

CHAPTER I INTRODUCTION

1.1 Background of the Study

Gudang Garam cigarette company is one of the leading cigarette industries in the country which has been established since 1958 in the city of Kediri, East Java. Until now, Gudang Garam has been widely known both domestically and abroad as a producer of high-quality kretek cigarettes. Gudang Garam products can be found in various variations, ranging from klobot kretek cigarettes (SKL), hand-rolled kretek cigarettes (SKT), to machine-rolled kretek cigarettes (SKM). Their commitment is to provide an irreplaceable experience in enjoying kretek made from selected high quality materials.

In various advertisements which Gudang Garam have released, there are numerous advertisements in the shape of videos. Those videos can be watched on Youtube as it is a free video sharing platform where users can watch videos as well as create their own profile, upload videos, like and comment on other videos. Gudang Garam Youtube channel uploaded their video advertisements to the website for anyone to watch. The channel has 130 plus videos in total. The videos are mostly if not all advertisements. There is a set of videos that are different from the rest titled Television Commercial Kemerdekaan. The company started producing the series from 2012 until now since the oldest TVC Kemerdekaan video that I could find is the TVC Kemerdekaan 2012. The 10 advertisements are always released near the independence day of Indonesia on TV. After some time, the advertisements were not shown in the TV anymore and Gudang Garam uploaded the advertisements on their Youtube channel. These advertisements are special made videos as they are made every year once at around the birthday of the country. Since it is made in an event for the 17th August, the videos have nationalism and empowerment value in it. The 'TVC Kemerdekaan 2020' is chosen as this

research's object because at the time of determining the object of the study, this video is the latest advertisement and it is available on Youtube.

Gudang Garam is one of cigarette company in Indonesia. The number of smokers in Indonesia are high even though in Gudang Garam's cigarette product and many others have not only written warnings but also graphic warnings which show many pictures of people getting the side effects of smoking in the long term. There are some campaigns about banning of smoking especially in public area to help reduce air pollution in public places. In Indonesia, cigarette advertisement should be broadcasted only in particular time on television based on the rule of censor for cigarette advertisement as the content of the videos are also not straightforward to advertise cigarette because cigarette companies are not allowed to show smoking activities in general.

Gudang Garam TVC Kemerdekaan 2020 is a TV commercial of cigarette product produced by PT Gudang Garam Tbk. The TV commercial is 120 seconds in length involving many participants and a narrator in it. The participants are divided in many different scenes. Throughout the video, the narrator stated motivational sentences while the video is showing many scenes of people and youths doing various jobs, sports, and art to promote youth empowerment but has nothing to do with the company and the product which they are selling. At the end of the video, the narrator mentioned the company name to state the commercial as the property of Gudang Garam. It is necessary to research this video using multimodal approach because the advertisement hold implicit messages or values which could be analyzed by using the approach.

There are many previous studies which have been conducted in the area of multimodal analysis. A study which was proposed by Tristina (2012) titled The Multimodality Concept Used in Cigarette Advertisement Billboards in Central Surabaya. The research shows that in cigarette billboard ads, the combination modes of visual and verbal are adopted to gain persuasive ability in the ads. Furthermore the result showed that the

cigarette advertisement had an intended meaning hiding in the picture and text in a form of a message. The message is about the beneficial and the trend of smoking for men to attract the consumers.

Ayueb (2018) proposed a research about "A Multimodality Analysis Of The Posters 'Bali Tolak Reklamasi' Made By Forbali In 2014, 2015, And 2016." The result of the research was the changes occurred between respective years. The increasing of the verbal element was found because it signifies the issue of reclamation. The changes in the actors of the poster also occurred in the respective three years.

Fitra (2019) conducted a research with the title "A Multimodal Analysis Of "Ultra Milk Low Fat High Calcium Commercial" In Promoting Healthy Lifestyle" which studied about the visual and verbal modes constructed the intended meaning being promoted in Ultra Milk 'Good Start Good Performance' TV commercial. The study also researches about the intended meaning of healthism discourse in the TV commercial. He analysed the three metafunctions levels by Kress and Van Leeuwen (2006) and found that there are five main points in health lifestyle depicted in the commercial also he found that the intended meaning promoted in the commercial is that every individual can maintain their health both physical and psychologically by having balanced nutritious food and beverages, and exercising proportionally.

There are two reasons for choosing Gudang Garam advertisement TVC Kemerdekaan 2020 as the object of the study. The first one is the textual and visual elements of the video which are the monologues delivered by the narrator and scenes of people and youths doing various jobs, sports, and art to promote youth empowerment. The second one is the value in the video brought up. Youth Empowerment is good value that the citizen understands as a necessity value to strife to improve future generations. This means that the advertisement can be used to lessen misconception about large companies often bring more harm than help done.

This advertisement is in a form of a video which contains not only linguistic features but also non-linguistic features such as images and scenes. The material of the video is substantial for it to be analysed by multimodal analysis as it provides a systematic way of studying not only the language but also different semiotic modes like image, photographs, diagrams or graphics in a media text. The writer is interested in the advertisement because of the linguistic features of the advertisement which is contained in the monologue. The narrator which spoke the monologue did not try to persuade the viewers to buy their product explicitly or implicitly. Instead, the monologue indicates something else different from the company or the product of the company. The linguistic features of the advertisement is indicating about youth empowerment. The writer is also interested in this particular type of advertisement which can be analysed by multimodal analysis. The goal in mind is to find and analyse the correlation between the linguistic feature and non-linguistic feature of the video advertisement. The result of the study then will be used to see if the linguistic feature and the non-linguistic feature supports the message of the advertisement or not. This can also be used to find if there are any more message or hidden message behind this advertisement.

The previous studies researched about many modes of multimodal analysis such as billboard advertisements, poster, and TV commercial. Even though this study also used TV commercial as the object of the study, this study discusses a different value from the related studies whereas the previous ones focused on the representation of cultural diversity or promoting health lifestyle while this research focused on youth empowerment. Another difference is the product of companies being promoted are not in the same category.

1.2 Statements of the Problem

Based on the background of the study above, this study will answer the following questions:

- 2.1 What are the multimodal elements and three metafunctions (Representational Meaning, Interactive Meaning, and Compositional Meaning) presented in Gudang Garam 'TVC Kemerdekaan 2020' TV commercial?
- 2.2 What is the discourse of youth empowerment in Gudang Garam 'TVC Kemerdekaan 2020' TV commercial?

1.3 Objectives of the Study

Based on the statement of the problems, the aims of the study are:

- 3.1 To discover the multimodal elements as well as the three metafunctions in Gudang Garam 'TVC Kemerdekaan 2020' TV commercial.
- 3.2 To reveal the discourse which represent youth empowerment from Gudang Garam 'TVC Kemerdekaan 2020' TV commercial.

1.4 Significances of the Study

The result of this study is beneficial theoretically and practically. Theoretically, the findings may elaborate further about the implementation of multimodality using Systemic-Functional Approach, Grammar Visual Design by Kress and Leeuwen (2006) with all three metafunctions; Ideational, Interpersonal, and Textual Metafunction. This study also helps in advancing some development in Discourse Analysis, specifically multimodality research. Furthermore, this study shall be useful for future researchers with the same area of study.

Practically, the thesis may serve as an example of the application of analysing both linguistic and non-linguistic feature (scene) in commercial to reveal the intended meaning of the commercial. The findings of the thesis could also be used as a reference for companies to apply multimodal communication in their advertising in order to provide

and imply certain meanings to their advertisement for better advertisement quality. The research can also be used to enhanced critical thinking and awareness to understand the advertisement on a deeper level.

1.5 Scope and Limitation

The scope of the research would be in the area of multimodal analysis on advertisement. Furthermore, the limitation of the research is focused on a single data which is the youtube video with the title 'TVC Kemerdekaan 2020' by PT Gudang Garam in Gudang Garam youtube channel. The study focuses on the youth empowerment value brought in this advertisement. The object of the research then is analysed using Grammar Visual Design by Kress and Leeuwen (2006) with all three metafunctions. The result of the research is going to be delivered in the form of multimodal elements of the advertisement and the message of youth empowerment is figured through this advertisement.