KnE Social Sciences

Knowledge E
enriching | engaging | empowering

Research article

Multimodal Critical Discourse Analysis on the advertisement of Colgate

Ni Made Sila Ulati[1]*, Agus Darma Yoga Pratama[2], Mirsa Umiyati[3]

Master of Linguistics, Universitas Warmadewa

ORCID
Mirsa Umiyati: https://orcid.org/0000-0002-8335-4220

Abstract.
In semiotics there is an analysis called multimodal analysis. This study aimed to analyze the advertisement of Colgate in audiovisual formed, when Colgate advertisement is one of the Super Bowl commercial breaks in USA. This study applied on semantic approach focused on the multimodal discourse analysis. The method applied in this study was descriptive qualitative method. The result of this study was that Colgate Total advertisement covers five aspects in a multimodal semiotic system, namely linguistic, visual, audio, gestural, and location aspects. These five aspects come together to make the ad appearance very attractive and easy to remember. A product that is advertised, if many people are able to remember the words, visuals, accompanying music, and actors in the advertisement, it means that the message in the product has successfully reached the audience. It could be predicted that these products would be able to survive in the market. This ad for Colgate Total toothpaste products displays clear and interesting information about what people want from a product, namely its ingredients and the benefits of using it. Messages in the form of language carried out through spoken language and written language make the audience understand more about what is being promoted. This ad makes a unique impression on the audience because of its short duration but important overall message. The linguistic, visual, audio, gestural, and location aspects of a multimodal semiotic system were all addressed in this advertisement. These five elements combine to create a visually appealing and memorable advertisement.

Keywords: multimodality, advertisement, analysis

Corresponding Author: Ni Made Sila Ulati; email: surrendersiwa.2017@gmail.com

OPEN ACCESS

1. INTRODUCTION

In any business field that an entrepreneur is engaged in, strategic marketing is needed to promote a product. In the world of marketing, advertising is the spearhead of making a product able to survive in the market and become the main market in society, which acts as the main consumer (Leeuwen, 2005). Therefore, every business sector will give the first priority to its marketing aspects. Regard with marketing are advertisers. These ad makers will compete to present advertisements that are as attractive as possible, easy to remember by the public, have unique characteristics that are different from other advertisements, have a beautiful background, and many other factors that support

the appearance of an advertisement . In an advertisement, of course there is a main message that the ad maker wants to convey, which is an important goal in producing a product (Abaalalaa, 2020). This message is expected delivered to the community according to the expectations of the producers, hoping that their products are favored by consumers (O'Halloran, 2004). The message in an advertisement is contained in the signs that appear in an advertisement. Signs in linguistics are known as semiotics. In semiotics there is an analysis called multimodal analysis. The study of multimodal text is defined by Saussure as a study of signs that are present in society (Saussure, 1959). In more detail, Daniel Chandler states that semiotics involves a study that not only refers to the study of "signs" in everyday conversation, but semiotics also examines everything that refers to something else (Chandler, 2007).

In this study, the researcher was interested in conducting a multimodal analysis of a toothpaste advertisement, namely Colgate. Colgate advertising is one of the most popular fish in the USA, because it includes Super Bowl commercials (Norris, 2019). Super Bowl commercials, colloquially known as Super Bowl ads, are high -profile television commercials featured in the U.S. television broadcast of the Super Bowl, the championship game of the National Football League (NFL). Super Bowl commercials have become a cultural phenomenon of their own alongside the game itself, as many viewers only watch the game to see the commercials (Xu, 2016). Super Bowl advertisements have become iconic and well known because of their cinematographic quality, unpredictability, surreal humor, and use of special effects. This study aims to analyze the advertisement of Colgate in audiovisual formed, when Colgate advertisement is one of the Super Bowl commercial break in USA.

2. METHOD

This research will focus on analyzing semiotic aspects, especially in terms of multi-modal critical discourse analysis in an advertisement that is included in the super bowl commercial break, namely Colgate toothpaste ad which features actor Luke Wilson, in audiovisual format, with duration 0:30 seconds. In this Colgate advertisement, aspects will be analyzed such as linguistic, visual, audio, gestural, and layout aspects. Data collection is done by looking carefully every second and minute of every display on Colgate advertisements. For the linguistics aspect, the researcher will focus on observing every word spoken by Luke Wilson as a commercial star and other characters in the advertisement. Besides the word orally, the researcher will observe the written word that is displayed in the advertisement. For the visual aspect, researchers focus on

every display that appears in the advertisement. For the audio aspect, it is focused on the music that is the background for the advertisement. When analyzing the gestural aspects, the researcher will examine the movements and body velocities and facial expressions of the participants. Finally, for the layout aspect, will be focused on how the layout of each image displayed is to enhance the Colgate.

3. DISCUSSION

The following will describe step by step how multimodal critical discourse analysis in Colgate's ad is included in the Super Bowl commercial break in the USA, namely:

3.1. Analysis Linguistics aspects

The spoken words found in the advertising column spoken by Luke Wilson as the main character and two other figures as supporting characters, are as follows:

Luke W : "I am the close talker, so I was excited about all new Colgate Total. It's breakthrough formula does more". Lady 1 : "Minor fall"

Luke W : "sensitivity, strengthens teeth, it kills germs through my whole now" Man 1 :" I like your confidence"

Luke W : "Thanks Mr Lee"

Luke W : "Now there's no such thing too close" Man 2 : "Yes, there is"

Luke W : "No, There's not Man 2 : "Yes, there is" Luke W : "No, there's not" Man 2 : "Okay"

"All new Colgate total, do more for your whole mouth"

The linguistic analysis in this Colgate Total toothpaste ad is based on language meta functions: experiential, interpersonal, and textual (Halliday, 2004). The analysis is focused on verbal elements in this ad. Experiential function analysis ~ interpersonal, and this clause textual is represented at table 1.

TABLE 1

I am the close talker	So, I was excited about all new Colgate Total	It's breakthrough formula	does more	
Subject	Mood Adjunct	Process : material	Goal Subject	Mood Adjunct
Actor	Circumstance			Circumstance
Unmarked Topical theme	**Rheme**			

TABLE 2

sensitivity, strengthens it kills germs		Through my now teeth,		whole	
Subject	Process material	: Adjunct		Goal Subject	Time
Carrier	Circumstance				Circumstance
Unmarked Topi-cal theme	**Rheme**				

TABLE 3

All new Colgate do more for your whole mouth total					
Subject	Process material	:		Goal Subject	
Carrier	Circumstance		Circumstance		
Unmarked Topi-cal theme	**Rheme**				

3.2. Analysis Visual Aspects

"Colgate" is called as a logo of the product

"Colgate" is called as a logo of the product

(image 1)

Figure 1

In addition, the verbal meaning in the total Colgate ads, strengthened and emphasized by it types of writing that are manifested in form a visual symbol which is in the form of the symbol of the product, as follows:

The visual analysis of Colgate Total's advertisements is carried out by applying a multimodal theory and specifically also analyzes its generic structure.

a. Visual Analysis (Anstey et al., 2010).

The three images below show the activity in an office as the background. In the three images, you can see the main actor communicating with a very close mouth distance. Speaking at such a close distance shows that the speaker's breath is very fresh so that he feels very confident with the other person when talking. The message to be

conveyed is that the ingredient in Colgate Total is very strong to keep the mouth fresh and its freshness for a long time.
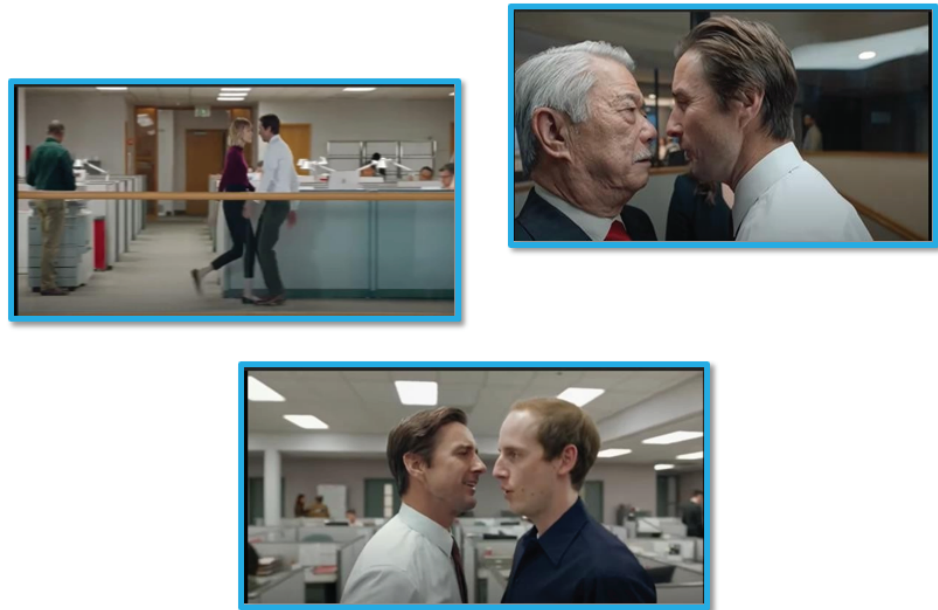

Figure 2

Figure 3

3.3. Analysis Audio aspects

The music accompanied the Colgate Total commercial is an instrumental that is "easy listening", and is complemented by a "ring" sound, which is the sound when the elevator door opens. The impression that music wants to convey is a relaxed, fresh, and comfortable atmosphere. Th is is reinforced by the use of a written message which

is the ingredient of Colgate Total, which makes fresh breaths if applying Colgate Total. In addition, there is a very clear verbal message to support Colgate Total's freshness, e.g. **"sensitivity, strengthens teeth, it kills germs through my whole now"**
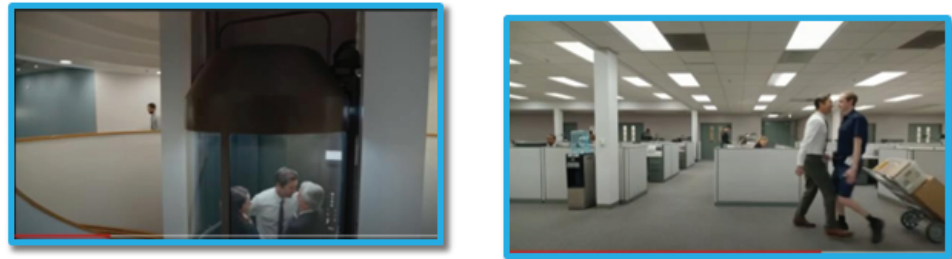

Figure 4

Analysis Gestural aspects

Human as a part in social environment will do a social action. This means is that humans always act in the world, that all actions are social, and that all actions communicate in some way or form to others. When we get up on the morning and go for breakfast and continue for working, our very presence communicates to the others that we have risen and our clean teeth and fresh breath communicate to others that we have brushed your teeth.

Figure 5

This reason is showed in the gestures of the characters at the Colgate Total advertisements. In the images below, we can see that there is a movement of two people talking with their faces very close. This indicates that the speaker is very confident with his breath. The message to be conveyed from the image's gesture is, if you apply

Colgate Total, your confidence will increase and make the other person comfortable because your breath feels very fresh.

3.4. Analysis Layout Aspects

The layout of the images is arranged in an orderly to give the clear message of the Colgate Total advertisement, from the office setting, two people talking very closely, and to the ingredient logo of Colgate Total as well.

4. CONCLUSION

A product that is advertised, if many people are able to remember the words, visuals, accompanying music, and actors in the advertisement, it means that the message in the product has successfully reached the audience. It can be predicted that these products will be able to survive in the market. This ad for Colgate Total toothpaste products displays clear and interesting information about what people want from a product, namely its ingredients and the benefits of using it. Messages in the form of language carried out through spoken language and written language make the audience understand more about what is being promoted. The short duration but contains an overall message that is important to convey makes this ad a special impression for the audience. This advertisement covers five aspects in a multimodal semiotic system, namely linguistic, visual, audio, gestural, and location aspects. These five aspects come together to make the ad appearance very attractive and easy to remember.

References

[1] Abaalalaa HS. The portrayal of the first female Saudi lawyer: A multimodal critical discourse analysis of online newspaper articles. International Journal of Linguistics. 2020.12(5) 255-271.

[2] Anstey M, Bull G. Helping teachers to explore multimodal texts. Curriculum & Leadership Journal: An Electronic Journal for Leaders in Education 8(16); 2010.

[3] van Leeuwen T. Introducing social semiotics. Abingdon: Routledge; 2005.

[4] Machin D, Mayr A. How to do critical discourse analysis in multimodal. Los Angeles: Sage; 2012.

[5] Norris S. Systematically working with multimodal data research methods in multimodal discourse analysis. New Jersey: John Wiley & Sons, Inc.; 2019.

[6] O'Halloran KL. Multirnodal discourse analysis systemic-functional perspectives. New York: Continuum; 2004.

[7] Wong M. Multimodal communication- A social semiotic approach to text and image in print and digital media. Critical Studies in Media Communication 37(2) 201-206; 2019.

[8] Xu D. A social semiotic analysis of the multimodality of an advertisement. Nanjing: Nanjing Normal University; 2016.