

A MULTIMODAL DISCOURSE ANALYSIS OF LOREAL PARIS X CINTA LAURA KHIEL ADVERTISEMENT

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Received: 27/05/2024

Accepted: 26/08/2024

Publication: 04/12/2024

Abstract

One of the texts with nuanced meanings is an advertisement. When discussing how to convey messages in advertisements effectively, the complexity of meaning encompasses both written and visual components. 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 to understand the complexities of meaning. The research aims to examine the multimodal resources in the Loreal x Cinta Laura Khiel advertisement on YouTube based on five semiotic multimodal systems proposed by Anstey & Bull (2018). This research utilizes both qualitative and descriptive techniques. The information was obtained as a picture derived from a screenshot of a YouTube commercial. The outcome depicts five components of the multimodal system in this advertisement: verbal, visual, auditory, gestural, and spatial. These five factors are mutually beneficial for communicated messages from the Loreal advertisement on Loreal Official YouTube and advertising and marketing this smart application.

Keywords— advertisement, analysis, multimodal, semiotic, loreal

Introduction

Human life depends heavily on language for communication, interaction, and 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 to recognize the complexities of meaning (Kress and van Leeuwen, as cited in Bo, 2018).

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 LOREAL PARIS X Cinta Laura Khiel on YouTube.

Literature Review

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).

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.

Anstey and Bull (2018) introduced the idea of semiotic multimodal systems, which was employed in this study's multimodal analysis. A text has five multimodal semiotic systems: linguistic, consisting of written language with a variety of nouns, verbs, adjectives, and conjunctions. Visual is made up of static and moving images with a variety of colors, vectors, and points of view. Music and sound effects are included in audio, along with loudness, pitch, and rhythm. Gestural communication comprises facial expression and body language, including brow position and movement of the head, arms, hands, and legs. Spatial refers to the arrangement and organization of items and space, which includes closeness, direction, and location.

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 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). It 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. To collect data, the researchers screenshot every advertisement video scene with 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 Loreal Paris Glyciolic

Bright Instant Glowing Serum X Cinta Laura Khiel on YouTube reuploaded by Loreal Paris Indonesia Official Youtube (2022) <https://www.youtube.com/watch?v=Ns-DKpiiQ> 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 Western culture among teenagers and adults in Asia, especially Indonesia, and it is known as the Mixed Married Born Kids Wave phenomenon. It was chosen specifically because the brand ambassador for this e-commerce is the popular Indonesian artist who has mixed blood married from their parents Cinta Laura Khiel, who has a huge fanbase in Indonesia.

Results and Discussion

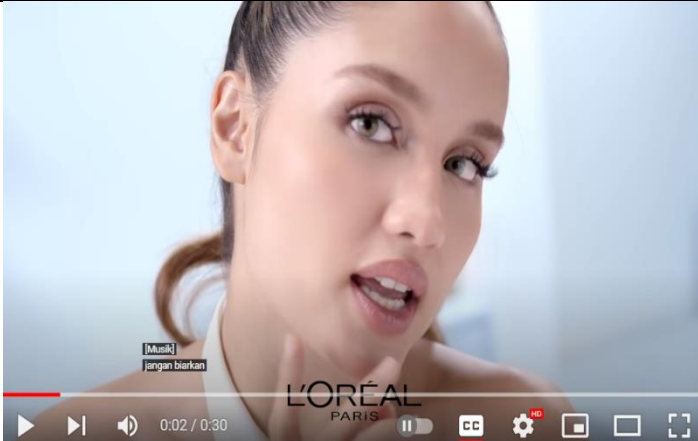
Result

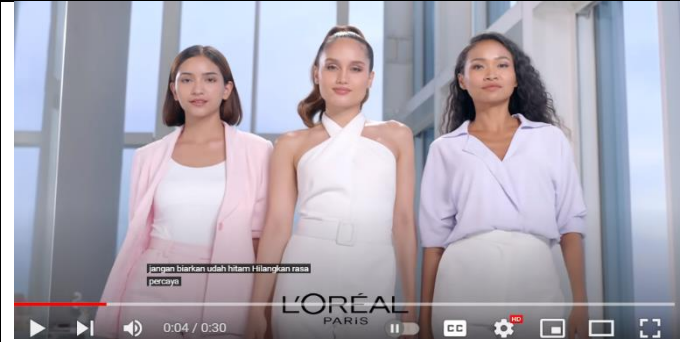
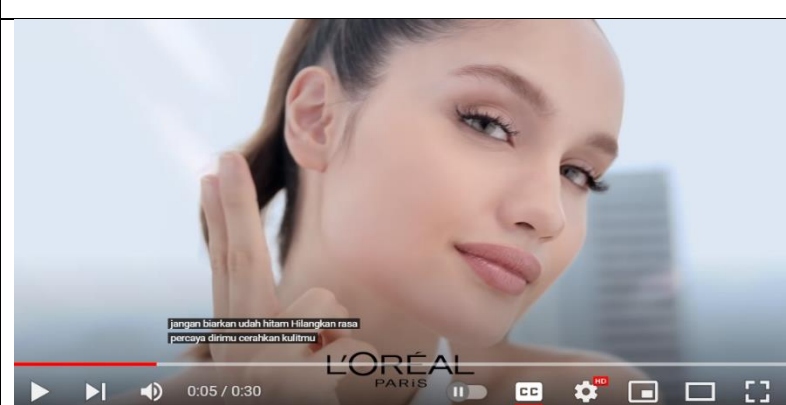
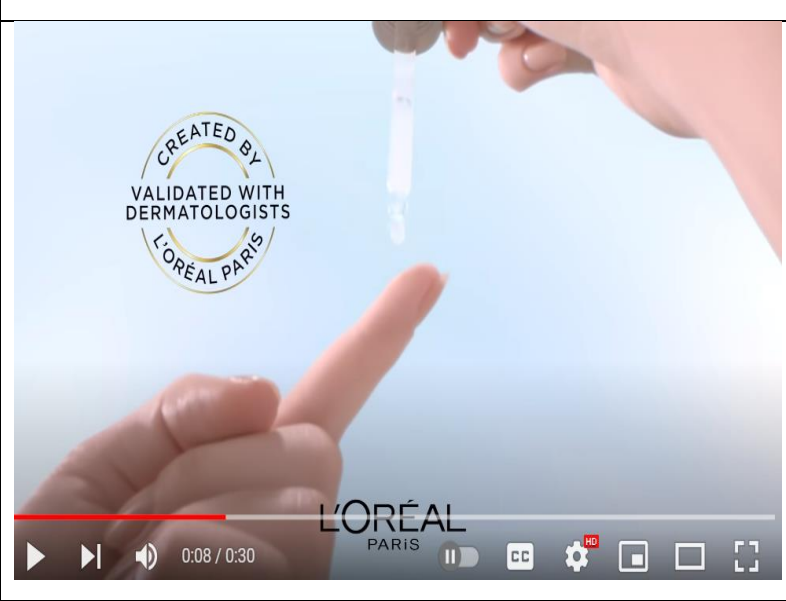
This study used the multimodal system proposed by Anstey and Bull (2018) to examine the Loreal Paris x Cinta Laura Khiel advertisement on YouTube to determine the answers to the research questions. The analysis of five multimodal systems that were found in the advertisement is covered in the discussion.

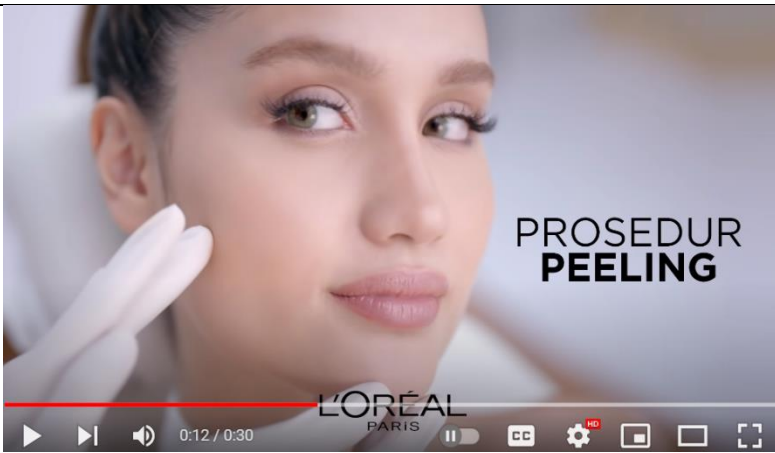
Linguistic Analysis

The advertisement video was taken from YouTube and started with a speech by Cinta Laura Khiel as the brand ambassador. In this video, Cinta shows the products sold by Loreal. 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 of Transcription and Displayed of Narrated Text

Transcription of Narrated Text	Displayed of Narrated Text
	INTRO Showing Cinta Laura in a meeting with 2 other girls
	Cinta Laura said, Don't let dark spots

	Don't let dark spots take away your confidence
	Brightening your skin
	With Glycolic Bright Instant Glowing Serum from Loreal Paris The product appears at the 6-second mark of this ad video
	With Glycolic Bright Instant Glowing Serum from Loreal Paris Product content appears at the 8th second of this advertising video

	Cinta Laura and 2 other women visit an aesthetician/beauty clinic in the advertisement
	Cinta Laura said, This product is inspired by the Peeling Procedure
	The brightening power of Glycolic Serum

	Absorbs into the skin and helps the skin cell renewal process
	In the 17th second shows a woman applying the product to her facial skin. Indicates that the product is safe to use directly on the skin and is clinically tested.
	The 19th-second shows that the product can Disguise 57% of Dark Spots.
	The 21st-second shows that the product can Make skin glow instantly.

	At the 23rd second, it explains that this product Suitable for Asian women's skin tone.
	At the 26th second Cinta Laura said My Source of Light which when translated means Sumber Cahaya pada wajahku.
	With Glycolic Bright Instant Glowing Serum from Loreal Paris Product packaging is displayed at the 27th second of this advertising video

	At the end of the ad video, Cinta Laura and 2 other women stand side by side together and at the end of the video Cinta Laura says We're worth it! Which translates to Karena kita (wanita/perempuan) begitu berharga!
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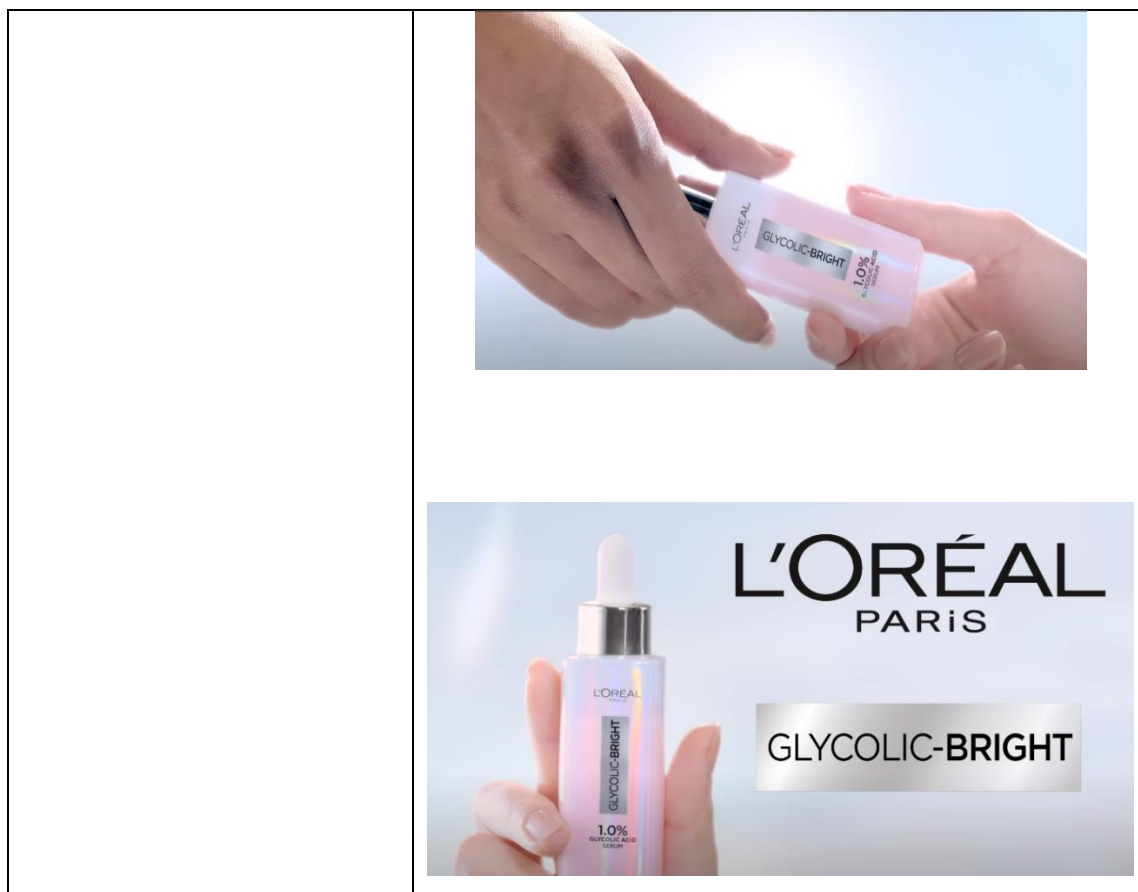
Visual Analysis

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 Loreal Glycolic Brightening Serum advertisement's visual analysis.

Table Visual Analysis Displayed

Visual Analysis	Screenshoot
Visual of the Star/ Brand Ambassador	

	
Visual of the Emblem	
Visual of the Product	



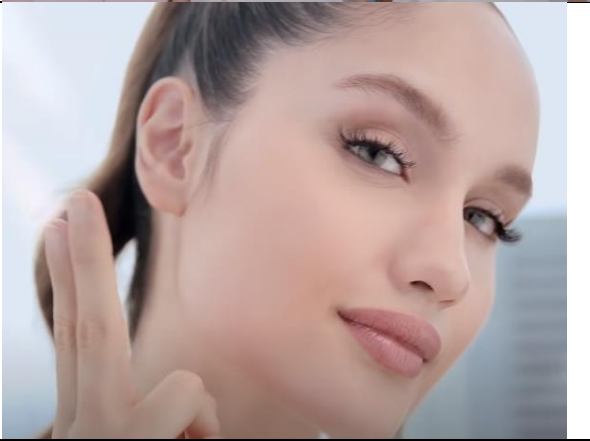
Audio Analysis

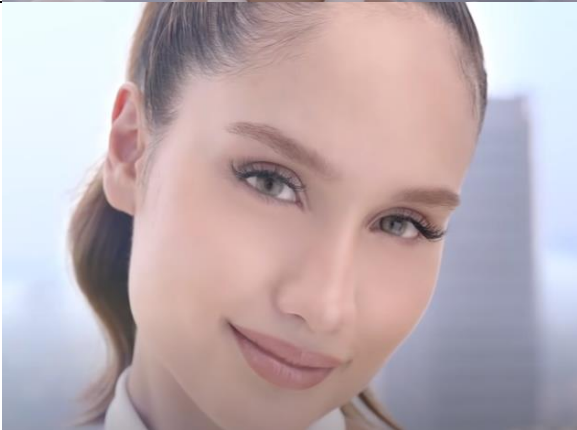
The analysis of the audio consists of music, and sound effects, incorporating volume, pitch, and rhythm (Anstey and Bull, 2018). In this advertisement, the music that advertisement song using a whistling sound that seems calm and ends with a Slogan from Loreal “We’re worth it” spoken by Cinta Laura that is ended the advertisement in 30 seconds. 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 Loreal song appears.

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 Gestural Analysis Displayed

Gestural Analysis	Screenshot
Serious expression about describing something	
Touch face that feeling confidently	
Self-confident pose	
tapping on the cheek	

smiling while caressing the face	
satisfied smile	
Confident smiles by the girls	
Happy smiles	

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 Loreal emblem in all of the advertisement showed. The distance between images demonstrates the integrated meaning of this advertisement. Each image has its meaning, but each of these meanings complements the meanings of the other images.

Discussion

What language elements and discourse tactics are used in the commercial for Loreal Glycolic Brightening Instant Serum?

Based on Halliday's (2004) Systemic Functional Grammar, we examined linguistic aspects. Linguistics is the study of how individuals exchange meanings via the use of language, according to Halliday. Some of the uses of systemic-functional grammar listed by Halliday include understanding the quality of texts, why a text means what it does, and how language makes sense in terms of its users and functions. According to the findings of this study, the researcher discovered that a text employs a variety of relevant word choices to express a meaning that is suited to the context and message to be delivered.

This advertising uses more casual language, notably non-standard vocabulary and words popular among today's youth. For instance, radiant, insecure, brightening, and appropriate for all skin types. This is meant to express the product's youth appeal as well as the modernity of this Loreal Glycolic Brightening Instant Serum. The target customers for the items in this commercial are ladies ranging in age from teens to adults, necessitating the adaptation of language to the style and development of the youth era so that this product is viewed by more people, particularly young people.

The researchers conclude that the usage of linguistic elements in this commercial is suitable for the target customers based on their findings. The Loreal Glycolic Brightening Instant Serum advertising has changed its linguistic elements, such as the usage of several languages. As indicated by the Loreal Glycolic Brightening Instant Serum advertising, which shows that one of the supporting components, namely physical attractiveness, such as the face, enables women to be more confident, the role of these language characteristics has been completely utilized. Because one's physical appearance has a large impact on one's self-confidence.

This advertising is in Indonesian, and one method to feel confident is to have clean, brightening skin that glows, similar to the 'beautiful' standard in Asian Standard Various Skintone, particularly the product that is ideal for tropical skin in Indonesia. The association between self-confidence, having clean brightening skin, and glowing, and the product in this advertising is to tell customers that using the offered product would make them attractive (brightening and glowing), thereby enhancing the confidence of Indonesian women.

Conclusion

In this sophisticated era, technology companies are flocking to find ways to fulfill their needs practically, Loreal is here as proof of technological progress in the field of shopping. The selection of Cinta Laura Khiel as an e-commerce brand ambassador is also very suitable in terms of attracting more Beauty Shoppers 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 impression. The five aspects of the multimodal system, namely linguistic, visual, audio, gestural, and spatial cover this advertisement. These five aspects are mutually sustainable for conveying messages from the Youtube application and advertising and introducing this to sophisticated applications such as Shopee, Tokopedia, Sociolla, and other Beauty applications shops in online stores are also offline stores.

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