

## MULTIMODAL ANALYSIS ON THE HOUSE BROCHURE

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### Abstract

This study aims to analyze and describe the verbal and visual elements found in the house brochure of Graha Utama Tobo, applying Cheong's generic structure framework. The analysis focuses on identifying how these elements interact to create a cohesive and persuasive message. The research adopts a descriptive research method, with data collected from a randomly selected house brochure downloaded from a Facebook account. The brochure's textual and visual components were examined to determine their alignment with Cheong's generic structure, which includes lead, display, emblem (verbal), announcement, enhancer, emblem (visual), tag, and call-and-visit information. The findings indicate that the brochure incorporates all elements outlined in Cheong's model, demonstrating how the verbal and visual components work synergistically. The verbal elements provide detailed and structured information, while the visual elements enhance the aesthetic appeal and reinforce the message. Together, they create a coherent and persuasive communication tool designed to attract potential customers. The study highlights the effectiveness of combining these elements in conveying information and fostering engagement, ultimately encouraging readers to consider the services offered by Graha Utama Tobo. This research underscores the practical application of Cheong's theory in real-world advertising materials and contributes to the understanding of multimodal communication strategies in marketing. The findings are significant for businesses seeking to optimize their promotional materials by ensuring a balanced integration of verbal and visual elements for maximum impact.

**Keywords:** Advertisement, Brochure, Multimodal

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### Introduction

Advertisements are promotional messages or campaigns designed to reach and persuade a target audience to take a specific action, such as buying a product, using a service, or adopting an idea. They come in various forms, including print, digital, audio, video, and more. The primary goal of advertising is to create awareness, generate interest, and ultimately influence consumer behavior in favor of the advertised product, service, or message.

Effective advertising often involves understanding consumer psychology, market trends, and utilizing persuasive techniques to create memorable and impactful messages that resonate with the target audience. Successful advertisements can influence consumer behavior, build brand recognition, and drive sales or engagement for the advertised product or service.

Moreover, advertising employs various mediums for promotion (Nizar, 2015). The primary medium is print media, encompassing magazines, newspapers, brochures, and tabloids, utilized by certain producers to market their products. Another prominent medium is electronic media, including radio, television, and the internet, which holds significant preference among most producers today. Additionally, there's advertorial advertising, a relatively recent form where advertisements are presented in a journalistic style. Apart from these three mediums highlighted by Nizar (2015), advertisements are also visible in public spaces of larger scale, such as along major roads, supermarkets, airports, and similar locations.

Numerous products aim to showcase themselves through advertising. While it's evident that product promotion has evolved beyond traditional advertisements, with some integrated into movies or films through actors, the art of crafting compelling text, imagery, and symbols becomes crucial. The essence of advertising lies in effectively persuading the reader or viewer, making the design and alignment of these elements highly significant.

A house brochure stands as an advertisement worthy of consideration. A house brochure is a marketing material used in the real estate industry to showcase a property that's for sale or rent. It's a printed or digital document that contains detailed information about the house, its features, location, and other pertinent details aimed at attracting potential buyers or renters. These brochures serve as a tangible or digital tool to provide potential buyers or renters with a comprehensive overview of the property. They're distributed through various channels such as real estate offices, property viewings, mailings, websites, and online listings to attract interest and generate leads.

Regarding multimodal analysis, five distinct perspectives have emerged. These include social semiotic analysis (Kress & van Leeuwen, 1996; van Leeuwen, 2005), systemic functional analysis (Baldry & Thibault, 2006), social interaction (Norris, 2004), multimodal metaphor analysis (Forceville & Urios-Aparisi, 2009), and multimodal text analysis within the framework of corpus linguistics (Gu, 2006; as cited in Feng, Zhang, & O'Halloran, 2014). These perspectives have evolved significantly over the past decade, systematically addressing contentious issues related to societal changes, particularly concerning new media and technologies.

In order to fulfill the communication objectives within multimodal text, this study intends to outline the configuration of multimodal analysis evident in the Graha Utama Tobo house brochure. Accordingly, the researchers seek to apply Cheong's Multimodal analysis theory, delineating the verbal component (including announcement, enhancer, emblem tag, call-and-visit-information) and visual component (encompassing lead, complement to the locus of attention, display, incongruent, and emblem) (Cheong, 2004).

## Literature Review

### 1. Multimodal Analysis

Multimodal analysis is a method used to examine and understand communication that involves multiple modes of expression or representation. It provides a framework for analyzing how meaning is created and conveyed through various semiotic resources, such as language, images, gestures, sounds, colors, and spatial arrangements, within a single communicative artifact

or text (Ledin, 2020). Multimodal analysis is an interdisciplinary approach to understanding communication that examines how meaning is constructed and conveyed through multiple modes, such as text, image, gesture, sound, and spatial arrangements (Jewitt, 2014). Norris said that multimodal analysis as a method to understand how multiple modes (e.g., gestures, speech, visual elements) interact to construct meaning in social contexts (Norris, 2023).

Understanding both spoken and written language requires acknowledging their frequent integration with other modes of communication. A mode refers to the various channels through which meaning is constructed, shaped by social influences, and interpreted within cultural contexts. These modes encompass diverse forms like writing, images, layout, music, gestures, speech, moving images, and soundtracks, commonly used in representation and communication (Kress, 2009).

When language is used functionally in conjunction with multiple modes, it is termed a multimodal text. In written texts, this multimodal aspect emerges through the incorporation of multiple modes such as visual images, design elements, and other semiotic resources (Jewitt & Kress, 2003, as cited in Serafini, 2010).

## **2. Multimodal Advertisement**

Advertising has evolved into a form of communication heavily reliant on multimedia integration. Its effectiveness in promotion increasingly hinges upon the utilization of multiple modes, making multimodality a prominent feature. Digital tools and platforms enable the creation and dissemination of multimodal texts, transforming traditional communication practices and introducing dynamic, interactive possibilities (Adame, 2018). Multimodality, a concept stemming from Kress's idea of modes (1997, 2001), denotes the fusion of various modes—visual, audio, written, oral, spatial, etc.—in human communication (Kress and Leeuwen 1996, Kress 2003). In advertising, multimodality entails the incorporation of diverse communicative modes within a single advertisement. For instance, a print ad amalgamates words, illustrations, fonts, and colors to convey a message, showcasing the blending and amalgamation of these modalities as representative of multimodality.

Analysis of multimodal text has become integral to various academic fields and practical applications, shaping research, teaching, and practice. Diverse techniques, theories, and methods have developed to address this type of analysis. Linguists, especially focused on understanding how meaning is conveyed in texts, face challenges related to considering non-linguistic semiotic elements such as gestures, gaze, spatial relationships, clothing, visual and auditory art, the interplay between images and text, page layout, film techniques, sound design, and more. These challenges have emerged as significant in recent years, prompting the rise of multimodal studies within linguistics and highlighting specific issues relevant to analysts in this field.

As cited in (Cheong, 2004), outlines the fundamental arrangement of print advertisements as Capture<sup>^</sup>Focus<sup>^</sup>Justification. This framework aims to comprehensively describe the elements of advertisements, both verbal and visual. However, this structure's ambiguity in elucidating the connection between visual and verbal components led Cheong (2004) to offer a more explicit explanation of the structure of printed advertisements in a visual format.

**General Structure of printed advertisement by Cheong’s Theory**

| <b>Verbal Component</b>  | <b>Visual Component</b>   |
|--|---|
| Announcement: Primary and Secondary<br>Enhancer<br>Emblem<br>Tag<br>Call Visit and Information | Lead: Locus of Attention<br>Complement to the Locus of Attention (Comp.LoA)<br>Display: Explicit, Implicit, Congruent, Incongruent (metaphorical)<br>Emblem |

**Research Method**

**Research Design**

The study employed a qualitative methodology, which was utilized for the purpose of depicting the data. A distinctive feature of the qualitative method involves understanding the procedures in accordance with the context, specifically the setting where the research is conducted (Bogdan and Biklen, 1998). The research aims to depict textual elements within printed advertisements, highlighting both verbal and nonverbal language aspects. There are some steps in collecting the data, they are: (1) Browsing google (2) Searching the house brochure (3) Downloading the house brochure which is taken from google image results website,

<https://homecare24.id/brosur-jasa-desain-rumah/> (4) Saving the house brochure to the folder.

**Result And Discussion**

Following the analysis of the aforementioned data, the researcher arrived at a conclusion. This conclusion revealed that all elements, both visual and verbal, were represented in the house brochure advertisement for Graha Utama Tobo. These elements encompassed verbal aspects such as Announcement, Enhancer, Emblem, Tag, Cal-and-visit information, as well as visual components including Lead, Display, and Emblem. A thorough discussion of these findings is outlined in the subsequent section.

According to Cheong's theory (2004), advertisements follow a specific structure encompassing both verbal elements (Announcement, Enhancer, Emblem, Tag, Cal-and-visit information) and visual elements (Lead, Display, and Emblem) integrated within the advertisement.

|                          |   |
|--------------------------|---|
| <b>VISUAL COMPONENTS</b> | Lead<br>Locus of Attention (LoA)<br>Complement of LoA<br>Display: Explicit/Implicit, Congruent/Incongruent<br>Emblem: Logo of the product |
| <b>VERBAL</b>            | Announcement: Primary, Secondary1, Secondary  |





**Emblem**

**Announcement: Primary**

**Tag**

**Enhancer**

**Announcement: Secondary**

**Call and Visit Information**

**GRAHA UTAMA TOBO**  
residence

*green living for family*

**Type : 36/ 84**

Developer By :  
**PT. BAYUTAMA AJI SENTOSA**  
Yogyakarta

**Spesifikasi :**

|            |  |
|------------|--|
| PONDASI    | : CAKAR AYAM                               |
| STRUKTUR   | : BETON COR BERTULANG                      |
| KUSEN      | : KAYU KELAS II (TREATMENT)                |
| DAUN PINTU | : KAYU KELAS II (TREATMENT)                |
| DINDING    | : BATU KUMBUNG DI PLASTER<br>FHINISING CAT |
| LANTAI     | : KRAMIK 40x40 cm                          |
| GENTENG    | : BETON GARUDA                             |
| PLAFOND    | : DALAM GYPSUM                             |
| ATAP       | : KAYU KELAS II (TREATMENT)                |
| LISTRİK    | : 900 WATT                                 |
| SANITASI   | : KLOSET JONGKOK                           |

**Fasilitas :**

- One Gate System
- Air Artesis Kualitas Teriaga
- Jalan Pavingblock
- CCTV
- TV Kabel
- Lingkungan Nyaman

**UM : 1,105 Jt**  
**Angs. : 738 Rb**

**KANTOR PEMASARAN**  
Ruko Mulung Jl. Raya Tuban - Merakurak  
(Barat Perdin SG Bogorejo)  
Telp. 081230286088 - 085648803074

## Discussion

### a. Announcement

Within a print advertisement, the most prominent linguistic element is referred to as the "Announcement." This Announcement holds significance in terms of scale, color, font, and size. Conceptually, the Announcement encapsulates and delivers the core message that advertisers aim to emphasize to consumers through the advertisement. Specifically, it aims to attract consumers by highlighting details such as the down payment, enticing them to purchase the product.

In this brochure, there are 2 types of announcements: Primary and Secondary. For primary announcement emphasizes the amount of down payment starting from Rp 1,105 million. However, secondary announcement gives more specific not only the down payment but also the installment payment; Rp 738.000.



### b. Emblem

The Emblem can visually appear as the logo representing the advertised product or service, while linguistically, it manifests as the product/service's brand name. In terms of ideas and ideologies, it acts as a mark of authority, affirming and legitimizing the genuineness of the advertised product. Functionally, the Emblem serves to establish an identity and elevate the status of the product. It can be placed anywhere within the advertisement. In this brochure, it shows the logo of house and and the name of product which is Graha Utama Tobo residence.



### c. Tag

Tag gives the information about a product or service not captured by the Enhancer. Generally, the Tag consists of one-liners (Cheong, 2004). This tag's brochure is "green living for family" which aims to provide comfort to the customers a green environment for family.



#### **d. Enhancer**

An enhancer, according to Cheong (2004), is a linguistic component that delivers precise details regarding why the product merits the customer's focus. Put differently, its purpose is to sway and impact viewers into buying the product. Typically presented as a lengthy paragraph.



The first enhancer is about the facilities that is given by house such as One Gate System, Air Artesis Kualitas Terjaga, Jalan Pavingblock, CCTV, TV Kabel and Lingkungan Nyaman. The second enhancer emphasizes more specifications about house and it is written with all capital letters. The purpose of an enhancer is to make the advertisement more engaging, memorable, and persuasive to the audience, ultimately influencing their perception and decision-making regarding the product or service being advertised.

#### **e. Display**

Displays can include various components such as headlines, images, logos, product descriptions, and calls to action. The layout, design, colors, fonts, and overall aesthetic of an advertisement constitute its display. A well-crafted display is crucial for capturing attention, conveying the message effectively, and ultimately prompting the audience to take the desired action, whether it's making a purchase, visiting a website, or engaging with the brand.

This brochure features a variety of bright color elements such as yellow and green. It also includes additional images like a house layout plan and a front view of the house. In terms of font, there are different sizes and styles, making it appealing for customer to engage with due to its attractive appearance.

#### **f. Call visit and Information**

This is a call-to-action in an advertisement that encourages the customers to physically visit a location. It prompts individuals to take the next step by visiting a place or accessing more detailed information about a product.





This information includes contact details, specific places and relevant details that help the customers make informed decisions. Providing accurate and persuasive information is crucial in advertising to educate and attract potential customers.

After analyzing the data based on the theory of Cheong (2004), the researcher found that the structure of verbal components (Announcement, Enhancer, Emblem, Tag, Call-and-visit information) and visual components (Display and Emblem) are inserted in the advertisement. Here, the researchers emphasize that Cheong's theory about Generic Structure of Potential of print advertisement is an obligatory.

## Conclusion

After elucidating Cheong's Multimodal Analysis theory (2004) and subsequently applying it to classify and analyze the Graha Utama Tobo house brochure, it's evident that various components integral to potential print advertisements are utilized. These encompass visual elements such as Display and Emblem, alongside verbal components including Announcement, Enhancer, Emblem, Tag, and Call-to-Visit information. This observation underscores the potential application of Multimodal Analysis within advertising contexts.

The researchers hopes for further exploration of Multimodal Analysis across diverse fields to deepen comprehension. Such investigations could yield a more comprehensive understanding of Multimodal Analysis and its role in fulfilling linguistic needs among humans.

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