

THE MULTIMODAL ANALYSIS OF ADVERTISING TAGLINE "TOLAK ANGIN SIDOMUNCUL" THROUGH SYSTEMIC FUNCTIONAL LINGUISTICS APPROACH

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Abstract

Tagline is one way to attract the customer attention to remember the products with the catch-up phrase. An ad tagline can create a new image of its brand and also provide a persuasive effect that affects the audience behavior. The effectiveness of an advertisement is very important to analyze. This research uses qualitative methods to analyze the use of multimodal linguistics in looking at the effectiveness of Tolak Angin Sidomuncul ad. Mutlitodal elements are analyzed in Tolak Angin Sidomuncul ad applying systemic functional linguistics (SFL) in analyzing the multimodal elements such as linguistic, visual, audio, gestural, and spastial elements. The results of this research showed that the use of multimodal elements in Tolak Angin Sidomuncul Ads are interconnected each other to convey the meaning and message which aims to attract the attention of audience to buy Tolak Angin Sidomuncul products.

Keywords: Ad Tagline; Multimodal Elements; SFL

Abstrak

Tagline merupakan salah satu cara menarik perhatian customer untuk mengingat produk dengan catchprasenya. Tagline sebuah iklan dapat membuat image baru terhadap brandnya dan juga memberikan efek persuasif yang berpengaruh pada perilaku konsumen. Keefektifan sebuah iklan sangat penting untuk diteliti. Penelitian ini menggunakan metode kualitatif untuk menganalisa penggunaan linguistik multimodal dalam melihat keefektifan Iklan Tolak Angin Sidomuncul. Elemen-elemen mutlitmodal yang dianalisa dalam iklan Tolak Angin Sidomuncul menerapkan teori multimodal linguistik sistemik fungsional meliputi unsur linguistik visual, audio, gestural, dan spastial. Hasil penelitian menunjukkan bahwa analisis multimodal yang digunakan pada iklan Tolak Angin Sidomuncul saling berhubungan satu sama lain dalam menyampaikan makna dan pesan yang terkandung dalam iklan tersebut yang bertujuan untuk menarik perhatian pelanggan membeli produk Tolak Angin Sidomuncul.

Kata Kunci: Tagline iklan; linguistik multimodal; LSF

INTRODUCTION

Ads are presented as a means to deliver a message to the audiences. Ads are usually designed to look like similar trends or phenomena in society. To provide a higher persuasive effect, some ads use catchphrases spoken by advertising stars to create consumers more easily recognize, memorize, and increase buying interest in marketed products. "A good and effective ad contains an ideal message that can attract attention,

create further curiosity, arouse desire, and stimulate a real action (Kotler & Keller, 2009). A good ad should also have a structure consisting of verbal, visual text, and a combination of both like announcement, enhancer, call and visit information, lead, display, emblem, tags, conversion, additive, demand, salience, social equity and reactor.

Ad in print and electronic media is one of the text forms with a complexity of meaning. The complexity of meaning is a complex meaning used in an ad to be conveyed to the audiences in the form of a message about the culture of the archipelago wrapped with the benefits of a product and also packaged in a slick form and attract the attention of the audience. The complexity of this ad is not only used in language elements but also in nonverbal and other visual language elements.

Therefore, to comprehend the complexity of meaning needs to be done the multimodal analysis in the ad. The multimodal analysis discussed in this study used functional systemic linguistic theory (LSF). Multimodal analysis models include analysis of any kind of communication that has interaction text and integration of two or more semiotic sources or means of communication to achieve the communicative functions of the text. One of the ads can be analyzed by multimodal method is *Tolak Angin Sidomuncul* product where the product of *Tolak Angin Sidomuncul* has a multimodal semiotics system that includes linguistic, visual, audio, gestural, and spatial elements.



Figure 1.
***Tolak Angin Sidomuncul* Product**

The product of *Tolak Angin Sidomuncul* is one of the top 10 global food and beverage brands. The company of *Tolak Angin sidomuncul* originated from the desire of the couple Siem Thiam Hie (Rakhmat Sulistio) and his wife Sri Agustina. In 1940, they opened the first herbal medicine business by the name of *Jamu Tujuh Angin* in Jogja. In 1949 there was a war between Indonesia and the Dutch Colonial, as a result they both moved to Semarang and established an herbal medicine business under the name *Sidomuncul*. This business is not necessarily going forward as it is today, there are many flaws that the owners face, but the business owners remain persistent and strive to defend their business because of their health-oriented efforts, and their efforts also get a positive response from customers. As a result, the demand capacity of society was increasingly large and unlimited.

In 1970, the small Industrial Herbs & Pharmacy of *Sidomuncul* was formed and continue to grow more rapidly. In 1975, the name of the small Industrial Herbs & Pharmacy of *Sidomuncul* (CV) changed into the company of large Industrial Herbs & Pharmacy of *Sidomuncul* (PT). In 2000, the *Sidomuncul* received two certificates of awards namely

Good Traditional Drug Making and Good Way of Drug Making similarly to pharmacy. This award also made *Sidomuncul* as the only one medicinal herbs brand of pharmaceutical standard. In addition, other awards were obtained from the herbs of *Sidomuncul* Product is Top Brand Award, Kehati Award, Bung Hatta Award, Indonesian Leading Trademark, Environmental Care Business Actors from the Ministry of Manpower and Transmigration of Indonesia and much more. In The year 2011 until 2012 is the third year for *Sidomuncul* products begin to be exported abroad such as Asia, Europe and Australia.

The industrial company of herbs and pharmacy of *Sidomuncul* was very attention to the marketing aspect. One of ways they use to promote their products is by using advertisement in electronic media either through electronic media of Television or information technology media (IT) like Youtube. In this case, *Sidomuncul* ads always provide new innovations to attract the attention of the audience. *Sidomuncul* ads are very diverse from other ads like Kuku Bima Energi and Tolak Linu Sidomuncul ads, and so forth.

All of these ads have their own differences in the marketing prospects of their products. In this case the study investigated the ad of *Tolak Angin Sidomuncul* which is also the first product offered by the company of herbs and pharmaceuticals *Sidomuncul*. This ad is an advertisement with the terms of meaning. The advertisement of a *Sidomuncul* was also offered on youtube in 2008 with an ad that had characteristics meaning of local wisdom.



Figure 2.
Tifa Dance From Papua

From the ad, Agnes Monica introduced tifa dance from Papua, saman dance from Aceh, wax dance from West Sumatra and Pekalongan batik. There is also a word criticism from Bangkok about fruit, so it caused the alignment of word such as Papaya from Bogor, guava from Jakarta, salak from Bali and soon

The linguistics multimodal analysis of the *Tolak Angin sidomuncul* ad was very important to analyse in order to know the way of language used in verbal and non verbal used in the ad which impact to the success of ad to attract the audience of the product. This study uses Linguistics systemic functional (LSF) to analyse the linguistic multimodal used in the ad. Thus, the problem of the study is the multimodal analysis of *Tolak Angin Sidomuncul* ad which impact to attract the audience of the product. The purpose of this study was to contribute to the framework of the development of the ad product which controbute to the company in order to refine the concept and implementation of the ad tagline as an effort to increase the persuasive effect of the audience to the product become higher.

LITERATURE REVIEW

System Functional Linguistics (SFL)

Halliday stated that systemic functional linguistics is a language analysis based on a comprehension that language studies include the study of expressions and interpretations of language in realizing the meaning contained in an advertisement. This SFL study is very different from other linguistic studies. There are two basic concepts that distinguish, namely: Language is a social phenomenon that is manifested in the form of social semiotics and Language is a text that is constructive and related to the social context. From this explanation can be stated that the study of language is inseparable from the social context or the way to use the language in the situation.

Halliday (1975) sees language as a social and cultural phenomenon as opposed to a biological one, like Chomsky. Systemic Functional Linguistics is a theory of language centered on the notion of language function. While it accounts for the syntactic structure of language, SFL places the function of language as central, differently from more structural approaches, which place the elements of language and their combinations as central.

SFL starts from the social context and looks at how language both acts upon, and is constrained by this social context. A central notion of SFL is stratification: language is analyzed in terms of four levels: context, semantics, lexico-grammar and phonology-Graphology. Firstly, context focuses on field (what is going on), tenor (the social roles and relationships between the participants), and mode (aspects of the channel of communication, such as monologue/ dialogue, spoken/written, +/- visual-contact, etc.). Secondly, systemic semantics focuses on what is usually called pragmatics. Semantics is divided into three components such as ideational semantics (the propositional content); interpersonal semantics (the speech-function, exchange structure, expression of attitude, etc.); and textual semantics (how the text is structured as a message, e.g., theme-structure, given/new, rhetorical structure etc). Thirdly, lexico-grammar focuses on the syntactic organization of words into utterances. And the last, phonology-graphology focuses on the way to pronounce the word and sound, sentence stress, intonation patterns and the rhythm. here, a functional approach is taken, involving analysis of the utterance in terms of roles such as actor, agent/medium, theme, mood, etc

Linguistics Multimodal Elements

Multimodal text is as a text which combines two or more semiotic systems (Anstey & Bull, 2010). There are five semiotic systems in linguistics multimodal elements. First, linguistics. Linguistics includes vocabulary, generic structure and the grammar of spoken and written language elements. Second, visual. Visual includes color, vectors and viewpoint in still and moving images elements. Third, audio. Audion includes volume, pitch and rhythm of music and sound effects elements. Fourth, gestural. Gestural includes movement, speed and stillness in facial expression and body language elements. And the last, spatial. Spatial includes elemnts of proximity, direction, position of layout and organization of objects in space .

To analyze the text which has verbal and visual dimensions in making meaning, a multimodal analysis should be conducted. Jones (2012) states that multimodal analysis is an approach which focuses on how meaning is made through the use of multiple modes of communication as opposed to just language. According to Halloran and Smith (2010),

multimodal analysis includes the analysis of communication in all its forms, but is particularly concerned with texts which contain the interaction and integration of two or more semiotic resources or modes of communication in order to achieve the communicative functions of the text. Then Saragih also stated that the SFL theory express that language has three functions in life such as describing, exchanging, and structuring experiences fuctions. These three functions are called language metafunction. For examples of multimodal texts are a picture book, in which the textual and visual elements are arranged on individual pages that contribute to an overall set of bound pages. A webpage in which elements such as sound effects, oral language, written language, music and still or moving images are combineda live ballet performance, in which gesture, music, and space are the main elements.Multimodal texts can be delivered via different media or technologies. They may be live, paper, or digital electronic.

Furthermore, Suprakisno, (2015) in the multimodal analysis of composition relates to the presence of representational and interactive meanings with images which, according to Kress and Leeuwen (Sinar, 2012: 132) are carried out through three systems such as (a) information value, (b) sticking to participant elements and (c) sintagma that connects the two and each other with image witnessing, giving them the value of specific information about what elements exist in images that can be seen both from the right, left, up, down, center and side. In the value of information there are two compositions, namely center is a central element placed in the middle of a composition consisting of Triptych as a non-central element in a composition center placed on the right or left side, top or bottom of a center, circular as a non-central element in a center of composition placed either above or below or side of a center or center and further elements placed between polarized positions, there are no elements in the middle of a composition. b. Saliency (bulge). Participant elements and interactive representations and synagogues are made to draw attention to different degrees as background placement, foreground, relative size, contrast in color values, differences in sharpness. And others c. Framing. The presence or absence of frame tools is realized by elements that create a line or frame line not related or related to images, giving a sign that they are part or not part.

METHODOLOGY

This research uses a qualitative research which discusses the use of ad tagline by applying a systemic functional linguistic approach in analyzing the multimodal tagline ad proposed by Halliday. The data collection consists of some steps. Firstly, collecting the data using the video youtube of *Tolak Angin Sidomuncul* ad. Secondly, viewing the youtube video recording of *a Tolak Angin Sidomuncul ad* to observe both sound and image, the written and spoken text used in the ad. Lastly, writing down the spoken and written language text used in the ad. And lastly, analysing the written and spoken text in the ad using the theory of multimodal elements such as linguistics, visual, audio, spatial and ggestural elements. (Anstey and Bull, 2010).

The data analysis cosnists of some steps. Firstly, classify the Multimodal elements by viewing of the data. In this steps, viewing and analyse the interpretation of written transcription to express such as emblem, tagline, catchphrase, etc. Secondly, viewing and analyze the interpretation of spoken or features of speech, such as intonation, or pauses, sounds, image which are not normally expressed in writing.At the same timeselected a multimodal transcript are therefore potentially more varied than those involved in the transduction from speech to writing. Then, try to address multimodal elements such as

linguistics, visual, audio, spatial and gestural elements (Anstey and Bull, 2010).

FINDINGS AND DISCUSSION

Linguistics Multimodal Analysis

1. Linguistics Analysis

Tolak angin Sidomuncul was sung by Agnes Monica and Arie Lasso uses a combination of spoken and written language text. Spoken language in the advertisement of *Tolak Angin Sidomuncul* is told by Agnes Monica and Arie Lasso, who currently have become the international artists come from Indonesia. Some of the spoken text used in the *Tolak Angin Sidomuncul* ad are in the following:

Planted by their farmers

Should love the name also

Papaya from Bogor, guava from Jakarta Belimbing from depok, right?

Well, this one is clever

We made durian name from Medan

Apple from Malang, salak from Bali, right? And if we are feeling sick

Treatment also from their own country that's why we are young generation should be a pioneer

Proud and use their own product like a Tolak Angin product Native medicine from Indonesia has been developed with science and technology

Smart people believe and believe will the ability of the nation itself

Smart people drink Tolak Angin Sidomuncul

The variety of spoken language above was in the form of conveying the meaning. The implicit meaning of the message was conveyed explicitly about Indonesia which was rich in its own culture and should prioritize its own products. And from the other side, also conveyed the question, why should use the word Bangkok in the matter of fruits, even though the fruit was planted in Indonesia and the harvest of the people of Indonesia itself. This variety was used to inform the society that Indonesia is rich with cultural values, Indonesia also has a unique outfit like pekalongan batik is smooth and beautiful and rich in fruits.

The message in *Tolak Angin Sidomuncul* product ad is delivered in the form of an announcement that giving the announcement of the sole advertising message, the most important aspect interpersonally among the other messages in the text, and the catchphrase-case aspect. Furthermore, the emphasis of the meaning contained in the spoken language variety of ad is reinforced and confirmed by the presence of written variety embodied in the form of visual emblems realized through product emblems and trademarks.

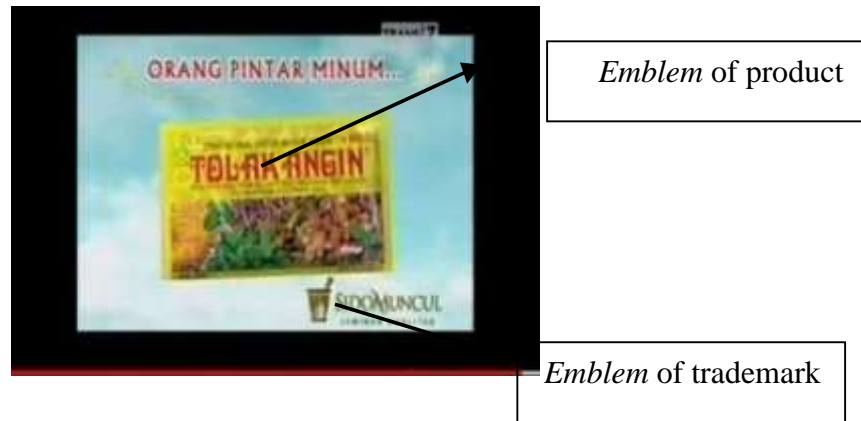


Figure 4.
Ad Tagline I

The process in the announcement as the main message of the ad that was a smart person drinking *Tolak Angin* product. Secondly, the message of the ad was as the young generation must be a pioneer, proud and use their own products. In this case, from the ad is a message process and the invitation has an imperative mode with commodity goods. This mode is the realization of an invitation to consume herbal products, namely *Tolak Angin Sidomuncul*.

2. Visual Analysis

The visual analysis from ad of *Tolak Angin Sidomuncul* was realized in the following three visual stages:

- a. Visual from an ad stars

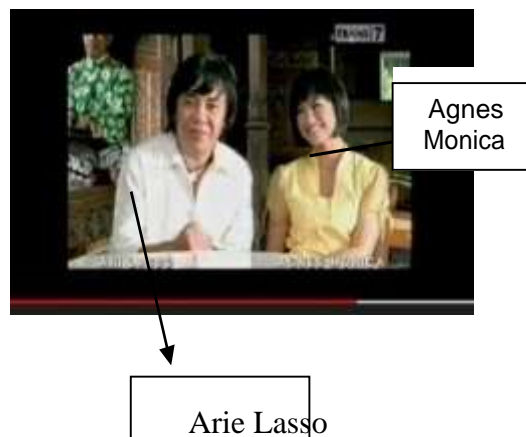


Figure 5.
Ad Stars

Furthermore, the combination of visuals of ad product ad and product stars in *Tolak Angin Sidomuncul* conveyed interpersonal meaning between participants and audiences. The interaction between the participants and the audience is manifested through eye contact that serves as a Demand. This showed that Arie Lasso and Agnes monica demonstrated.

- b. Visual Products and trademart emblems of *Tolak Angin Sidomuncul*



Figure 6.
Ad Tagline

Both visual displays lasted for 00:12 seconds that participants were explaining the goods offered. The next process was the meaning of the goods offered by participants through spoken language that explains about the advantages of the offered product.

The retrieval of the visual element in the text was to inform the audience that the product is a product that can be owned and used easily. Both of these elements are realized and can be found on the display and Emblem. This situation was very different in print ads where social and equality is realized in call and visit information.



Figure 7.
The Eye Contact from Ad Stars

3. Audio Analysis

The music that accompanied the activity in this ad was just an instrumental music with genre ritmix. The type of ritmix music used in this ad to show or to give the impression that the *Tolak Angin Sidomuncul* product can generate a strong and fast spirit in making a decision to choose their own product. It is increasingly strong or an affirmation of the excellence of the product is by the verbal use of smart and confident people believe with the ability of the nation itself. Smart people drink *Tolak Angin sidomuncul* product and the use of the product delivery with excellence to the audience on the visual activities of participants.

4. Spatial Analysis

From the Overall of distance between one image to another image has already showed the integration of the meaning of this ad. Each image had its own meaning and each

meaning of the image is mutually support the meaning of other images. The portrayal of spirit from participant activity, the product excellence, and the ease to comprehend the product shown by the distance of the active participant's image and the process of making the *Tolak Angin Sidomuncul* product and the potrayal of Lead at the end of the ad image.

This lead serves to give a deep impression and meaning to the user. Lead in this ad was Locus of Attention (LoA) which was realized in the following figure:



Figure 8.
Ad Tagline

5. Gesture Analysis

The gestures that followed the rhythm and facial expression are the gestures of the participants. Gestures in this ad were realized from the participants' activities in dealing with analyzing that Indonesian products are not less great with the outer and safer and hygienic products in the making. This case was illustrated by the process of stars following a series of lab tests on the way to create an *Tolak Angin Sidomuncul* ad. The benefit to get as well as active and passive participants, in which there is a request process from participants about the direct impact that can be gained from consuming the products it offered. The active and passive participant in this ad were shown through spoken language that stated smart man drink *Tolak Angin Sidomuncul* followed by the written language of the product emblem

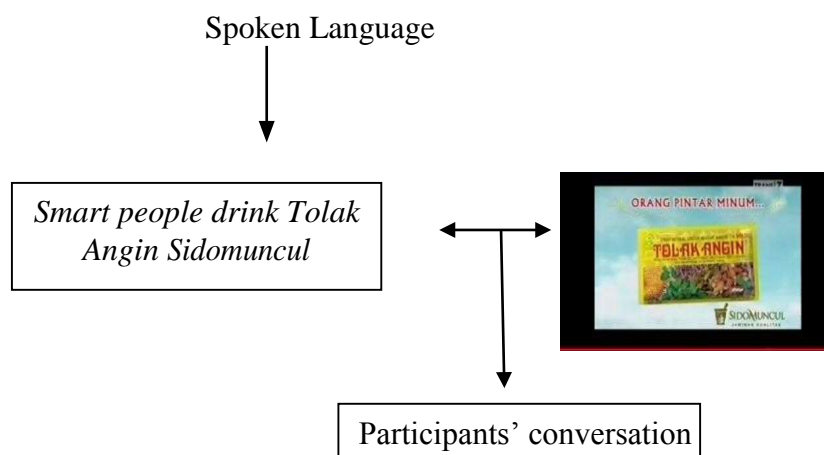


Figure 9.

Combination between spoken languages by participant with product *emblem*

CONCLUSION

The multimodal analysis are used in *Tolak Angin* ad show that each language elements related closely in conveying the meaning and message contained of the ad so that the message given can be accepted by the society. The multimodal analysis consists of linguistics, visual, audio, spatial and gestural elements. The use of multimodal can attract the audience to know more about the product.

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