



An Analysis Of Multimodals On *Grab* Advertisement

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Received: 13 August 2021; Revised: 02 October 2021; Accepted: 14 December 2021
DOI: <http://dx.doi.org/10.37905/aksara.8.1.65-74.2022>

Abstract

This study aims to analyse the *grab* advertisement by searching the form of audiovisual. This analysis of this study used the semiotic approach which was focused on the multimodals system which included the linguistic, the visual, the audio, the gesture, and the spatial aspects. In the linguistic and the visual aspect, it used the theory of Cheong (2004). The results of this study described that the five multimodal systems were integrated each other especially in the contrast of colour. It was related to the metafunctions of the language, the material process of experiential function was so dominant (75,86%), In the interpersonal functions, the declarative was so dominant in used. In the textual functions, the marked theme is also dominant because they used the spoken language. The gesture aspect was good because they did not speak too much, but there were a few statements on the poster of the announcement.

Keywords: *multimodals, audiovisual, linguistic, gesture*

INTRODUCTION

When many talk about the discourse, they will talk about the clause, the text and the context together as the element or the scope of the discourse analysis automatically. This study is always related to the systemic functional linguistic which has been written by M.A.K. Halliday who were followed by other experts in the linguistics. Then multimodal is one of topics which is in the discourse analysis.

Discourse is text and context together, interacting in a way which is perceived as a meaningful and unified by the participants (who are both part of the context and observers of it). The task of discourse analysis is to describe both this phenomenon in general and particular instances of it and to say how participants distinguish one type of discourse from another. Defined very generally, the advertising is the promotion of goods or services for sale through impersonal media (Collins Concise Dictionary). Meanwhile in 1950, the advertising is transformed in character (Cook, 2006). A text is organized internally as patterns of logical, experiential, interpersonal and textual meaning. At the same time, it is organized externally as a unit operating in context: the structure of the context of situation that a text operates in is, as it were, projected onto the text. If the situation is one of 'meaning' in terms of the socio-semiotic activity (Halliday & Matthiessen, 2014).

Multimodal discourse analysis has become an emerging research method to analyse multimodal text, and it's also a useful way to reveal the underlying meaning behind the images of different culture backgrounds. Then the writer took some articles which were related to this topic about multimodal in the advertisement (Gao, 2018). Then Kasali



(1992:9) in cited by Rusyda N, Yunus (2020:83) stated that the advertisement is a part of promotion mix and promotion mix is a part of marketing mix. It is so clear to identify that the advertisement, promotion, and marketing are the three things which have an important as the beginning modal or market in the industry world and the communication can connect the three things so that they can be shared to the customers (Yunus, 2020).

In this study, there are some previous articles which have been written about multimodals in the advertisements by some authors or researchers. Tan Hai Ly and Chae Kwan Jung (2015) *multimodal discourse: a visual design analysis of two advertising images*. This study focused on the images are rich in meaning potential and governed by visual grammar structures which can be utilized to decode the meaning of the images. According to Webster, "Advertising is to give public notice or to announce publicity". According to Gardner, "Advertising is the means of mass selling that has grown up parallel with and has been made necessary to mass production (Ly & Jung, 2015; McCracken, 1987). Then Rifqi Nasirun Nafis in his thesis *Multimodal Discourse Analysis in Indonesian Ministry of Tourism Videos Advertisement*. His research is to find out the multimodal discourse in Indonesian Ministry of Tourism videos advertisement and as representative of Indonesia in the world. This research was focused on the mental process as the dominant of discourse. This study described the symbol icons in the tourism. The results were many traditional dances, paintings, and songs. In this multimodal of tourism advertisement showed many things about Indonesia's sources (Nafis, 2020). Then Rusdi Noor Rosa (2014) told that the multimodals in the discourse analysis in his research *Analisis Multimodal Pada Iklan Sunsilk Nutrien Shampoo Ginseng*. This study purpose was to analyze the advertisement of Sunsilk Ginseng Shampoo in the audio-visual. This research used the semiotics approach which was focused to the multimodal of systemic linguistics, visual, audio, gesture by using Anstey and Bull (2010); Bateman and Schmidt (2012); and Chandler (2007). The results were the fifth multimodal systems which were integrated in this advertisement. The metafunctions of language; the experiential, used the material process was dominant (Rosa, 2014).

In this study, the problems of the study are: what are the elements of multimodal in the advertisement of *Grab Food*? Then how are the elements of multimodal in the advertisement of *Grab Food*? The aims of this study are: to know what and how the elements of multimodals are in the advertisement of *Grab Food*.

Multimodality

The multimodality was introduced to highlight the importance into account the semiotics other than language-in-use, such as image, music, gesture, and other else. The ubiquity of sound, image, film, through the television, the computer and the internet is undoubtedly behind this new emphasis on an internet in the multi-semiotic complexity of the representations, we produce and see around us. This development is accompanied and rendered more complex by another. Then, multimodality provides the means to describe a practice or representation in all its semiotic complexity and richness. Importantly. The multimodality tended to the visual dimensions (font, colour, page layout and so on) which can become taken for granted, and attention shifts to those aspects of the meaning-making process (Iedema, 2003). Then Chadler, D (2007:2) stated that semiotics involves the study not only of what we refer to as 'signs' in everyday speech, but of anything which 'stands for' something else. In a semiotic sense, signs take the form of words, images, sounds,



gestures and objects (Chandler, 2007). Meanwhile, Bateman and Schmidt (2012: 28) carry the term language (oral and written), visual, acoustic, and place as signs studied in semiotics (Bateman & Schmidt, 2012).

According to Anstey and Bull (2010) in Apriliyanti stated that text may be defined as multimodal when it combines two or more semiotic systems. There are five semiotic systems in total, namely, 1) Linguistic: comprising aspects such as vocabulary, generic structure and the grammar of oral and written language 2) Visual: comprising aspects such as colour, vectors and viewpoint in still and moving images. 3) Audio: comprising aspects such as volume, pitch and rhythm of music and sound effects, 4) Gestural: comprising aspects such as movement, speed and stillness in facial expression and body language, and 5) Spatial: comprising aspects such as proximity, direction, position of layout and organisation of objects in space (Apriliyanti, 2017).

Then the examples of multimodal texts are: a) a picture book, in which the textual and visual elements are arranged on individual pages that contribute to an overall set of bound pages, b) a webpage, in which elements such as sound effects, oral language, written language, music and still or moving images are combined and c) a live ballet performance, in which gesture, music, and space are the main elements.

O'Halloran, K. L (2011) stated that multimodal discourse analysis (henceforth MDA) is an emerging paradigm in discourse studies which extends the study of language per se to the study of language in combination with other resources, such as images, scientific symbolism, gesture, action, music and sound. The terminology in MDA is used somewhat loosely at present as concepts and approaches evolve in this relatively new field of study. For example, language and other resources which integrate to create meaning in „multimodal“ (or „multisemiotic“) phenomena (e.g. print materials, videos, websites, three-dimensional objects and day-to-day events) are variously called „semiotic resources“, „modes“ and „modalities“. MDA itself is referred to as „multimodality“, „multimodal analysis“, „multimodal semiotics“ and „multimodal studies“ (O'Halloran, 2011).

Visual Design

Kress and Leeuwen (2006: 2-4) stated that visual structures point to particular interpretations of experience and forms of social interaction. Meanings belong to culture, rather than to specific semiotic modes. And the way meanings are mapped across different semiotic modes, the way some things can, for instance, be 'said' either visually or verbally, others only visually, again others only verbally, is also culturally and historically specific. In visual communication, be expressed through the choice between different uses of colour or different compositional structures. And this will affect meaning. Expressing something verbally or visually makes a difference. The 'grammar of visual design' creatively employed by artists is, in the end, the same grammar we need when producing attractive layouts, images and diagrams for our course handouts, reports, brochures, communiqués, and so on (Kress & Leeuwen, 2006). Then Sinar (2012) elaborated that verbal language alone without all movement, sound, color, and material objects limit one's understanding of the complexity of an interaction and interactional meaning and can provide limitations on communication (Fajri, 2018).



METHOD

In this study, the researcher used the descriptive qualitative research. In this study, the researcher watched and observed the advertisement in the television. In this research, the researcher used the qualitative research. Qualitative research in especially deals with gathering and interpretation of non-numerical data for the purpose of understanding human and social environment or neighborhood (Adedoyin, 2020). Then Qualitative research was to get the insights into these constructions of reality, i.e., to tease out the nature of the world as it was experienced, structured and interpreted by people in the course of their everyday lives. The information of qualitative, the researcher collects in order to get the necessary insights is largely, although not always, obtained by means of narratives in which the people being studied to communicate the way they understand the world. This involves most obviously speaking, but it can involve other forms of communication such as diaries, literary or library audio or video tapes, or artworks, or even result from close and systematic observation of people going about their lives in their usual manner. It is common for narratives to involve interviews although this is not necessarily the case (Cropley, 2019).

Then the reesearcher opened and watched step by step the advertisement of *Grab Food* to know the multimodal's elements of discourse. The time is 2 minutes 44 seconds in the advertisement of *Grab Food*.

FINDINGS AND DISCUSSIONS

In this study, the discussion of multimodals on the *Grab Food* Transportation advertisement used the opinions of Anstey dan Bull 2010; Bateman dan Schmidt, 2012; and Chandler, 2007. In these multimodals, they have explained that the multimodals consist five elements, such as: linguistics, visual, audio, gesture, and spatial. In the linguistic and visual discussions also use theory generic advertising structure proposed by Cheong (2004).

1. Linguistics Analysis

In this linguistic analysis, this Grab Food transportation used the metafunctions, such as experiential, interpersonal, and textual functions. This analysis was focused on verbally aspect on this advertisement. This advertisement was begun by the master of ceremony (MC) who told about the actors and actress on the advertisement. He told one by one of them. It can be seen on picture below:

Picture 1. Actors and actress of advertisement as the crews of Bisalah ship.

In this advertisement, the oral language and written language were same because the oral language was written on the screen of advertisement. In this written language, it was begun from the general story to the specific story. It was like a drama or film because the actors and actress could speak directly on the advertisement process. The storyteller introduced the names of actors and actress, such as Indro, Iqbaal, Sophia, Kak Seto. Then the enemy of this *Bisalah Ship* is alien (Ali Endrawan) when they attacked the *ship*. The linguistics element is the first of multimodals of this advertisement.



1. Alien (Ali Endrawan): Ayo pesawatnya kita kuras



Picture 1. the personal crews of the advertisement

Ayo	Pesawatnya	Kita	kuras
Verbal (process)	Location (Adjunct)	Actor	material
Mood	Residue		
Theme	Rheme		

2. His friends: Makan seafoodnya

Makan	Seafoodnya
Material	Goal
Mood	Residue
Theme	Rheme

3. Other friend: Seafood apaan bos?

Sifood	Apaan	Bos
Behaver	WH-Q (question)	Behaviour
Mood	Residue	
Theme	Rheme	

4. Another one: Sisaan food, hahaha.....

Sisaan food	Hahahaha....
Complement	Continuitive

5. Another one: pretelin onderdilnya!!!

Pretelin	Onderdilnya
Material	Goal
Mood	Residue
Imperative	
Theme	Rheme



6. Sikattt, sikatttt!

Sikattt,	Sikatttt!
Material	Material
Mood	Mood
Imperative	
Theme	

7. Sikat semuanyaaa!

Sikat	Semuanya
Material	Goal
Mood	Residue
Theme	Rheme

8. Storyteller: Semua di Bisalah Ship.

semua	Di <i>Bisalah Ship</i>
Behaver	Adjunct: location
Mood	Residue
Theme	Rheme

9. Semua menyisakan kepedihan

Semua	Menyisakan	Kepedihan
Senser	Mental	Phenomenon
Mood		Residue
Theme	Rheme	

10. Iqbaal: Tinggal ini doang, mana cukup buat buka puasa

Tinggal	Ini doang	Mana cukup	Buat	Buka puasa
Material	Goal	Relational process predicate 1	Predicate 2	Attribute
Mood 1	Residue 1	Mood 2		Residue 2

11. Sophia: hah.....belanjaan bulanan disikat juga

Hah....	Belanjaan bulanan	Disikat juga
Continuitive	Actor	Material
Residue	Mood	
Theme		Rheme

12. Sophia: bagaimana masak buat sahurnya?

Bagaimana	Masak	Buat	Sahurnya
WH-Q	Material 1	Material 2	Goal
Mood			Residue
Interrogative			
Theme	Rheme		



In the experiential function, the dominant process is material, but the participant 1 (subject) is mostly omitted or disappeared in this conversation among the actors and actress because they speak directly and it can be seen on the text. The participant 2 (object) is very dominant because they do not speak or talk more than 1 objects. There 22 experiential processes, 5 mental processes, 1 existential processes, 1 verbal processes. Then there are a few continuative words. There are a few continuative words which are not process and participants, but it is used to complete the speaking expressions.

In the interpersonal function, the declarative clauses are so dominant, then there are some imperative clauses, and the last is in interrogative. Interrogative was But here, the subject is seldom appeared in the conversation because they talk to other people directly so that they assumed that they are same to the real fact in the reality.

In the textual function, there are seldom topical as a theme, but the dominant theme are as a process (predicate) or adjunct or the complement of clause. The marked theme is more dominant than unmarked clauses. It means that the clauses are not so formal because they just talked the simple sentences (clauses) so that their conversation could be understood by many people in Indonesia. This linguistic element used the argumentative genre because they were attacked and their goods were taken by the foreign people on the air. They could not do anything because they did not have anything to eat and drink. Then this topic was made in fasting month situation so that this advertisement was suitable with the update situation and also broadcasted in the fasting month.

Besides the texts in the clauses form, there were some writings on the poster of grab by offering the charge of delivering service. The writing was “*Dijamin murah dan berkualitas. Diskon 30% di Hypermart. Kode promo: dijaminmurah. Bisa pesan terjadwal. (s&k berlaku)*”. Then the next text “*Diskon SD Rp.50RB. kode promo JASTIP. S&K berlaku*”.

2. Visual Analysis

In this visual analysis of *Grab Food* advertisement, this study used the multimodal theory especially in the generical structure.

Please look at this next picture.



Picture 2. The logo of Grab button



Picture 3. The grab crew

Visually, the advertisement has shown the colour of Grab (green colour) from the beginning of the advertisement. The actors and actress used the green clothes, see picture 1 above. The advertisement has performed the main grab in the 55th second by showing the *grab* button which has the light or shining when one of actors pressed the button (see the picture 2). Then the *grab crew* appeared both in the motorcycles and in the cars which



were ready to serve. The motor-cycles crew had prepared the tools based on the safety of Covid-19. So the grab transportations have adapted in the newest situation. After that, the moving pictures or video clean the transportations which were ready to call and to serve in any situations. It can be seen on the picture 3.

Then suddenly, the driver appeared by carrying the orders which have been ordered by the customers who were in the advertisement. It can be seen on the picture below:



Picture 4. The driver's services in order

Picture 5. The received goods

The driver arrived as soon as possible when the customers called them as the situation of *Bisalah Ship* in this advertisement. They were able to do what the customer's willings including in carrying the order safely without the broken things. It can be seen on picture 5.

The main advertisement was based on the picture 1 to picture 5. The logo of *Grab Transportation* (for passengers and for food) was main advertisement parts. The contrast of colors were suitable with the advertisement and green was so dominant to show that it was *Grab* transportation. This picture described that all items which were ordered, have arrived at that destination very well and arranged very tidily.

The additional visual in this *grab's* advertisement was the attacking of *alien crew* to the *Bisalah Ship*. The attacking of *alien crew* were shooting the members of *Bisalah Ship*. The *Alien crew* also tied all *Bisalah Ship* members by their laser weapons.

3. Audio Analysis

This audio analysis was focused on the music. the music which was used not same and different music, based on the happening situation. There was some shooting sound, the laser sound, the sounds of the *Alien's crew* which were destroyed the *Bisalah Ship* situation and condition. In this advertisement, there was a short story like a short film to introduce the product when they did not have something to do, they could call or used the *Grab's* transportation available, such as a *grab* for the passengers and a *grab* for the food. So the music of this advertisement have to be made based on the situations in the story.



4. Gestural Analysis

Look at the pictures below:



Picture 6. *Gestural in Grab*

In this gestural analysis, it was so clear that the Bisalah Crew did not have anything to eat and drink, their transportations were broken. So they were not able to do anything, one of the crew had a solution by giving *Grab button* to the head of crew. Then the head of crew pushed the button. After pushing it, the *grab crew transportations* were directly ready to serve all the customers' orders. It could be seen at the previous pictures from picture 1 to picture 5.

5. Spatial

The spatial of the pictures which were in the big plane and any positions of them, were shown on the picture 1 to picture 6. They were in the big plane because in the beginning of this advertisement, there was a big plane on the air. Then their clothes were like a star film.

The next spatial was any positions of them especially for the special grab characteristics. It could be seen from the button, the transportations of them and the written poster which offered the charge of delivering.

CONCLUSIONS

Based on the findings and discussions, it can be concluded that the multimodals in the *grab* transportation services from the linguistic analysis, visual analysis, audio analysis, gestural analysis, and spatial analysis are so complete and support each other.

In the linguistic analysis, there are so many clauses, there are 29 clauses; 22 in experiential process, 5 mental processes, 1 existential processes, 1 verbal processes. The genre which is used in this advertisement is argumentative because there is reason to answer the statement and there are a few request statements in the linguistic analysis.

In the visual analysis, the colour and the story of advertisement is so good so that it is very interesting advertisement. The colour dominant is green like the *grab transportation* (deliver the passengers and food). It is used to get the customers more interested. Then the audio analysis, the sound or the music of this advertisement is based on the situation. Sometimes the music is slow and sometimes the music is loud.

In the gestural, it can be seen the pictures, the arrangement of story is so good. They make a problem, then they find out the solution by using the push the button of *grab* logo and then the crew of logo will come to solve the problem. The spatial of this picture, they are in the big plane on the air and the position of pictures are in any positions.

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