

CHAPTER I

INTRODUCTION

1.1. Background of Study

Advertisements influence the audience in many ways. There are some choices for a company to convey their product through advertisement. An Advertisement is a notice, picture, or film telling people about a product, job, or service (OALD 8th Edition, 2010). At the root of the word 'advertisement' is the Latin verb 'advertere', meaning 'to turn towards' (Goddard, 1998, p. 6).

According to Dyer (2009) said advertising is a way to promote something; it can be goods or services. It can be in the form of words, pictures, sounds, and action using certain media (Vilanilam and Varghese, 2004). So the main purpose or the function of advertising is to sell goods or services and convey the message of the product to the target market.

Based on media used, there are various types of advertisements: the digital advertisement, billboards, printed advertisement and so on. In the digital advertisement, it is kind of the commercial break of radio or television. In other hand, Printed form is an advertisement that appears in a newspaper or magazine, rather than on television or radio (Cambridge Dictionaries Online, 2014). The printed media include all newspapers, newsletters, booklets, pamphlets, magazines and other printed publications.

Printed advertisement represents a form of communication directed in a large number of people, a particular way of interaction between language and the

media. It consists of not only linguistic text but also visual image to support the advertising send their idea or message. Based on Goddard (1998), texts are hardly ever simply 'informative' or 'persuasive'. For example, when the advertiser using text explanation to give some information and the detail of the product. The language in the term of visual codes, the readers work to create meaning from given items (Goddard, 1998). While in other element's language, the readers have given the explanation what is the product about.

One of the long existence brands of milk advertising which people can find easily is *Dancow* advertisements. *Dancow* is one of milk product's names in Indonesia. Based on *Nestle Indonesia* (2014) states that *Dancow* is invented by one of the subsidiary of Nestlé S.A. company, namely Henri Nestlé. He is a pharmacist who first mixed baby cereal to help a mother save her baby who was very ill and unable to receive breast milk.

A company in the field of nutrition, health and wellness, with headquarters in Vevey, Switzerland, it has been operating in Indonesia since 1971. The motto of Nestlé "Good Food, Good Life" describes the continuous commitment of the company to combine science and technology in order to provide products that meet basic human needs for food and drinks nutritious, and safe for consumption and delicious taste (Nestle, 2014). According to Isma (2014) said that in 1981, PT Nestle Indonesia introduced its products under the brand *Dancow*. It is supported by 1000 scientists and doctors from any disciplines for a purpose.

Since 1980, *Dancow* advertisement has already used both verbal text and visual image. The *Dancow* printed advertisements may have different target

market; the style of each *Dancow* advertisement can be different. It is possible in every period of time, there are significant changes in *Dancow* printed advertisements due to technological developments that affect advertising. Then, this product is interesting to identify which may be found the multimodal concept in it.

In order to promote their product, a company uses various types of advertisements to get the attention of the audience. *Dancow* uses two kind of advertising to convey the product: Digital and printed advertisement. In digital advertisement, the advertiser does not only use words, *Dancow* uses commercial break of television or radio. While in other kinds of advertisements, *Dancow* printed advertisements at least consists of two elements: linguistic text and visual image. Therefore, not only in the verbal text which is needed by the advertiser, but also the visual images of advertisement in order to support the visualization and to get the attention of the audiences. Bezemer (2012) said that multimodality is interdisciplinary approach that understands communication and representation to be more than language. Therefore, it is quite interesting to find out what is the multimodality concept which contains in *Dancow* printed advertisements on the particular years which representing growth, nutritious, and delicious milk.

This study puts the attention in the *Dancow* advertisements as printed advertisements which combine the linguistic text and visual image. In order to draw the attention of the audiences, the advertiser writes the texts and the image to support each other. Goddard (2002) explained that not only image in the advertisement as attention-seeking devices but language also has the relationship

to prove the linguistic variation that occur in the advertisement. The audiences are interpreting the images through paralanguage. Paralanguage is one of communication's terms used to support language, for example physical, eye contact, clothing, etc (Goddard, 1998. P. 15).

In the *Dancow* printed advertisement, all messages that exist in, contains the multimodal concept as well. In this advertisement, the audiences are possible to re-read the text's explanation and the image to get more understanding about the product. This study tries to find out how the multimodal concept is used in the *Dancow* printed advertisements. So, the multimodal concept of advertisement is needed, although the pictures have meaning, its meaning still obscure until the audience touched the sense from verbal text. In this study, certain elements in the verbal and visual are going to be identified with related theory.

In order to make the advertisement reach the goal, the advertiser puts the visual image to support the verbal text to explain the product. Therefore in analyzing the *Dancow* printed advertisements, the writer uses the multimodality theory which proposed by Kress and Van Leeuwen's in 2006. Kress and Van Leeuwen (2006, P. 20), argue that Halliday's model with its three metafunctions is a starting point for our account of images because it works well as a source for thinking about all modes of representation.

There are at least three previous studies which analyze the text and the visual image in the advertisements, include printed advertisement and digital advertisement. First, Triristina (2012) wrote the study entitled with "The multimodality concept used in the Djarum L.A Lights cigarette advertisement

billboard in central Surabaya”. The second study, Ningsih, et al. (2014) wrote the research entitled with “Construing Ideational Meaning in Electronics Devices Advertisements in Jawa Pos: A Systemic Functional Linguistic Multimodal Discourse Analysis”. Another study, Noriega (2012) wrote the study entitled “The Conflation of Health and Beauty in Advertising: A Critical Multimodal Discourse Analysis of Three Television Commercial”.

The first study conducted by Triristina (2012), she tries to analyze three metafunctions: ideational, interpersonal and textual. Then she analyzed the meaning making process based on the aspect of camera angel, framing logo placement, etc. She focused on the meaning making process in the texts and visual in cigarette advertisement billboard displays on Jl. Urip Sumoharjo in central Surabaya. The result of this study shows that the verbal and visual image of the advertisement are performed through employing the multimodality persuasive by linking the modes of image and text.

The second study is done by Ningsih, et al (2014). They identified the ideational meaning in electronic devices of printed advertisements in Jawa Pos. The result of this study shows that there is interconnectedness between the visual and linguistic elements in the printed advertisements.

Another study is the thesis written by Noriega (2012). He identified the ideologies of beauty and health through multimodal discourse analysis in three television commercials. He found out that from three advertisements is a colonization of the advertising non-health related products under healthism discourse and this type of advertising is co-occurring with ideologies of the body

beautiful resulting in an unprecedented consolidation between the concepts of health and beauty.

Those three studies above prove that there are some studies concern in analyze the multimodality concept in the verbal and visual image in the advertisement which still need to be developed. The differences between this study and three previous studies are the object and the purpose of the study. Nevertheless, as explained above the *Dancow* printed advertisements have transformed over the years and included linguistic texts and visual images. Therefore, it is necessary to study not only the linguistic text but also the visual image elements in those particular times. This concept is linked to the objective of the *Dancow* printed advertisements as the means for know the multimodal concept and the differences in those particular periods: 1980, 1990, 2000 and 2010. By doing this study, the writer hopes that it gives information about the development of the linguistics field studies, especially the multimodality concept.

1.2. Research Questions

Based on the background of the study, the writer formulated the research questions as follows:

1. How is the multimodality concept constructed in *Dancow* printed advertisements from 1980 to 2010?
2. What are the changes occurred in the *Dancow* printed advertisement from 1980 to 2010?

1.3.Objectives of Study

In connection with the research questions, I states the following objectives of study :

1. to describe the multimodality concept used in *Dancow* printed advertisements from 1980 to 2010.
2. to know the changes occurred in the *Dancow* printed advertisement from 1980 to 2010

1.4. Significance of Study

The result of this study provides both theoretical and practical contributions. For the theoretical contributions, it is to increase knowledge in Linguistic branch, especially in the development of multimodality concept. Here, the researchers in other fields such as communication, marketing and discourse analysis is expected to bring about the similar research with this study. The purpose is to know how linguistic elements relate with other fields' features of the studies in making printed advertisements. So in the future, they have skill to create verbal and non-verbal advertisement.

Besides, the writer hopes this study can help advertising consultants, industries and agencies role in creating verbal and non-verbal advertisement. Then, this study is expected to be a stimulus for other researcher to identify in more depth in multimodal concept in any other advertisement to other products. They can use the multimodality concept of the dairy products' printed

advertisements in creating good advertisement, to attract and success in get the attention of the audience.

1.5. Definition of Key Terms

- a. **Multimodality** : The study about the representation more than a language and the understanding of communication and which attend to the full range of communicational forms people use image, gesture, gaze, posture, and so on, and the relationship between them (Jewit, 2009, p. 14).
- b. **Advertisement** : An Advertisement is any form of public presentation and promotion of ideas, goods, or services by an identified sponsor (Kotler and Keller, 2007, p. 568).
- c. **Printed Advertisement** : Printed form is an advertisement that appears in a newspaper or magazine, rather than on television or radio (Cambridge Online Dictionary, 2014)