MULTIMODAL ANALYSIS ON SHERA CEILING BOARD-SERIOUSLY DURABLE ADVERTISEMENT

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Abstract

This study was conducted to find out the five semiotic systems of multimodal such as linguistic, visual, audio, gestural and spatial on Shera Ceiling Board Advertisement. The data was video made in Thailand and the duration was 51 seconds. The study used Miles, Hubarman and Saldana (2014:14) as guidance to analyze the data, the procedures are data collection, data condensation, data display and drawing/ verifying data. The video was divided into 17 scenes and each scene was analyzed based on five semiotic systems of multimodal to understand and investigate the multi modes of communication on it. The contribution on the study are the detail description of how the advertisement works in semiotic system of multimodal such as linguistics, visual, audio, gestural and spatial on Shera Ceiling Board Advertisement.

Keywords : Multimodal, Shera Ceiling Board, Advertisement

1. INTRODUCTION

Analyzing Multimodal Transcription is a practical guide to understanding and investigating the multi modes of communication, and provides an essential guide for those undertaking fieldwork in a range of discipline, including linguistics, sociology, education, anthropology, and psychology (Norris, 2004). It means, by investigating the data by using multimodal analysis is useful to provide the detail understanding about the subject.

This research was conducted to give the contribution in the research of linguistics field. To contribute the detail analysis of how five semiotics system of multimodal in advertisement works. This research contributes the wider horizon in understanding five semiotic system of multimodals in the advertisement. In this research, the advertisement had been analyzed from discourse analysis perspective which focuses on multimodal system based on Kress and Leeuwen's multimodal theory, Halliday's systemic functional linguistics and Cheong's generis structure analysis. This study on multimodal used semiotic approaches as the tool to explain how the audiovisual advertisement that containing semiotic systems, is analyzed. This research was analyzed multimodal analysis in Shera Ceiling Board advertisement. The use of semiotic systems in Shera Ceiling Board advertisement is the easiest way to attract the costumers to purchase the product.

The data of the study was video advertisement from Shera Ceiling Board Produced in Thailand. This advertisement is one of the creative and innovative advertisement that the researcher found on you tube.

Here are informations about the video, it was published in Thailand, September 2006. The theme is SHAKESPEAREAN GECKO. Gecko(Jing Jok) for thailand means lizard. Lizard is one of the original reptile from Bangkok. And it has the cultural meaning for Thailand, so Thailand believe that Jing Jok brings the lucky for them, besides that they make the amulet and the simbol of it is the lizard itself. The Jing Jok is a very popular amulet in Thailand with both Male and female devotees, probably not only due to its great power to attract wealth and admirers, lovers and money, and protect from Black Magic and Evil Spirits, but most probably also because of the easiness of use, which makes the Jing Jok a powerful Magical tool which needs little extra work to coax into performing its duty. Simple words Chanting is enough normally to induce the power of the Jing Jok to attract lovers and customers, or to prevent Black Magic attacks. There are a multitude of different Wicha, and a large array of different shapes and sizes of Jing Jok used for different kinds of spells. Mostly they are of the Maha Sanaeh and Metta variety, but there are also pro-active Gecko amulets as well as those intended for more protective purposes, depending on the construction and empowerment of the spell.

The 'Jing Jok' (Gecko) is a Magical Animal that has dominated Thai Mythical beliefs since the Pre Buddhist Times of Animism. In Olden Times, Thai people would say that if you hear a Gecko greet you when you walk out of the house to go out, that you will be befallen by good luck, and have all the boys or girls you want running after you, have lucky windfalls, and other auspicious blessings. The Gecko is also a powerful protection against Black Magic, for the Sorcery within the Gecko itself is so high as to prevent any other Dark Sorcery from entering the sphere.

The Jing Jok is a highly reputed amulet used for increasing your Gambling Fortunes, and is one of the favorite talismans of the perpetual gambler. Its power to improve Business Talks and Commerce

(sales), is Famous. In addition, the Jing Jok is pure Metta Maha Niyom, and Maha Sanaeh, and has been the favorite Love Charm of many generations of Thai people, and seems to be holding its place as the most popular Love, Commerce and Gambling charm. The Jing Jok is however not only able to bring Lucky Fortunes and Love to its owner, but is also powerfully endowed with Kong Grapan Magic to protect from deadly accidents and harmful attacks. Anti Black Magic is inherent within the Gecko Wicha too, and keeps any Curses or Dark Sorcery at Bay.

In sum, the advertisement used lizard as the object to attract and deliver their message to use the product of Shera ceiling board brand.

The point is that, a text may be defined as multimodal when it combines two or more semiotic systems (Anstey & Bull, 2010). In other words, this analysis used the theory from Anstey and Bull, 2010. Semiotic Systems of Multimodal: **Linguistic**: vocabulary, generic structure and the grammar of oral and written language. **Visual**: color, vectors and viewpoint in still and moving images. **Audio**: volume, pitch and rhythm of music and sound effects. **Gestural**: movement, speed and stillness in facial expression and body language. **Spatial**: proximity, direction, position of layout and organization of objects in space (Anstey & Bull, 2010).

There are relevant studies about multimodal analysis on advertisement, namely: The first, Guo and Feng (2017) analyzed *World Cup* advertisement from metafunction of nonverbal text such as representational, interactive and compositional metafunction and focus on visual grammar but not analyzed the generic structure of the advertisement, while this research analyzed multimodal focus on semiotic systems (linguistic, audio, visual image, gesture and location) by using Kress and van Leeuwen' multimodal theory, Halliday's systemic functional linguistic theory and Cheong's generic structure theory.

The second, Pardi, Asnani, Siregar, and Hariani (2018) analyzed audiovisual advertisement by using Chandler's (2007) semiotic approach, multimodality was analyzed by using Anstey and Bull's (2010) theory, and the analysis of the linguistic and visual aspects followed by Cheong's (2004) theory and systemic functional linguistics theory by Halliday and Matthiessen (2004). Meanwhile, this research analyzed multimodal by focusing on semiotic systems by using multimodal theory proposed by Kress and van Leeuwen (2001), systemic functional linguistic theory by Halliday and generic structure theory by Cheong.

The last, Rosa (2014) analyzed *Sunsilk Nutrien Sampo Ginseng* advertisement by using semiotic approach which focuses on multimodal system proposed by Cheong (2004). Meanwhile, this research analyzed multimodal not only focus on Cheong's theory but also Kress and van Leeuwen's

(2001) theory and Halliday and Matthiessen's (2004) systemic functional linguistic. Then, Amatullah et al. (2019) analyzed advertisements by using semiotic approach which focuses on verbal and visual elements in advertisements based on systemic functional linguistics theory by Halliday and Matthiessen (2004) and Kress and van Leeuwen's (2006) multimodal theory. Meanwhile this research analyzed all semiotic systems found in advertisement by using Halliday's systemic functional linguistic, Kress and van Leeuwen's multimodal theory and Cheong's generic structure.

In this research the researcher did a multimodal analysis in ceiling advertisement by using Halliday's systemic functional linguistic theory, Kress and van Leeuwen's multimodal theory and Cheong's generic structure theory. The ceiling advertisement that had been analyzed in this research was *Shera Ceiling Board.* This advertisement is in the form of electronic advertisement that conveys meaning through written text, moving image and sounds.

2. METHODOLOGY

After downloading the video from you tube, then the data was separated into scenes. There are 17 scenes and each scene was analyzed based on five semiotic systems of multimodal (Anstey and Bull, 2010).

There are two settings in two situations in this advertisement. The first setting is in the ceiling with two lizards, and the second setting is below the ceiling there are three men playing the chess. So, these two settings is unite to deliver one goal of the advertisement.

The five semiotic systems of multimodal are: **Linguistic**: vocabulary, generic structure and the grammar of oral and written language. **Visual**: color, vectors and viewpoint in still and moving images. **Audio**: volume, pitch and rhythm of music and sound effects. **Gestural**: movement, speed and stillness in facial expression and body language. **Spatial**: proximity, direction, position of layout and organization of objects in space (Anstey & Bull, 2010). Furthermore, This advertisement was analyzed based on the multimodal theory by Kress and Leeuwen (2001), generic structure theory by Cheong (2004), and systemic functional linguistic theory by Halliday Matthiessen (2004).

3. FINDING AND DISCUSSION
3.1 Verbal Analysis

The metafunction point of view was analyzed to this study and found that, there are 8 text uttered on this advertisement, and the text were incomplete sentence and consist of demand, for instance, Don't jump; change yours now! It means the audience must realize to change their ceiling by this band as soon as possible.

≥ **No, Don't Jump!**

No	Do not		Jump
	Relation		Material
	Finite		Predicator

≥ **That must be her love**

That	Must	be	Her	love
			Relation	
			Object	

≥ **Why didn't you use Shere Ceiling Board**

Why	Did not	you	Use	Shera ceiling board
	Relation	actor	Behavioral	
	Finite		Predicator	object

≥ **Why!**

Why
Adjunct

≥ **Cracked Ceiling are big problems**

Cracked	Ceiling	are	Big problems
Finite	Carrier	relation	
Predicator			Compliment

≥ **Change yours now**

Change	Yours	Now
Material		Circ

≥ **I did**

I		Did
Actor		Relation

≥ **Shera Ceiling Board seriously Durable**

Shera ceiling board	seriously	Durable
Actor	Goal	

3.2 Visual Analysis

2.

First scene show us the two lizards met on ceiling and hugging each other tightly. There is no linguistic system in this part, the sound of lizard (tek tek tek) utilize to support the objects. Visually, the background is dark because it is in ceiling, it must be dark there the light follow the lizards. The two lizards show the happy faces to meet each other and hugging.

3.

They show the love by hugging each other and the eyes are sincerely state the love. In this scene the camera used the round view, in other words the camera goes around the lizards position. And it is also supporting by the high instrument of melody to utilize the love.

4.

The two lizards is surprised by the cracked on the ceiling. The gaze shows the shock expression from two lizards.

5.

Dramatic instruments utilize the scene into sad moment, while one of the lizard is falling into chessboard . The light shine under the ceiling. The position is still in the middle to get focus of it. And the are two side taken to show that one of the lizard falling into chessboard. The first side is from the ceiling, it is dark and has the light shine from the cracked ceiling, while the other side was taken from under the ceiling, it shows the white ceiling and dark inside the ceiling. The focus is on the two lizards. One lizard seizes the other lizard hands.

6.

This are lizards' hand hold each other. Unfortunately, cannot hold it anymore and fall down into chessboard. The background is blurring and focussing on the hands' of the two lizards.

7.

Visually, the zoom in picture was applied and further to show that lizard fallen into chessboard. The music instrument was utilized to dramatize the dead of lizard. Gestural, when the lizard fallen, the movement is slowly and the expression of the lizard from the eyes, open mouth and open hand to ask the help to the other lizard. The object in the middle of the layout and the background is blurring to focus on the sadness of the dead lizard.

8.

Suddenly, the lizard fallen into chessboard and die. Three men are playing the chess and are shocking to see the dead lizard on their chessboard. And the men with glasses states that lizard while point out to the dead lizard.

9.

The man with shirt while seeing above and see the other lizard on the ceiling and said "That must be her lover" feel so sad to see the love tragedy.

10.

Three men screaming "No! Don't jump to the lizard". But unfortunately the lizard fallen to die with his love.

11.

The next scene, show the saddnes lizard with tears to see his love was died. And suddenly he dies too. the picture was taken in zoom in to focus on expression of sadness from the lizard, and next the shoot was taken from above and zoom out to show the two lizards die together. The layout is in the chessboar, the old chessboard with the dull color of it.

12.
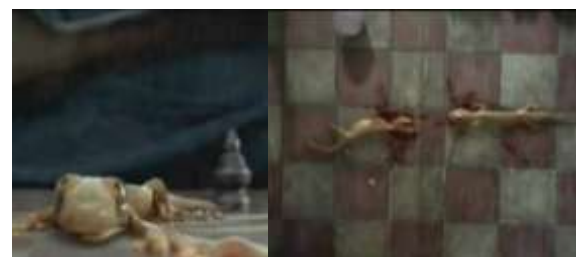
To dramatize the scene, when the lizard die with the tears in his eye to show the sadness of her love die first because the cracked ceiling. And the second picture is shoot twice to emphasize the love tragedy.

13.

Three men see that and deeply concerned on this love tragedy. They are shockig to see that.
14.

The man with shirt see above into cracked ceiling and screaming "Why didn't you use Shera ceiling board?"
15.

He was angry and asked once again to householder "Why??" and he is reaching the shoulders and pulled his hand to homeowners to ask why?
16.

While two men angry to houseowner, the backsound said "Cracked ceilings are big problems, change yours now! "
17.

Suddenly, the shoot zoom out to show the wide layout and three men with the ceiling. The houseowner says "I did" by pointing into ceiling by Shera ceiling boards brand.
18.

The wide layout used to show the whole background, three men and Shera ceiling board. In the top right was written "Shera" with (Arial Rounded MT Bold, 28) and green color as the brand and premier announcement, ceiling board (Comic Sans MS, 16) as the product Seriously Durable (Cambria Headings, 16) with the white color in the top left of the picture as secondary announcement. The Lend is the ceiling itself.

4. CONCLUSION

The commercial uses more oral linguistic aspects than written aspect. Orally, there are some music intruments to make the ad more dramatic. At the beginning, there is a sound of lizard itself and followed by the the instrument. Next, three figures have some dialogue such as:

Figure1 : Lizard(when he saw the lizard fallen into their chessboard).

Figure 2: that must be her lover (when he saw the other lizard left by the dead of her love on the ceiling)

Three figures said out loud to the other lizard: NO! Don't jump!).

Figure2: why didn't you used 'Shera ceiling board? Why???(he got agry to the householder).

Back sounds: Cracked ceiling are big problems,change yours now!.

Figure1: I did "

The written language – "Shera ceiling board" showed as the last image mean much and become the key point of what is being advertised. "Seriously Durable" as tagline positioned at the right significantly portray supporting message.

In addition, the ad uses three additional figures to empower the message clearly why we have to used Shera ceiling board. At the end, the ad uses as effective words as possible, in order to set the main focus as seriously durable.

Visually, the advertisement portrays 12 seconds of lizards love by running and hugging each other and continued by the sacrifice of the love.

Shera created the commercial with a real lizard and three figures to support the ad. It uses motion images. It starts from the lizards running and hugging each other and the ceiling cracked, hence, one of the lizard falling down in to the chessboard and die. Shera did not exploit colors at first. He just lighted, for example, the lizard area to focuss the message. In addition, at the middle of the ad, it was used the natural setting. The scene is lighted up partially with the two lizards being highlighted by a bright light, making the lizards stand out in the scene. The visuals of the lizards tragedy was touching for consumers to not used the other brand of ceiling and being strong create a positive perception which may influence buyer behavior and indirectly compel them to buy.

Based on Audio, There are two instruments played as the background music. *The sounds of lizard*, showed the lizard as the subject. *The touching instrument*, utilizing the lizards love scene.

The Gestural part, we can see how the lizards love each other and must be separated because of the cracked ceiling. Then, the eyes and tears of lizard to see his love dead, and fall down. After having fallen, the lizard trying to pick up his love but unfortunately he is die.

The funniest gesture might be the images how two figures get angry to the householder because he did not used Shera ceiling board. All gestures are by design and well-conceptualized to deliver the message and create the creative ad.

The spatial are the images which generally placed at the center (focused). The shot was middle shot. The last image, zoom out the three figures with the product of shera itself, then come out the writing "Shera ceiling board" at the top left followed by "seriously durable" at the top right.

The streinght are Animation in marketing is a growing trend. It's catchy, fun, creative and will be totally unique to most viewers. Advertising can be impactful for many reasons, and humor can help drive brand loyalty and bring remembrance to consumers cognitively. So, humor quality makes people interesting to view the ad more than once

The weakness are Newly viewers probably will be attracted by dramatic tragedy of lizards love rather than the messages of the advertisement. Animal rights activists like PETA (People for the Ethical Treatment of Animals) may accuse the company of promoting the cruel to animals

In sum, The Shera ceiling board advertisement covers the five multimodal semiotic systems, such as linguistic, visual, audio, gestural and spatial. The five semiotics systems blend into one value of bright advertisement.

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