

CHAPTER I

INTRODUCTION

This chapter elaborates the general descriptions of the research, including the background of the study, statement of the problem, research objectives, research significance, clarification of key terms, and organization of the paper.

1.1 Background of the Research

An advertisement is commonly used by a product which appears in its media as a strategy to attract consumers. The role of an advertisement is to alert people about new product and services in the market that could potentially fulfill their needs or solve their problems. Cook (2001:105) states that in advertisement texts reflect product, language, meaning on audiences and social system. It means that an advertisement is deputized for a product as it creates a full impact and gives meaning to the thing. According to Boove (1992: 7) “Advertising is the nonpersonal communication of information usually paid for and usually persuasive in nature about products, services or ideas by identified sponsors through the various media.” It means that advertisements become one of the factors to gain the most researchable in this country.

Therefore, the advertisement can be found in many media to promote their products or services. The media are television, billboard, magazine, newspaper, internet, and many others. In this era, the internet seems to become a daily consumption of human life. The reason is along with the growth of increasingly advanced technology. Thus, electronic media become one of the mainstay media for communication and business. With the increase in the e-commerce industry, every businessperson turns to have an online store where they can sell their products and services. Online stores make it easier for consumers to buy something. One of the current e-commerce phenomena that began to overgrow in Indonesia is with the emergence of online trading sites. According to Vladimir

(1996: 4), Electronic commerce is sharing business information, maintaining business relationships, and conducting business transactions through telecommunication networks. Online buying and selling sites in Indonesia have started to appear in the early 2000s, but nearly a few years later the sites are more crowded. Based on one of the news, *CNN Indonesia*, Tokopedia.com was one of the most searched e-commerce in 2018.

In terms of a marketing company, Tokopedia.com always use the principles of mix marketing theories that include product, price, place, promotion, physical evidence, people, process and advertisement (Nafisah and Yusiana, 2017: 1131). In particular, the advertisement is defined as a form of communication intended to promote products. However, the essential thing in the online shop is an advertisement to attract consumers. There are a wide variety of products sold in online shops. It ranges from food, fashion, office and stationery, cosmetics, furniture, electronics, and others.

In the electronics category, a cell phone has become a necessity to communicate with each other easily. It is not a luxury good anymore; it serves as a basic need. The factors are taken into account not only aspects like speed, connectivity, and special features, but also psychological characteristics like personality, lifestyle, and brand loyalty. This awareness is exemplified in a cell phone advertisement and commercials, which tend to emphasize style and visual images, showing how a phone could improve a consumer's lifestyle. According to the latest report from *eMarketer* (2016), the number of cell phone users in Indonesia country will rise from 55 million in 2015 to 92 million in 2019. Currently, Indonesia has already become the third-largest cell phone market in the Asia-Pacific region (after China and India). Essentially, cell phone manufacturers have capitalized on this research with great success, gaining an understanding of the phenomena of society about their products and slogan in advertisements invokes in their customers.

Thus, the researcher focuses on the cell phone product in an advertisement at Tokopedia.com. Some varieties, if readers want to understand the meaning of each element in an advertisement, the readers need to have a good competence of

English, a reader should know about the context so the reader can interpret the meaning. Generally, an advertisement, there are two essential elements such as visual element and linguistic element.

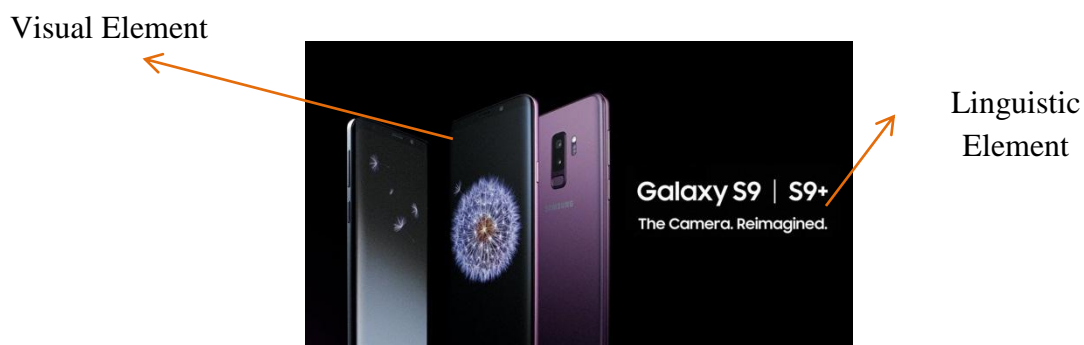


Fig. 1.1 (*Samsung/ Samsung Galaxy S 9 / 9+*)

Meanwhile, the term multimodal arises when analyzing this kind of advertisement. Nugroho (2009: 71) asserts that the presence of multimodal resources is the result of the linguist interest to find a framework to analyze multimodal text. Multimodal provides the tools and the technique to analyze the texts which employ more than one mode of discourse.

In order to this research more relevant, there are previous studies that have been found by the researcher; the first study is undertaken by Muslimah (2017) who concerns on the *Baby Skin of Maybelline* New York advertisement. The results are based on Kress and Van Leeuwen's framework that the four advertisements of the product have occurred in the form of visual elements. In this latest research, visual elements will be discussed. One thing they did not conduct is verbal elements. Therefore, this research tries to analyze something did not be analyzed in the previous study; also the researcher uses different theory. Then, another previous study is undertaken by Singh (2015) whose thesis found out verbal findings on transitivity processes were extensively seen in the language of the cover stories mobile phone. His study only focuses on verbal elements at a magazine. The researcher interests to analyze the verbal elements and visual elements.

Hence, with the previous study stated, the researcher focuses on explaining how linguistic and visual features in a cell phone advertisement could be deciphered as an advertising message through investigating linguistic and visual representation used in at Tokopedia.com. The study uses a social semiotic approach. Therefore, the researcher attempts to conduct research entitled “Multimodal in Cell Phone Advertisement at Tokopedia.com.”

1.2 Statement of Problem

In recent time, popular products such as cell phones hence employ the English language, an international language along with visuals to create a persuasive advertisement. This research then tries to find how visual and verbal components of advertisement specifically tokopedia.com encode the intended messages and how each of these two components appears to complete and complement the other. Thus, the problems of this research are formulated as follows:

1. What are the elements that contain in cell phone advertisement at Tokopedia.com?
2. How does the interplay between visual and linguistic elements strengthen each other's meaning in cell phone advertisement at Tokopedia.com?

1.3 Research Objective

There are two main purposes of this research, as follows:

1. To find out elements that contain in cell phone advertisement at Tokopedia.com.
2. To describe the interplay between visual and linguistic element strengthen each other's meaning in cell phone advertisement at Tokopedia.com.

1.4 Research Significance

This research has significance theoretically and practically. First, theoretically to explore the theory of multimodal essentially how the element (visual and linguistic) express meaning and the relationship between verbal text

and visual images in the online advertisement. Then, practically is hoped will help the readers add their knowledge. The researcher also expected the results would be a good reference and relevant information for others, particularly English department students to do their research on the same topic.

1.5 Clarification of Key Terms

The followings are some terms used in this research:

1. Advertisement

Advertising refers to “impersonal communication of information about products, services or ideas through the various media, and it is usually persuasive by nature and paid by identified sponsors.” (Bovee in Frolova, 2014:7)

2. Multimodal

Multimodal refers to “provide the tools and the technique to analyze the texts which employ more than one mode of discourse such as language, visual images or sound, and others”. (Kress, 2006:110)

3. Generic Structure Potential

Generic structure potential refers to “tools to find and to describe the components of print advertisement. There are two components: visual and linguistic components”. (Cheong, 2004 cited in O’Halloran, 2010:165)

4. Intersemiotic Complementary

Intersemiotic complementary refers to “where ‘visual and verbal modes semantically complement each other to produce a single textual phenomenon.” (Royce, 1999: 26)

3. Tokopedia.com

Tokopedia.com refers to “provide a customer to customer retail by providing a platform for individual entrepreneurs and small or medium businesses to open online stores.” (Cambridge Advanced Learner’s Dictionary third edition, 2008)

1.6 Organization of Writing

The researcher organizes the research paper into five chapters. Chapter I presents the background of the research, statement of the problem, research objective, research significance, clarification of key terms, and organization of writing. Chapter II deals with theories which are related to the topic of the research. Chapter III focuses on the methodology and procedures of the research. It begins with the method of research, the data, and source the data, the technique of collecting data and ends with the technique of analyzing data. Then, Chapter IV reports data analysis, including the findings and discussing. Finally, Chapter V conveys the conclusions and suggestions.

