

CHAPTER I

INTRODUCTION

1.1 Background

Over time, the ways to advertise products are not limited to TV commercials or newspapers and other printed media. From small brand to a brand who already established their name in the community, they can now start to advertise their products on various social media. This is due to the rapid development of the times, increasingly fierce business competition and business growth which requires companies to compete with each other to choose the right strategy to attract and win the hearts of consumers. Currently, social media is an important and effective channel for developing business. Through the use of social media, a brand can become closer to consumers through communicating with them.

Varinder Tarial and Priya Kanwar (2012) define social media as the media used by individuals to become social, or become social online by sharing content, news, photos, etc. with others. Philip Kotler and Kevin Lane Keller (2012) also stated that social media is the media used by consumers to share text, images, sound, and video information with other people and companies and vice versa. From these two

statements, it can be understood that social media is a media where everyone can interact with users from various parts of the world.

By having social media, consumers will find it easier to find a brand when searching for related keywords. Therefore, ensuring that the social media used by a brand is easy to trace and has complete information is one of the most important things in gaining the interest of a consumer. In this case, the design or layout used by the brand can be a factor that can influence consumer decisions in buying a product. If the social media appearance of a brand is messy, consumers who were previously interested in the products that the brand serves will actually become disinterested and turn to competitor brands.

The social media service the researcher used in this study is Instagram. According to Atmoko (2012), Instagram is a photography-based social networking service. This social network was inaugurated on October 6, 2010 by Kevin Systrom and Mike Krieger which was able to capture 25 thousand users on its first day of launch. Atmoko (2012) also adds that the name Instagram is short for "instant-telegram". So when viewed from the combination of the two words "insta" and "gram", the name Instagram can be interpreted as a medium for taking photos and videos, which can then be sent or shared with others.

Instagram is worth discussing because it is a form of social media platform that includes not only communication, but also information. Instagram is a means of communication in the field of photography, where photo quality is one of the

determining factors for increasing followers on Instagram, making followers interested in a brand, and showing another side of the character of a brand, and allowing users to communicate through images and videos.

Even so, the work process of a brand does not end after taking beautiful photos and editing them in such a way. In addition to sharing photos and videos, Instagram also facilitates its users to be able to add text along with the photos and videos they upload, named caption. Captions allow a brand or user to explain uploaded photos, invite followers to do certain things, or just make jokes that make the posts seem more fun. Caption also aims to explain more specifically, or even lead to the topic they are trying to convey in their photo or video. Usually, the first thing that Instagram users see is a photo or video uploaded by other users, then they will see the text contained beside the uploaded picture. That text will then explain what information is or is implied in the uploaded photo or video. Therefore Instagram is a good example of a rich visual and verbal component of language.

The combination between two different modes, namely visual and verbal, is referred to as multimodal. Multimodal is one branch of the study of systemic functional linguistics (SFL) developed by Kress and van Leeuwen in *Reading Images* (2006), where it applies all interactions, both verbal and non-verbal interactions. Multimodal is a term used to refer to the way people communicate using different modes at the same time (Kress & Leeuwen, 2006), which can be defined as “the use of several semiotic modes in a product design, or a semiotic event simultaneously, and in some

way these modes are combined to reinforce, complement, or be in a particular arrangement.” (Kress & van Leeuwen, 2001). In general, multimodal analysis can be defined as an analysis of communication tools that combines visual text and verbal text.

Multimodal discourse analysis is a new, rapidly developing research field that has been developed in the early 1990s. Multimodal analysis emphasizes that all means of communication, both verbal and nonverbal, contributes to the making of meaning in the text. It places more attention on other communication modes, such as the visual mode of images, gesture, gaze, posture, color, typography, or composition (Kress & Leeuwen, 2006).

In this study, systemic functional approach is used in multimodal discourse analysis by focusing on the theory developed by Carey Jewitt, Bezemer and Kay O'Halloran named Systemic Functional-Multimodal Discourse Analysis (SF-MDA). SF-MDA is concerned with the ‘grammatics’ of semiotic resources and the meaning that arise when semiotic choices combine in multimodal phenomena over space and time (O'Halloran & Lim-Fei, 2014).

The existence of the location of the information provided from two different angles in Instagram, namely in the image or video and in the text (caption), is interesting to be studied. On the side of the posted image, different understandings will appear when Instagram users see uploaded image belonging to other users because there is no clear truth about the information contained in them. Whereas on the side of the text or caption, other Instagram users who sees the post will easily get meaning and

description about the picture. This is because the presented information is clear and can be understood easily just by reading it. What made this topic interesting is the phenomenon of the emergence of a relationship from these two different angles, namely from images and text (caption), which can then lead to complementary information in one post.

In relation with the topic above, in this study the researcher uses uploaded images and captions taken from Nivea's official Instagram account as the object of this study. Nivea is a cosmetic brand produced by Beiersdorf AG. This brand was first introduced in 1911. Products produced by Nivea include soap, lipstick, moisturizer and many more. The Nivea brand in terms of price is fairly economical and can be found in even small shops. The products also vary from body care to face care, and for women as well as men. According to the website socialmediatoday.com, Nivea has been considered as one of the brands that have truly mastered social media. With 106,000 followers (last accessed on July 22, 2021) on their Instagram account, Nivea has been actively reaching out to people with their interactive captions. They always present uploaded images and caption texts that are interactive and interesting to read and see, and of course still imply information about the products they sell.

Furthermore, based on the above phenomena, the researcher will conduct a study on the analysis of visual and verbal components, as well as the types of relationships that occur between visual and verbal components in posts uploaded by Nivea's official account, using an analysis approach of one type of multimodality,

namely Systemic Functional-Multimodal Discourse Analysis (SF-MDA). Systemic Functional-Multimodal Discourse Analysis (SF-MDA) is an approach that is devoted to analyzing data with different forms and using different approaches for each form. This approach includes two approaches, namely the systemic functional theory from Halliday (2004) and Reading Image from Kress and Leeuwen (1996).

Furthermore, to better understand how to analyze the visual and verbal components, as well as the types of relationships that occur between these two components, a study of previous research is needed. Previous research studies are studies that contain the results of previous research that are relevant to current research. The first is a multimodal study that uses systemic functional linguistics (SFL) analysis for text elements, and uses reading image analysis for visual elements. One of them is a research conducted by Maulana (2018) titled "Representation of Global Warming Posters on Instagram Social Media: Multimodality Analysis". The results of this qualitative study indicate that the role of visual and verbal elements is very important when representing things as a picture to convey meaning, both of which are very supportive of each other in conveying meaning. Visual elements have a meaning that you want to show to people who see it, meanwhile verbal elements become a complement in conveying meaning depicted on the visual elements.

There is also the research conducted by Ilahiyati (2019) titled "Multimodality on Humor Represented in 9GAG's Twitter Account". The result of this research is that the researcher found that the data analyzed using three metafunctions can send

messages to the audience. So that the uploaded meme and the caption matched each other, it means that all memes have the expression described in the caption.

Apart from previous researches on multimodality, there is also previous research on systemic functional linguistics (SFL). One of them is written by Ashidiqi (2018) with the title of "Interpersonal Meaning Analysis of Caption on Instagram Produced by Tertiary Students During 2017". The focus of this research is to describe the configuration of interpersonal meaning elements and to explain the speech function in captions on Instagram produced by tertiary students during 2017. As a result, the researcher found that there are 49 clauses of 20 captions on Instagram.

There is also the study conducted by Donny Ahya (2019) entitled "Systemic Functional-Multimodal Discourse Analysis (SF-MDA) Approach on Instagram; Nba Of The Final Western Conference Title 2018". In this previous study, the researcher aims to determine the visual components that appear in the image, then determine the verbal component that appears in the caption, and determine the relationship of interactions that occur in captions and images.

What distinguishes this research from previous researches that has been described above is that this study aims to determine the visual components that appear in images and the verbal components that appear in the caption using two metafunctions; interpersonal meaning and textual meaning, and knowing the relationship of interactions that occur in images and captions. From there it can be concluded that whether there are interplay between visual and verbal components in

creating information that is trying to be conveyed through the post, named intersemiosis, or the meaning from these two components clash with each other and creating two individual meanings, named resemiotisation. Thus, the main reason the researcher chose to study SF-MDA on Instagram using the related theories is because both theories are qualified to analyze how the two modes work together to form the complete meaning for understanding the posted picture and caption.

1.2 Statement of Problem

Based on the research background above, to obtain an objective and systematic analysis of this study, it is necessary to formulate the problem. The formulation of the problem in this study is as follows:

1. What kind of visual and verbal elements appear on the posts uploaded in Nivea official Instagram account?
2. What kind of relationship occurs between visual and verbal elements on the posts uploaded in Nivea official Instagram account?

1.3 Research Objective

Based on the formulation of the research question above, the researcher is intended:

1. To find out what kind of visual and verbal elements appear on the posts uploaded in Nivea official Instagram account.
2. To find out what kind of relationship occurs between visual and verbal elements on the posts uploaded in Nivea official Instagram account.

1.4 Research Significance

The study results are expected to find various problem phenomena, so that they can develop concepts and theories within the scope of English literature that are specifically related to the phenomenon of interplay of meaning in Instagram posts using the Systemic Functional-Multimodal Discourse Analysis (SF-MDA). The details regarding the significances of the research can be seen as follows:

1. To English Literature students, the result of this study is expected to facilitate them to gain better understanding related to multimodal components especially in Instagram posts. In addition, the meaning of each of these components can provide support for each other so that the relationship between the two of them occurs, but the meaning of each of these components can also clash with each other so that the meaning of the two has no continuity but only has individual meaning.

2. To other researchers, this study is expected to provide references and evidences to guide them to conduct a further research which is related to Systemic Functional-Multimodal Discourse Analysis (SF-MDA) regarding multimodality in Instagram or any other social media.

1.5 Definition of Key Terms

In order to clarify the key terms used in this study, some definitions are put forward:

Post: a photo or video that an Instagram user shares on the platform.

Metafunction: language devices that appear and are used in the study of semiotic linguistics to describe and explain meaning (semantics) when language (text) is interpreted and interpreted.

Visual element: an element that uses the sense of sight. After recognizing the visual elements in an object, then we can assemble, arrange, combine these elements into an interesting composition or storytelling.

Intersemiosis: the process when different semiotic methods are reinterpreted in multimodal phenomena is called resemiotisation, both of which are then central to this approach.