

MULTIMODALITY IN VIDEO ADVERTISEMENT ON INSTAGRAM

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ABSTRACT

Advertisements in the digital era creatively make use of writing, speech, sound, or even images to promote goods and services. This multimodality is used to persuade customers. Likewise, advertisements on Instagram have adopted multimodality for a creatively communicative interaction to offer goods and services. This study aims to find out the kind of multimodal systems and how those multimodal resources work in creating a good advertisement. Video advertisement posted on the Instagram account of Loh Coffee & Eatery is the main source. This study used the qualitative method by applying the theory about multimodality from Anstey & Bull's (2010). The result of this study showed that the video contains all four semiotic systems; linguistics, visual, audio, and gestural. All of these multimodal resources are used to build integrated meaning of delicious food and beverage promoted, and other best services offered by Loh Coffee & Eatery.

Keywords: multimodality, video advertisement, Loh Coffee & Eatery.

INTRODUCTION

Indonesia, with the third fastest growing economy in the Group of Twenty (G20), has both substantial and interesting food and beverage markets, as well as very dynamic food and beverage demand. The demand for food nowadays is more inclined to traditional and western food, meanwhile, the demand for beverages is more on various kinds of coffee. This occurs due to Indonesia's coffee consumption also continues to rise. Indonesia's Coffee Consumption Annual Data 2019 released by the Global Agricultural Information Network shows projections of domestic consumption (Coffee Domestic Consumption) in 2019/2020 reaching 294,000 tonnes or around 13,9 percent compared to consumption in 2018/2019, which reached 258,000 tonnes. Regarding this situation, it can be found many coffee shops & eatery in some Indonesian big cities, such as Phos Coffee & Eatery, Kopikeun Coffee Shop & Eatery, Communal Coffee & Eatery, etc.

Bali also provides various coffee shops and eatery with a unique and interesting design. One of them is Loh Coffee & Eatery. Loh Coffee & Eatery is a coffee shop and eatery located in Renon, Denpasar. This coffee shop & eatery carries a beautiful and modern tropical concept, combined with a charming interior and exterior design, making Loh Coffee & Eatery one of the most comfortable places for those people who want to eat while doing assignments, or other activities such as social gathering, meetings, and even birthday parties. Loh Coffee & Eatery offers Indonesian and Western foods, such as *cumi sambal matah*, *bakwan jagung*, *tahu jeletot*, etc), western food (spaghetti aglio olio, spaghetti carbonara), salad, and certainly various kinds of coffee (cappuccino, macchiato, americano, latte).

Since there are lots of coffee shops and eatery, each corporation must be able to compete with Indonesian and even International competitors. To be able to compete, each owner of the coffee shop and eatery should consider how to create great advertisements to introduce their food and beverage products to the public. Good advertisement could be used to promote the product (Kuswandini, 2018) and it should be able to persuade and influence people to purchase the products. Dealing with this, Loh Coffee & Eatery also have attempted to create good advertisements to promote and introduce their products. They utilize social media like Instagram. In this case, Loh Coffee & Eatery uses video features to promote and introduce their menus and some services. The way they promote is very great by combining the image, sound effects, also involving the participation of staff and some customers to reveal the atmosphere when spending time in Loh Coffee & Eatery. This kind of situation leads the researcher to conduct research regarding multimodality analysis in video advertisements of Loh Coffee & Eatery.

There are several previous studies about multimodality in advertisements. Rosa (2014) analyzed the use of multimodal resources in Sunsilk Nutrien Shampoo and how those resources integrated with making meaning of a good advertisement. The study found out that all five resources are used in that advertisement. The multimodal analysis was also already conducted by Suprakrisno (2015) in analyzing the famous instant noodle in Indonesia, Indomie. The study discussed the use of linguistics, visual, audio, gestural, and spatial aspect in the advertisement. Hence, the function of an advertisement to encourage people to buy the product can be achieved perfectly. Unlike the case in this study, it is explored the multimodal resources used by Loh Coffee & Eatery in their advertisement on Instagram. The discussion focuses on what kind of multimodal systems can be found and how those multimodal resources work in

creating a good advertisement. The kind of advertisement chosen to be analyzed is the video advertisement with each caption.

RESEARCH METHODS

The focus of this study is the use of multimodality to promote and offer the food, beverage, and services offered by Loh Coffee & Eatery through Instagram. Among the available ads, the researcher decides to analyze some of them to obtain sufficient research data. The following are the ads in Loh Coffee & Eatery which are selected to be analyzed.

- (1) Lohcoffee (grand opening) - a one-minute video published in September 2019.
- (2) Lohcoffee (promotion) – a one-minute video published in January 2020.

The modality covers the use of written and spoken language, images, and sound effects. Therefore, the data of this research are those elements (language, images, and music) contained in the two videos advertisements of the Loh Coffee & Eatery. Firstly, the researcher watched two videos a couple of times. The two videos were watched to have an overall understanding of the message communicated in the videos. Secondly, they all were collected by considering written language, image, body language, and sound effects. The collected data were in the form of a screen capture of each multimodality in the two video advertisements, then they were analyzed through the use of multimodality theory from Anstey & Bull (2010).

RESULTS AND DISCUSSION

To find out the answer to the research questions, this study uses a multimodal system proposed by Anstey & Bull (2010) in analyzing the video advertisements offered by Loh Coffee & Eatery. The discussion covers the analysis of two multimodal systems found in the data source.

Video 1 (Lohcoffee – grand opening)

The advertisement video taken from Loh Coffee & Eatery’s Instagram account used one language, which was English. In this video, there were many people, namely baristas, waiters, and customers, and guests. This video revealed the grand opening of Loh Coffee & Eatery in September 2019. Written language, image, and sound were used. The analysis of these multimodalities can be seen below.

Linguistic Analysis

The language used in both phrases were informal but still polite and persuasive. This could be found in the following phrases.

Hi, Bali
Welcome to Loh!

Get your better
refreshment just
here with us

The first phrase refers to the welcoming statement given by the owner and all staff of Loh Coffee & Eatery to the public when grand opening event. It is such the warmest greeting from Loh Coffee & Eatery. Whereas, the second phrase shows the slogan of Loh Coffee & Eatery. This phrase is used to capture the public’s attention to buy their food and beverage while spending their time in Loh Coffee & Eatery. Spending the time refreshing through activities like small talk, social gathering, or just having lunch/dinner together with family and friends. This video was also accompanied by the caption. The caption was in the form of a simple sentence but keep in persuasive nuance.

We were starting to share the love couple days ago. We serve, we gather, and we refresh! Visit our place and stay caffeinated. Don't forget to get your new kind of refreshment.

The caption convinces the public that Loh Coffee & Eatery is a very good choice to visit to get new vibes of refreshment. Customers can spend their time in Loh Coffee & Eatery while enjoying the coziest and great atmosphere with the existence of various beautiful plants. Loh Coffee & Eatery serves

delicious food and beverages, also the best place to share our happiness and love with family or even friends.

Visual Analysis

This video was 1 minute and it presented the visual scenes in three main parts. The first part is the waiters and baristas. In this scene, it is seen a waiter bringing a glass of iced coffee and cake to the customer. Then, some baristas are preparing and serving coffee. This scene describes the activities of waiters and baristas when trying to give the best service to the customers of Loh Coffee & Eatery. The second part is the guests to the grand opening of Loh Coffee & Eatery. All guests wear clothes with white nuances. The guests come from locals and foreigners. The third part is the atmosphere or the view of Loh Coffee & Eatery with the tropical concept, in which can be found various green plants, chairs, and tables neatly arranged, also with a charming design of interior and exterior. This atmosphere is presented to introduce to the public that Loh Coffee & Eatery does not only offer delicious food and beverage, but also an amazing view and cozy place to spend time with beloveds ones.

Audio Analysis

This video utilized the sound effect, namely a kind of classical music from the beginning till the end of the video. This classical music is such a way to attract the public's attention to come to the best coffee shop & eatery with the tropical concept that is full of fresh and green plants, and certainly various delicious food and beverage, that is only in Loh Coffee & Eatery.

Gestural Analysis

In the video of Loh Coffee & Eatery, it was found some gestures and facial expressions of the waiters, baristas, and guests in the grand opening. The waiters look calm in delivering food and beverage ordered by customers. Meanwhile, the guests smile and laugh. Their smile and laugh show that they feel happy because they can be invited to attend the grand opening of Loh Coffee & Eatery while enjoying the typical food and beverage offered. Then, the baristas also focus to do their jobs. They brew and pour coffee for customers by using their hands.



Picture 1. Lohcoffee video – grand opening (gestural of the actors)

Video 2 (Lohcoffee – promotion food and beverage menu)

In this video, two men were sitting down on the chairs. The first man was wearing a black T-shirt with a grey vest and black trousers. He was also using a black watch. Whereas, the second man was wearing a black T-shirt and trousers, and using the hat and black watch. In the video, they were doing small talk, laughing together, drinking a glass of iced coffee. Besides, there was also a barista preparing some types of coffee and a waitress serving food for other customers. The use of picture, text, and even sound were interdependent each other to show the atmosphere in Loh Coffee & Eatery. The analysis of these multimodalities is as follows.

Linguistic Analysis

The language used in this video was informal. This advertisement seemed to use the concept of spending time at coffee and eatery while doing small talk together. In the video, it was found two phrases. The phrases can be seen below:

**Refresh Completed
Refresh Better**

The two phrases above refer to the slogan of Loh Coffee & Eatery. The first phrase indicates that the people who visit Loh Coffee & Eatery will feel complete positive vibes through the food and beverage offered as well as a comfortable atmosphere with a marvelous interior and exterior. Meanwhile, the second phrase describes that Loh Coffee & Eatery becoming a very great place to have fun and laughter with friends/family, or just to do the social gathering, meetings, focus group discussion, and birthday parties while enjoying typical food and beverage in Loh Coffee & Eatery.

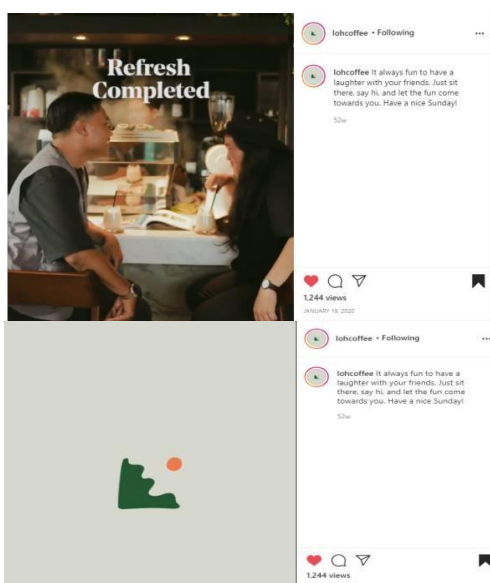
This video advertisement is also supported by the existence of a caption. The following caption can be seen below.

It always fun to have a laughter with your friends. Just sit there, say hi, and let the fun come towards you. Have a nice Sunday!

The caption of the video above functions to convince the public that Loh Coffee & Eatery is truly a great place for spending the weekend time together with friends. Delicious food and beverage combined with an interesting interior & exterior give perfect vibes to spend the time just for eating, drinking, or small talking in Loh Coh Coffee & Eatery.

Visual Analysis

The duration of the video was 1 minute and it wrapped up the visual scenes in three main parts. The first part is the actors and the beverage. In the video, there are main and supporting actors. The main actors refer to two customers, whereas the supporting actors refer to the barista and waitress of Loh Coffee & Eatery. The main actors are doing small talk while drinking iced coffee. When they drink iced coffee, they have indirectly promoted and introduced iced coffee as the typical beverage of Loh Coffee & Eatery. The viewers can see two glasses of iced coffee clearly in the video, wherein iced coffee is served within the medium glass with a black straw. These scenes are essential to take customer attention and lift their appetite to be willing to purchase the products. The second part is the slogan. The slogan of Loh Coffee & Eatery is Refresh Completed Refresh Better. This slogan conveys a message about the product and service. Loh Coffee & Eatery offers delicious food and beverage, a cozy place, charming interior and exterior designs, the best services to the customers, and a great atmosphere to do various activities such as meetings, social gatherings, or even just to spend the weekend with family and even friends. Then, the third is the logo of Loh Coffee & Eatery. The video shows the logo at the end of the video. The color of the logo is green and orange. These colors represent the tropical concept that is beautiful and modern carried out by Loh Coffee & Eatery.



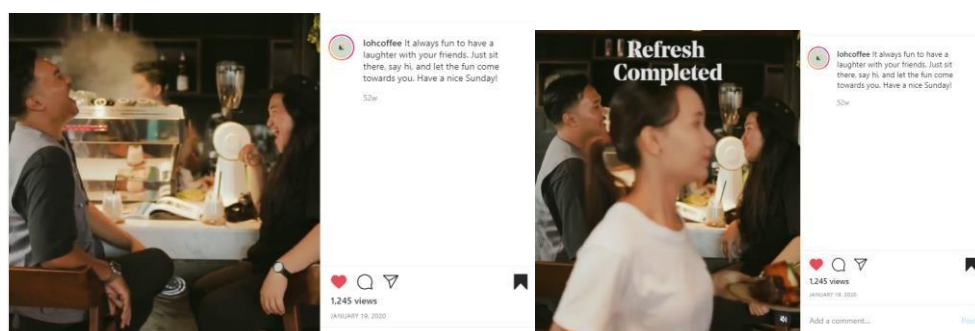
Picture 2. Lohcoffee video – promotion food and beverage menu (visual features)

Audio Analysis

In the video advertisement of Loh Coffee & Eatery, there were two sound effects. The first is the sound when two main actors laughing together. Their laughing sound can be heard clearly at the beginning of the video when the visual shows two glasses of iced coffee and a barista who is brewing and preparing coffee for other customers. However, the sound that dominates in the video advertisement is the sound of coffee maker machines that are loudly heard until the middle section of the video. When the slogan appears, the sound of coffee maker machines is not too loud. Another sound comes from the customers that visit Loh Coffee & Eatery. The sound of customers can be heard in the middle to the end section of the video.

Gestural Analysis

The big smile and laughter on the main actors' faces showed that they feel very happy and enjoy spending their time in Loh Coffee & Eatery while drinking iced coffee. The happiness and joy of the main actor's face also can be seen through the movement of the body, especially the head and shoulders. When they laugh at each other, their head backward and shoulders lifted. Then, the gestural of the barista and waitress also can be seen from their facial expression and body movement. In this respect, the barista and waitress show serious expressions. They keep focus to do their job. From the body movement, the barista uses his hands to make a coffee, whereas the waitress walks calmly to bring a plate of food ordered to another customer.



Picture 3. Lohcoffee video – promotion food and beverage menu (gestural features)

CONCLUSION AND SUGGESTION

Based on the result of the analysis above, it can be concluded that the two video advertisements above used four systems of multimodal in creating the meaning of the advertisement, namely written language in the form of phrases and sentences, audio, visual, and gestural. The audio used in the first and second ads is different. In the first video, it is only using the sound effect from classical music, but in the second video, there are customers' voices and the sound of the coffee maker machines. Visual aspects in the two

videos are also colorful and interesting. This emphasizes the atmosphere of Loh Coffee & Eatery, which is a very cozy place to have lunch/dinner, or even just doing small talk, social gatherings, etc. Gestural aspects of these video advertisements are more inclined to the use of facial expressions and body movements carried out by the actors in the video. All of these multimodal resources are used in this ad to build an integrated meaning of delicious food and beverage promoted.

There are some suggestions proposed for further or other research of this kind. Further study could elaborate more comprehensive analysis with the latest theory and different data sources such as education advertisement on YouTube, documentary video, movie, and other works. Looking for some journals is also recommended to get more knowledge and various statements regarding multimodality.

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