

# Multimodal analysis on “Samsung Galaxy s5” print advertisement

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**Abstract.** This research aims in conducting multimodal analysis into print advertisement, Samsung Galaxy S5. Cheong (2004) explains the general structure of print advertisement is Capture^Focus^Justification. This structure covers the component of advertisement, namely verbal and visual. The objective of this research is describing the structure of multimodal analysis found in the Samsung Galaxy S5 print advertisement. Descriptive qualitative was conducted in order to gain the objective of this research. The data, print advertisement, was taken from google image results. Finally the writer found that the structure of verbal components (Announcement, Enhancer, Emblem, Tag, Call-and-visit information) and visual components (Lead, Display and Emblem) are inserted in the advertisement.

## 1. Introduction

Language has a very important part in humans' life, especially in the occasion of communicating. Language is used as a tool of communication to connect one to another in order to share their feeling, desire, emotion, ideas, etc. Sapir (1921:8) defines language as purely human and non- instinctive method of communicating ideas, emotions and desires by means of a system of voluntarily symbols. From the statement, it is clear that human will never be apart from language.

Communication is a way for human interacts with the other. The interaction can be served into oral and written one. In the past, the main problem for human to interact or have a communication is the distance because they usually had the communication via orally. The best way to communicate in a far distance is by having a letter (written). Nowadays, communication is not only done orally (face to face) but also can be done via technology in present. By the development of technology, communication can be done without caring about the distance. The most common media communication used in our daily life will be radio, television, newspaper, and of course telephone takes a very important part in communication. Nowadays, we can find television full of advertisement which is meant as one of the communication tools especially in informing a product or service to other people. Advertising is a type of marketing communications. It is a general term that refers to all forms of communication, used by marketers to reach their customers and convey the message (Moriarty, Mitchell, and Wells, 2011 in Muslimah, 2015). Furthermore, Goddard (1998:3)

said that advertisement is in the process of marketing ideas or materials a cumulative effect will be produced in the long term. This effect, used to construct reality, is created by communicating verbal and visual language displayed in pictures, graphics, layouts, colors combined with sounds, words, phrases, clauses, sentences and other effects. It means that the purpose of making an advertisement is to persuade the costumers to buy the advertised products.

The advertisement of Samsung Galaxy S5 is chosen as the subject of this research because as we know that Samsung Galaxy cell phone is very popular being used by many Indonesian people. This research is aimed to describe the structure of multimodal analysis found in the Samsung Galaxy S5 print advertisement. Therefore, the writer would like to use the Multimodal analysis theory by Cheong (2004) about verbal component (covers announcement, enhancer, emblem tag, call-and-visit-information) and visual component (covers lead, complement to the locus of attention, display, incongruent and emblem)

## **2. Multimodal Discourse Analysis**

Systemic functional linguistics (known as SFL), initially developed by Halliday since the 1950/1960s, is a semantic theory of language. SFL views language in a tri-stratal system in which language works context-dependently as a whole unit in making meaning with the notion of register i.e. field, tenor and mode which represent language function. Within the SFL approach, language is viewed as emerging from situational contexts and different situations give a way for the use of different features of death (Delin, 2000:3). SFL develops a theory of language as social process applicable to use as an analytical tool which allows a systemic and detailed description of language pattern. (Eggins, 1994:23)

The emergence of multimodal semiotic resources as common communication has inspired linguists to find a framework to analyze multimodal texts. It has been observed that within SFL, the production of image is more widely accounted for and it has resulted in the emergence of multimodal discourse analysis within SFL as an exciting new research strand. (Martin and Rose, 2003:255).

One of the useful applications of SFL in analyzing multimodal texts is systemic functional multimodal discourse analysis (SF-MDA). It was first developed by Michael O'Toole in his work. *The Language of Displayed Art* (1994) in which he used SFL to analyze art forums such as painting, sculptures and architect. The outcome was a framework to view paintings from registers variables which he called the representational, modal and compositional functions (O'Toole, 1994:20). The fundamental feature of SF-MDA is the use of a rank system in understanding the unified meanings in multimodal texts, just as SFL uses a stratified system to understand verbal texts. In multimodal texts, each mode supports each other to convey the message. Hence, a solely linguistic or monomodal analysis will "miss much of how texts create meaning". (Machin, 2009:181)

This framework was then used by O'Halloran in developing an approach to examine multimodal discourses at a micro-textual level which evolved into the analysis of mathematical symbols, images and mathematical symbolism in mathematical texts and visual semiosis in films (Jewitt, 2009:31-32). SF-MDA aims at applying practical methods to analyzing and understanding meanings in written, printed and electronic texts, three-dimensional sites and other kinds of multimodal texts, which use a combination of semiotic resources (O'Halloran, 2008:444). In the next iteration, SF-MDA has been used as a basis to analyze print advertisement. Referring to Hasan's generic structure for an advertisement i.e. "Capture^Focus^Justification", Cheong (2004) argued that this structure does not clarify if it

takes into account all components in print advertisement. Cheong (2004:164) then stated that following Hasan's proposal, there is a need to provide a more detailed account of generic structure for advertisement. Hasan's (1996) model does not make explicit the complexities involved in the interaction between visual images and linguistic text in advertisements.

In this development, Cheong (2004:165) offers a framework to analyze print advertisement by looking at both the visual and linguistic components that work together in making meanings. In this framework, she offers a model of advertisement analysis using a tool which is looking at two major components in print advertisement i.e. visual components comprising Lead and Display and verbal components comprising Announcement, Enhancer, and Call-and-visit Information. With this system, print advertisement is considered a single, united commodity that is analyzed by deconstructing its elements.

Beyond developing an approach to analyze how verbal language and visual images work in making a unified meanings in multimodal texts, linguists have also tried to develop a way of understanding the notion of intersemiosis. The definition of intersemiotic (semantic) relationship or intersemiosis given in the glossary of *The Routledge Handbook of Multimodal Analysis* is "meaning relations between the different semiotic system such as writing and images that constitute a multimodal text" (p. 209). For this study, we refer to intersemiosis as the relationship between verbal texts and visual image in print advertisement. In 1998, Royce developed a method called *Intersemiotic Complementarity* based on Halliday and Hasan's work on cohesion (1976) (in Liu and O'Halloran, 2009:370). He offers a comprehensive model of understanding the synergistic interaction between visual images and verbal texts by looking at the Repetition, Synonym, Antonym, Meronymy, Hyponymy, and Collocation between the visual and verbal elements in a multimodal text.

As discourse refers to the broader scope of language beyond the semiotic resources, it is linked with a larger social and cultural context within which texts produced. In *Discourse Analysis* (2006), Paltridge summarized Zellig's Harris' work that the term discourse refers to particular use of language in certain situation so that to understand the meaning, it has to be associated with other non linguistic features (p.2). Discourse analysis is then defined as an analysis conducted to investigate the connection between the language used in various texts and contexts of the use (Paltridge, 2006:2)

Janks (1997) gives a very simple yet clear example of hoe Discourse Analysis works in a print advertisement. She suggests to begin the analysis from a piece of text i.e. an advertisement followed by the reviews the historical, political, social and cultural context in which the advertisement appeared so as to interpret and explain the factors that influenced the production of that particular advertisement. Additionally, Bortoluzzi (2010) suggests that both visual and verbal elements in print advertisement do not only play roles as micro-textual elements, but also bear social and cultural influence that is able to tell the readers about the values of the working practices, principles and beliefs of the context. Hence, the analysis should be started from a careful and detailed investigation of multisemiotic elements at the microlevel and interpreting and evaluating them within the socio-cultural framework of contexts of production.

### **3. Multimodal Analysis in Advertisement**

Advertising (advertisement has a variety of purposes, among others, for „marketing“ products in the form of ideas and materials. Goddard (1998: 3) said that in the process of marketing ideas or materials a cumulative effect will be produced in the long term. This effect, used to construct reality, is created by communicating verbal and visual language

displayed in pictures, graphics, layouts, colors combined with sounds, words, phrases, clauses, sentences and other effects.

The linguistic component *Enhancer* constructs or modifies the meaning derived from the interaction between *Lead* and *Announcement*. Enhancers are components of the advertisement which are usually conveyed through paragraphs. The linguistic component *Call – and – Visit Information* is the information that can be contacted by the user community who wish to obtain the advertised product, and usually Call – and – Visit Information is printed in small fonts in certain parts of the advertisement product.

The visual component in printed advertisement is *Lead*. The visual component in printed advertisement is *Lead*. This component plays an important role in print advertisements, displayed in the size, position and/ or color which should have the potential to create an impression and meaning for the user. Cheong (2004: 165) classifies the components of *Lead* into the *Locus of Attention (LoA)* and Complement to the *Locus of Attention (Comp. LoA)*. *LoA* serves as the core of advertising messages, displayed in the size and color with distinctive quality compared with other visual components while *Comp.LoA* functions as a liaison and to focus public attention on specific parts in *LoA*. The ideational function that *LoA* serves in explaining the reality is created by the advertiser to attract attention and interest of society to this reality is a trick of manipulation. The interpersonal function is to attract the attention of the audiences and its textual function serves as a springboard for the development of core messages. The visual component *Display* serves to describe the product in a real and explicit way, but the implicit function shown here is the realization of products or services that are not real to become real through another medium. Meanwhile, the visual component display *Congruent* serves to realize a product without going through symbolization and display *Incongruent* realizes a product through symbolization.

The visual component *Emblem* is visually realized through the advertised product logos in the linguistic form of a brand name or trademark. Emblem provides identity or status for the product lying on any side to adjust the proportion of the advertisement texts.

#### 4. Advertisement

Hasan (1996: 41) in Cheong (2004: 164) explains the general structure of print advertisement is Capture^Focus^Justification. This structure tries to explain the component of advertisement wholefully, verbal and visual. In the next development, because of this structure is valued unclear in seeing the relationship between the component of visual and verbal, so that Cheong (2004: 165 – 174) gives explanation more clearly about the structure of printed advertisement in figure 1.

**Table 1.** The General structure printed advertisement

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

The most important linguistics component in an advertisement text is Announcement. The size, kinds of letter, colour, and different scale with different part of linguistics. *Primary Announcement* contains three meanings, that is: 1. As the only one advertisement message, 2. Important part interpersonally between the other messages in a text, 3. As a *catch – phrase*. *Secondary Announcement* has a meaning interpersonally that is not really important in an advertisement text (Cheong, 2004: 173).

*Enhancer* only consists of linguistics component, usually in the form of paragraph. *Enhancer* functions to develop or modificate a meaning which comes from interaction between Lead and Announcement. Ideationally, *Enhancer* functions to show the power of the product so that it's deserved to be consumed. Interpersonally, *Enhancer* functions to influence the public. Because of that, Enhancer contains words emotionally and culturally, the words that contains values in a social system. Logically, Enhancer explains the relationships among clauses (Cheong, 2004: 173).

Some certain elements which are not in *Tag*. Tag is usually printed in a little written which is not appeared grammatically and usually realized as non – finite. It's not different with *Tag*, *Call – and Visit Information* also printed in a little written which is not appeared. This part is about information contact where the public can buy or gain the product advertised (Cheong, 2004: 174).

*Lead* is a part of the main point visually, through size, position, and or colour. Lead has the biggest potentation of meaning in saving the meaning. In the above diagram, Lead divides Locus of Attention (LoA) and Complement to the Locus of attention (Comp.LoA) (Cheong, 2004: 165). LoA is a part which becoming the advertisement message, which is tidied up in size and colour with a different quality and other visual component (Cheong, 2004: 165). Ideational function LoA is to explain a reality which is created by the advertiser which the public's perception of the reality is a „manipulation“. Interpersonal function is to attract the public and the textual function is as a developer the main message (Cheong, 2004: 165 – 166). While, Comp LoA has a function as the relator and for attracting the public of the special parts in LoA (Cheong, 2004: 169).

*Display* explicitly functions to display the product in a real way, implicitly, function to realise a product or service that is not real into a real one through the other medium. While, *display congruent* functions to realize a product without through a symbolization and display Incongruent realizes the product through a symbolization (Cheong, 2004: 171). *Emblem* visually is realized through the symbol of the product advertised, linguistically, it's realized through brand name or product merk. *Emblem* functions to give or status for the product where its position can be everywhere in the advertisement text (Cheong, 2004: 171 – 173).

Especially printed mass media can produce the advertisement with any advanced way in colouring. Colour needs which really good is the need of a advertisement product, especially advertisement of food product, travelling, make up, fashion, needs of physics performance (Lee and Jhonson, 2007: 240).

## 5. Research Design

The research design of this research paper is descriptive qualitative method. Strauss (2003:7) defined that descriptive qualitative method refers to a research explaining the analysis or a hypothesis of a research. Hence, Mahsun (2007:257) stated that qualitative analysis focuses on meaning explanation, description, purification and data placement on their context and it often describes data by using the words rather than number.

### 5.1. Data Collecting Method

The data of this research is taken from internet. The writer chooses the advertisement of Samsung Galaxy S5 as the data to be analyzed which is taken from google image results website. Below is the image of the print advertisement taken from google



**Figure 1.** Samsung Galaxy S5 advertisement

### 5.2. Data Analyzing Method

In analyzing the data, descriptive method is used. This method is used to have a problem solving procedure which is researched by describing the subject or object of the research based on the real fact nowadays. So, the following procedures were followed to carry out this Multimodal analysis to the print advertisement of Samsung Galaxy S5:

- a) Searching and taking the print advertisement of Samsung Galaxy S5 from google image result
- b) Reading the text and trying to analyze the advertisement
- c) Classifying and analyzing the data (advertisement) to the verbal component and visual component which are presented by theory of Cheong (2004)
- d) Then drawing the conclusion

## 6. Data Analysis

Cheong (2004: 164) explains the general structure of print advertisement is Capture^Focus^Justification. This structure covers the component of advertisement, namely verbal and visual. Below are the data analysis of Samsung Galaxy S5 advertisement.

### 6.1. Visual Components

*Lead* is a part of the main point visually, through size, position, and or colour. Lead has the biggest potentation of meaning in saving the meaning. Lead divides Locus of Attention (LoA) and Complement to the Locus of attention (Comp.LoA) (Cheong, 2004: 165). The advertisement above shows LoA: display of demand. It means that the picture of the model seems to look at directly to the viewers/audience. By having that position, wherever the audience's position, we will feel that the model always looks at us and it can build the interpersonal relation between the audience and the object in the image/picture. The model in the advertisement is also happy where it can be seen from the smiling face to show her teeth.

This means to take the audience/viewer attention by focusing to the special component in the advertisement is the camera, fast auto focus, which can take better and brighter photo even in the dark places. The colour used in the advertisement is very stylish. Gold colour is chosen because it is like to tell the viewers that what kinds of pictures taken by this camera, the result will be awesome like the real gold. In order to take more attention of the viewers, this advertisement shows more display which can be seen from the other colour option given so that the viewer/customer has many options in selecting their favourite colour to be chosen.



**Figure 2.** The Lead: Display



**Figure 3.** Display 1: Explicit/Congruent

## 6.2 Verbal Components

According to Cheong (2004), the verbal components of print advertisement structure covers announcement, enhancer, emblem, tag, and call-and-visit information. Below are some analyses of the verbal components related to the Samsung Galaxy S5 print advertisement.

### 6.2.1 Announcement

The most important linguistics component in an advertisement text is Announcement. In this advertisement, we can see that the primary announcement “GO GRACEFULLY GOLD” is written in uppercase where it means to make sure the viewer/customer to be focus to the core meaning of the advertisement. Hence, by reading this announcement, the viewers/customers will feel that having this type of cellphone, Samsung Galaxy S5, makes them looks like rich man (or we can say “high class”)

**Figure 4.** The Primary Announcement

### 6.2.2 Linguistics Emblem

*Emblem* is realized through the symbol of the product advertised, linguistically, it's realized through brand name or product merk. (Cheong, 2004: 171 – 173). The linguistic emblem in this advertisement shows the brand name slogan of the product. The slogan of this advertisement is not visual emblem but linguistics emblem which is followed by more than one linguistic emblem.



**Figure 5.** Linguistics emblems

### 6.2.3 Enhancer

*Enhancer* is one of linguistics component, usually in the form of paragraph. *Enhancer* functions is to develop a meaning which comes from interaction between Lead and Announcement. Ideationally, *Enhancer* functions to show the power of the product so that it's deserved to be consumed. Interpersonally, *Enhancer* functions to influence the public (Cheong, 2004:173). In this advertisement, the enhancer is placed under linguistics emblem in order to show the special ability of this product, the camera quality. The three sentences in the enhancer are the benefit of using this product can be seen in the figure 6 below.

- Take better and brighter photos with HDR (Rich Tone) even in dark places
- Never miss a moment with the advanced camera and Fast Auto Focus
- Stay in style with the special Gold edition, perfect for the festive season

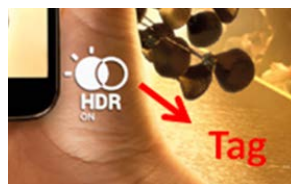
**Figure 6.** The Enhancer

The other enhancer is also found in the advertisement. It is placed under the linguistic emblem. The position is under the emblem means to let the viewers know about the information because the viewers will give more attention first to the emblem, and then the enhancer can be read clearly. Below is the other enhancer given in the advertisement.

Ensure your e-warranty is registered  
by your dealer.

### 6.2.4 Tag

Tag is usually printed in a little written which is not appeared grammatically and usually realized as non – finite. There is a tag inserted in the advertisement of Samsung Galaxy S5. It is placed in the middle of the advertisement and the position is next to the Lead. This tag “HDR on” is to let the viewers know about the strength of this advertisement. It is able to take better and brighter photos with HDR (Rich Tone) even in dark places.



**Figure 7.** Tag

### 6.2.5 Call-and-visit Information

Call – and Visit Information is about information contact where the public can buy or gain the product advertised (Cheong, 2004: 174). This part of the advertisement, Samsung



Galaxy S5, is put in the bottom where the viewers can get more information about the product of Samsung Galaxy S5.

**Figure 8.** The Call-and-visit Information

After having the analysis of the data above, the complete analysis of the advertisement of Samsung Galaxy S5 on Cheong's theory (2004) can be seen in figure 9 below.



**Figure 9.** Verbal and visual component of Samsung Galaxy S5 advertisement

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

## 7. Conclusion

After describing the theory of Multimodal Analysis by Cheong (2004), then classifying and analyzing them into the Samsung Galaxy S5 advertisement, it can be concluded that structure of components potential print advertisement are used in the advertisement, they are visual components cover Lead, Display and Emblem; and verbal components cover Announcement, Enhancer, Emblem, Tag, Cal-and-visit information.

This research is far of being good because the writer realizes that this research is done in a very simple one. The writer hopes that more research about Multimodal Analysis needs to be conducted to make further analysis in other kinds of field, in order to get a better understanding of Multimodal analysis for fulfilling human's needs in linguistics area.

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