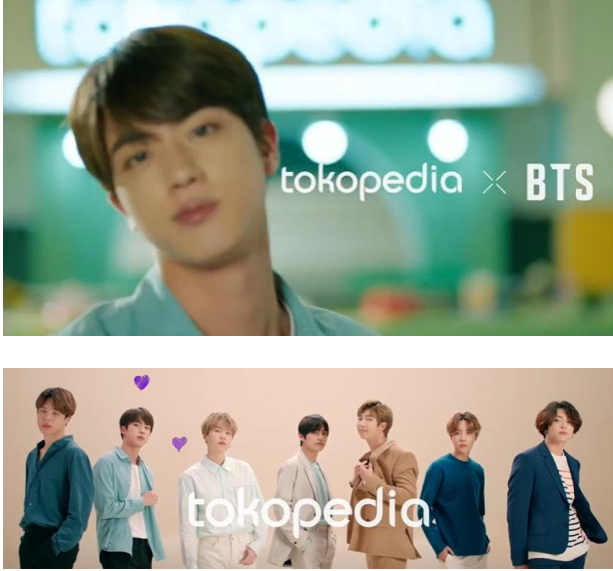| Transcription of Narrated Text	Displayed of Narrated Text
BTS: Tokopedia Saja	 Tokopedia Saja.
BTS:Buka Tokopedia setiap hari!	 Buka Tokopedia setiap hari!

The first sentence was said by the BTS members to indicate that they are the brand ambassador of *Tokopedia* by saying the name of the product or e-commerce. The second sentence was by a female voice. This sentence has the same meaning as the first sentence of the video advertisement, since it is a digital era, people prefer to buy online rather than on the spot. Consumers can wait patiently in their house until the courier came and deliver the packet. This sentence has a meaning that Tokopedia can be the main application for consumers when they need something to buy.

The use of spoken messages and written sentences in this video creates an understandable meaning for this advertisement. Spoken messages are conveyed in a relaxed tone to create a good atmosphere in conveying the message in the advertisement. Written messages also help oral messages become easier to understand.

Visual Analysis
Anstey and Bull (2018) proposed visual analysis consists of still and moving images, incorporating a choice of color, vectors, and point of view. The duration of this advertisement is only 30 seconds with the visual appearance divided into three stages; visual of the star, visual of the emblem, and visual of the product. Here are the discussions of the *Tokopedia* advertisement's visual analysis.

Table 4.
Visual Analysis Displayed

Visual Analysis	Screenshot
Visual of the star	
Visual of the emblem	
Visual of the product	

In the first stage, there is a visual of the star combined with the visual emblems. This creates an interpersonal meaning between the advertising star who dominates the sound in the advertisement and the participant audience which is manifested through eye contact which has meaning as a request and an invitation. This situation indicates that the advertisement star is inviting the audience to find out what items are offered in the visual emblem. Furthermore, there are two visual emblems that appear in this advertisement which indicate the video that consumers will see is brought by *Tokopedia*. In the end, visual products are shown variously to create the meaning that *Tokopedia* sells a complete variety of needs, and the products shown using a conveyor belt indicate that *Tokopedia* is good progress to help humans work, especially when shopping. Since the conveyor belt itself has the function to help transport several units with a large enough capacity, here *Tokopedia* also helps their consumers to shop sparingly and practically.

Green, yellow, and white are the primary colors in this advertisement. The color green represents the idea of peace and fertility. This color is used in branding to convey a message—fertility/sustainability—that the target consumer is expected to read. In this advertisement, the color yellow stands for an optimistic and clear attitude. This color conveys an upbeat message from *Tokopedia*, which offers clarity and qualified capabilities, in this case, to meet market demands for the products made available. The white color, which can stand for simplicity and cleanliness, indicates that the offered products emphasize sterility and cleanliness.

Audio Analysis

The analysis of the audio consists of music, and sound effects, incorporating volume, pitch, and rhythm (Anstey and Bull, 2018). In this advertisement, the music that accompanies the is divided into two namely a song from BTS entitled Boy with Luv and ends with a *Tokopedia* advertisement song using a whistling sound that seems calm. The first music can be heard from the beginning to near the end of the video at a steady volume and then disappears when the whistling *Tokopedia* song appears.

Taking one of the BTS songs as the background song in this advertisement is not only because they are the brand ambassador of *Tokopedia*, it is also considering that when this advertisement was published, in 2019, Boy with Luv was the most popular song of them in Indonesia. Besides that, this song also tells about the love of BTS for their fans which *Tokopedia* can also apply to represent their love for their consumers. Since BTS has huge fans in Indonesia, this can be a reason for *Tokopedia* to attract them as their brand ambassador, using the Boy with Luv song which dominates the advertisement from the beginning until the end, invites their fans to automatically see what kind of product use BTS songs as the theme.

Gestural Analysis

In a multimodal system, gestural analysis can be seen in the facial expression and body language, incorporating eyebrow position, and movement of the head, arms, hands, and legs (Anstey and Bull, 2018).

Table 5.
Gestural Analysis Displayed

Gestural Analysis	Screenshot

Gapping	
Smiles and pulls the rope	

In the first image, the advertisement star gapped when he sees *Tokopedia* products running on a conveyor belt. This body language indicates a sense of awe or surprise at what is happening. As in the discussion in the visual analysis section, the products displayed are varied and also run using a conveyor belt. The reaction given by the star was towards *Tokopedia* which helps their customers to be able to shop without having to leave the house. The second image shows the star was smile and then pulling the rope that he was holding, this seems to mean a shop is about to open, and the rope needs to be pulled to open the curtains of the shop. It is the same as here, the star was pulling the rope to make it seem as if the *Tokopedia* shop was being opened. In this scene, the star pulls the rope after answering a question from a female voice "Belanja?" then the star answers "Tokopedia Saja".

Spatial Analysis

According to Anstey and Bull (2018), spatial analysis consists of the layout and organization of objects and space, incorporating proximity, direction, and position. This advertisement dominated with all the appearances that have a position in the middle, beginning with a close-up of the advertisement star and combining with the *Tokopedia* emblem. The distance between images demonstrates the integrated meaning of this advertisement. Each image has its own meaning, but each of these meanings complements the meanings of the other images.

Conclusion

In this sophisticated era, technology companies are flocking to find ways to fulfill their needs practically, *Tokopedia* is here as proof of technological progress in the field of shopping. The selection of BTS as an e-commerce brand ambassador is also very suitable in terms of attracting more *Tokopedia* users, throughout Indonesia. The advertisement includes quite good information about what consumers want to know before using it, namely the advantages and what products they sell. Messages in the form of language carried out through spoken language and written language make consumers understand more about what is being promoted. The short duration given still contains all the messages that are important to convey, making this advertisement get its own impression. The five aspects of the multimodal system, namely linguistic, visual, audio, gestural, and spatial covers this advertisement. These five aspects are mutually sustainable to convey messages from the *Tokopedia* application and also advertise and introduce this sophisticated application.

References

Anstey, Michele, and Geoff Bull. 2018. *Foundations of Multiliteracies: Reading, Writing and Talking in the 21st Century*. United Kingdom: Taylor & Francis.

Apriliyanti. 2017. *MULTIMODAL SEMIOTIC SYSTEM ANALYSIS ON ADVERTISING AZAN SHOLAT (Malaysia Version)*. Vol. 2.

Bo, Xu. 2018. "Multimodal Discourse Analysis of the Movie Argo." *English Language Teaching* 11(4):132. doi: 10.5539/elt.v11n4p132.

Dania, Rahma, and Rosi Kumala Sari. 2020. "A MULTIMODAL ANALYSIS OF FOOD ADVERTISEMENT." *INELTAL Conference Proceedings: The International English Language Teachers and Lecturers Conference*.

Al Fajri, Taufiq Akbar. 2018. "PENTINGNYA PENGGUNAAN PENDEKATAN MULTIMODAL DALAM PEMBELAJARAN." *WASKITA: Jurnal Pendidikan Nilai Dan Pembangunan Karakter* 2(1):57–72. doi: 10.21776/ub.waskita.2018.002.01.5.

Iedema, Rick. 2003. "Multimodality, Resemiotization: Extending the Analysis of Discourse as Multi-Semiotic Practice." *Visual Communication* 2(1):29–57. doi: 10.1177/1470357203002001751.

Kayla, Clairina. 2020. *IKLAN TOKOPEDIA JIN BTS*. Indonesia: www.youtube.com.

Kress, Gunther, and Theo van Leeuwen. 2006. *Reading Images The Grammar of Visual Design*.

Miles, Matthew B., A. Michael Huberman, and Johnny Saldana. 2018. *Qualitative Data Analysis: A Methods Sourcebook*. California: SAGE Publications.

Monsen, Elaine R., and Linda Van Horn. 2007. *Research: Sucessful Approaches*. Chicago: American Dietetic Association.

Pettinger, Richard. 2013. *Organizational Behaviour: Performance Management in Practice*. New York: Taylor & Francis.

Pratiwy, D., and S. Wulan. 2018. "Multimodal Discourse Analysis in Dettol Tv Advertisement." *KnE Social Sciences* 3(4):207. doi: 10.18502/kss.v3i4.1932.

Raharjo, Aning Rustanti, Didin Nuruddin Hidayat, Alek Alek, and Nasifuddin Jalil. 2020. "MULTIMODAL ANALYSIS OF WARDAH LIPSTICK ADVERTISEMENT." *Elite English and Literature Journal* 7(2):149. doi: 10.24252/10.24252/elite.v7i2a4.

Savitri, Maulydia Tamara, and Rusdi Noor Rosa. 2019. "A Study of Multimodal Analysis in Smartphone Advertisement." *English Language and Literature* 8(3). doi: 10.24036/ell.v8i3.105767.

Turhan, Burcu, and Zuhal Okan. 2017. "Critical Discourse Analysis of Advertising: Implications for Language Teacher Education." *International Journal of Languages' Education* 1(Volume 5 Issue 4):213–26. doi: 10.18298/ijlet.2301.

Yanti, Ni Putu Meira Purnama, and I. Gusti Agung Mas Era Yuniari. 2021. "MULTIMODAL ANALYSIS OF ENERGEN ADS." *International Journal of Systemic Functional Linguistic* 4:25–28.