

CHAPTER 1

INTRODUCTION

1.1 Background of the Study

Advertisements have evolved over the past few decades. Nowadays, it is common to find advertisements that use multimodes. According to Jewitt (Jewitt, 2002 p.2) modalities, or modes, are “semiotic resources for making meaning that are employed in a culture – such as image, writing, gesture, gaze, speech, posture”. This means that in most advertisements, we can find not only image, but also writing. Even more, in video advertisements, the other modes, e.g. spoken, written, graphic are also employed.

Companies have used the multimodes to promote their product especially in TV advertising. TV advertising has the strength to be an effective means of vividly demonstrating product attributes and persuasively explaining their benefits to the costumers. This is achieved by using a famous actor, to persuade the costumers to follow the suggestions of that famous actor. In addition to the actor, the color also has a crucial part in a video advertisement because the color can influence the viewers mood and make the viewers feel to be a part of the video advertisement, such a situation can be supported by music.

The Language in multimodal advertising still has a big part to influence the sales of the product. Including the typeface in which the information is

presented, familiarity with its semantic features, and syntactic complexity. In the case of bilinguals, more general differences may result from the persons who use the language in which the information is conveyed. Many of these diverse effects seem likely to be mediated by the influence of linguistic variables both on the comprehension of the information and on the amount and type of cognitive elaboration of its implications (Wyer Jr, 2002 p.1)

Companies which have big names are very detailed when they make a video advertisement. One type of companies that makes use of video advertisement is Sport Companies. There are many sport companies in the world. Two of them that are multi-national companies which spend a big amount of money for advertisements are Nike and Puma. According to the data from Wikinvest, Nike spent \$280.0 million, while Puma spent \$266.7 million to make their video advertisements in 2009.

Currently, there is a trend in using ordinary people instead of famous celebrities in advertisements. The two companies mentioned above, i.e. Nike and Puma, are examples of companies that have used ordinary people instead of famous celebrities in their advertisements. This is probably done by the companies because they would like to take a part in society, their approach using ordinary people to catch the costumer and try to socialize the consumer.

Based on *about.nike.com* Nike is the one of the biggest companies in the world. It has grown from 1970 to be the world's largest marketer of athletic footwear and apparel. By the start of the 1980s, Nike's combination of

groundbreaking design and perceptive and aggressive marketing had allowed it to surpass the German athletic shoe company Adidas AG, formerly the leader in U.S. sales. In December 1980, Nike went public, offering two million shares of stock. With the revenues generated by the stock sale, the company planned continued expansion, particularly in the European market. Many media used by Nike to promote their product, in their series of marketing campaign. And one of them is video advertising, video is the effective media for advertising, video can more interesting for advertise because they use audio and visuals, they use story telling for send their meaning to persuade their customers. Another company which similar with Nike is Puma, Puma is the one of Nike competitor in European market.

Puma SE (officially branded as PUMA) is a major German multinational company that produces athletic shoes, footwear, and other sportswear headquartered in Herzogenaurach, Bavaria, Germany. According to WWW.puma.COM the company was formed in 1924 as Gebrüder Dassler Schuhfabrik by Adolf and Rudolf Dassler. The relationship between the two brothers deteriorated until the two agreed to split in 1948, forming two separate entities, Adidas and Puma. Both companies are currently based in Herzogenaurach, Germany. Since 1996 Puma has intensified its activities in the United States. Puma owns 25% of American brand sports clothing maker. In their series of marketing campaign, video is the effective media for advertising, because they try to show Puma's emphasis on lifestyle is a major

departure from its original concentration on soccer shoes and other high-performance athletic equipment.

This thesis tries to analyze the video advertisements of Nike and puma using the multimodality approach. The term 'multimodality' is "strongly linked to three perspectives on representation and communication" (Jewitt, 2002). These are Halliday is on social semiotics/systemic functional grammar (SFG) as elaborated and practiced by Kress and Van Leeuwen; discourse analysis as exemplified by O'Toole, Thibault, and O'Halloran; and interactional analysis, associated with work by Scollon and Norris.

From the three perspectives, the one closely related to multimodality in advertisements is the social semiotics perspective. In social semiotic one of the theories that support the multimodal theory is by Kress and van Leeuwen (1996). Social semiotics linked in multimodal analysis because social semiotics is concert with all aspects of meaning and meaning production. In this, it focuses on those who are involved in the practices of making meaning. The social issues of agency, of identity and of power and on the tools and resources available in this practices of making meaning. Multimodality describes the multiplicity of resources ('mode') for making meaning visible or tangible, well beyond speech and writing. This makes the approach attractive and maybe essential in media which draw on that multiplicity of resources: on video, on photos, on writing, on music-as-sound, on sound-as-sound track, on

colour, and on the potentials of layout for making meaning. (Kress and van Lauween, 1996 p.55).

To further the understanding of the multimodal choices the advertisements will also be analyzed from a persuasive point of view. The very nature of persuasion requires that its forms need to be kept implicit. Very few people like to be persuaded against their own will and thus, the best kind of persuasion is often implicit persuasion (Halmari and Virtanen 2005 p.229). According to them persuasion is seen as a language which either tries to alter or strengthen an opinion of a certain target audience.

Another researcher who has studied persuasion is Messaris (1997). He studied the visual mode of persuasion, where he has discovered that images have the power to persuade in three ways: Through (I) iconicity by referring to images as icons, (II) through indexicality, referring to images as documentation or visual truth and lastly (III) indeterminacy, referring to images' inability to visualize relationships between things (Messaris 1997 p.7). Halmari and Virtanen (2005), who researched persuasion across different genres, note that one of the most predominant characteristics that have been making its mark in all of the discourse genres recently is promotion, or persuasion. This is reasoned by the new information technology that it created a "massive information explosion". The advertising methods have changed radically, while also influencing other, usually non persuasive forms of discourse (Halmari and Virtanen, 2005 p.213).

Consequently, the writer is interested in using the multimodal approach to analyze video commercial, aiming to identify the persuasive strategies used across social semiotic modes by Nike and Puma, and analyze the implicit material and the most important explicit elements. This will be followed by a look into how the persuasive strategies contribute to strengthening the brands.

There are at least two studies that have used the multimodal approach in analyzing advertisements. The first related study is entitled “A multimodal approach for advertising for professionals in the film, television and photography business.” by Sørensen in May 2011. His studies analyze the visual communicative strategies used by film and photography manufacturers in their print advertisements published in the magazine *The American Cinematographer* and how are the modes and strategies employed in order to persuade a professional audience.

The second related study is titled “Branding fragrance for the modern man: a multimodal analysis of persuasive strategies in Axe and Old-spice marketing campaigns” by Jankauskis (2012). This study aimed to find out here are four dimensions of branding: functional, social, mental and spiritual. The thesis argues that both companies fulfill the mental dimensions, while Old-spice also covers the social dimensions by interacting with their viewers. In their case they analyze the brand which used famous celebrities inside video advertisement, so this thesis tries to analyze when the video advertisement used ordinary people in their video.

1.2 Statement of the Problems

Based on the background of the study written above, the writer aims to analyze the Video advertisements by answering the following questions:

1. How the multimodality concept is used in Nike and Puma video advertisements?
2. Which company has implemented the multimodality concept better?

1.3 Objectives of the Study

The objectives of the study are as follows:

1. Analyze multimodality concept used in Nike and Puma video advertisements
2. To decide company has implemented the multimodality concept better

1.4 Significance of the study

By conducting this research, the writer expects that this study will give both theoretical and practical contributions. The theoretical contribution is especially to the research in multimodality. It is expected to be the further reading and reference for other researchers who plan to conduct studies about the multimodality concept in video video advertisement.

For academies that are connected and concern with advertising especially try to make video advertising to persuade their products. For producers or directors who advertising especially try to make video advertisement to

persuade their product and also to emphasize what kind of video advertisement can persuade when they do not use celebrity and used implicit and explicit meaning inside the video advertisement.

1.5 Definition of key terms

In order to have a similar concept in the meanings of the terms used in this thesis, it is necessary to define the key terms.

Multimodality : Multimodality is the mixture of textual, audio, and visual modes in combination with media and materiality to create meaning. Where media are concerned, multimodality is the use of several modes (media) to create a single artifact. (Kress and van Leeuwen, 1996)

Video Advertisement: Video advertising is advertising using media Video like TV Online Video advertising. The advertising units used in this instance are pre-roll, mid-roll and post-roll and all of these ad units are like the traditional spot advertising you see on television, although often they are "cut-down" to be a shorter version than their TV counterparts if they are run online. (<http://www.iab.net>)

Social Semiotics : Social semiotics is an approach to communication that seeks to understand how people communicate by a variety of means in particular social settings. Modes of communication are what they are not because of a fixed

set of rules and structures, but because of what they can accomplish socially in everyday instantiation. With this emphasis, a key question is how people make signs in the context of interpersonal and institutional power relations to achieve specific aims. (Van Lauween, 2005, p.69).