

## **IDEOLOGY IN ADVERTISING DISCOURSE: A MULTIMODAL ANALYSIS APPROACH**

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### **ABSTRACT**

The multimodal analysis tries to analyze the practice of semiotic discursive or non-discursive discourse such as language, visual images, materials, and architecture. The tool for analyzing semiotic objects is one of the analytical tools in systemic functional linguistics (SFL). The formulation of the problem in this study is the form of representation of ideas in advertising discourse based on the meaning and function of grammatical semantics. Specifically, the research question is the ideology in advertising discourse in ideational, interpersonal, and textual aspects. This study tries to analyze the multimodal element to explain the choice of linguistics and the object of discourse. This research is descriptive qualitative where takes the inductive paradigm. This research approach is critical multimodal discourse analysis with systemic functional linguistic analysis. The research data is in the form of beauty product advertisements in 2017. The results show that the meaning of beauty product advertisements in terms of physical characteristics is white skin colour, sharp nose, slender body, long hair, and white teeth. The concept of ethnically beautiful identity from the two advertisements is different. The local product advertisements emphasize ethnic captivating identity. Foreign beauty product advertisements representations emphasize fair Caucasian beauty.

**Keywords:** *Advertising discourse, ideology, multimodal analysis*

### **INTRODUCTION**

The mass media communication development is currently multiplying. Mass media has become a strategic tool to achieve various goals. Economic, political, cultural interests, even spreading ideology can be achieved through mass media. It is based on the media's multiple functions, such as information, education, entertainment, and influence on the audience.

One of the products that are actively produced by the mass media is advertising. Generally, advertisements consist of images or visuals, both static and dynamic, accompanied by a dissertation by language, both spoken and written, in the form of slogans, orders, or invitations. Advertising is a way to sell products (Vestergaard & Schröder, 1986). However, when viewed from critical discourse, advertising can convey messages, ideas, or ideologies.

Research on advertising discourse has been previously investigated by (Santoso 2012) regarding metrosexual ideological hegemony, gender and power domination (Wahyuningtyas & Setiowati, 2013), representation of women (Kusumaningtyas, 2013), advertising narrative d (Perucha, 2009), advertising rhetoric (Adegoju, 2008).

The approach used in this research is the post-structuralist approach. The notion of post-structuralists is specific, historically, and hermeneutic. Some works are discourse

analysis, and others combine critical theory with psychoanalysis (Finkelde, 2013). To understand the nature of poststructuralism, we must understand the shift from structuralism to poststructuralism. Namely the way we enter into reason itself with an analytical and critical approach.

The multimodal analysis tries to analyze the practice of semiotic discursive or non-discursive discourse such as language, visual images, materials, and architecture with systemic functional linguistics (SFL) as a tool. This analytical tool tries to explain semiotic objects into genre analysis in discourse. Systemic functional linguistics tools aim to investigate meanings arising from the integrated use of semiotic resources. In its field, multimodal can analyze spoken, written, and visual speech.

The formulation of the problem in this study is the form of representation of ideas in advertising discourse based on the meaning and function of grammatical semantics. Specifically, the research question is the ideology in advertising discourse in ideational, interpersonal, and textual aspects. The study tries to analyze the multimodal element to explain the choice of linguistics and the object of discourse.

The theoretical approach and analysis of language in this study focus mainly on the formal characteristics of language, which explain the functions. Language is often described as having the following main functions: a descriptive function (or ideational function, in the framework of Halliday, 2004), that is, a function in organizing the speaker's or writer's experience of the world. In Halliday's terms, social functions (interpersonal functions) are used to establish, maintain, and signal relationships between people. An expressive function, through which speakers signal information about opinions, prejudices, past experiences, and so on; and textual functions, making written and spoken texts.

The theoretical basis in this study refers to the analysis of systemic functional linguistics (SFL) (Halliday, 2004) and multimodal analysis of (Kress & Leeuwen, 2006). Functional systemic linguistic theory is an approach that sees language as a resource used for communication in a social context rather than as an abstract formal system. The word systemic refers to language as a network of interrelated systems (semantics, lexicogrammar, phonology). The term functional indicates that the approach is concerned with speakers' choices in exchanging meaning through language. The exchange of meaning includes semantics, including ideational semantics (the content of message propositions), interpersonal semantics (including speech functions such as requests and expressions, and attitudes), and textual semantics (how text is structured as a message, for example, as given or new information). Functional systemic linguistics has a lexicogrammatical concept, which is a concept that combines syntax, lexicon, and morphology as a system in analyzing speech in its functional roles such as agent, theme, and mood. From the lexicogrammatical concept, SFL has a higher level of a concept called genre in its system concept.

This study aims to analyze the meaning of visual discourse and the ideology of advertising. The significance of this research theoretically is to make a design or pattern of analysis based on discourse's purpose and semantic function. The practical aspect of this research is to open the public's minds to understanding visual objects of discourse and to provide a broad experience of social practices and ideology of the concept of beauty. On the one hand, beauty has cultural values, and society reproduces social values by interacting with the object. Researchers see the object of beauty as a textual and visual concept and a social concept.

## LITERATURE REVIEW

Ads can be divided into several types; according to Brett Robbs (2009), advertisements in the public domain are institutional, image, informational, and cooperative. Institutional advertising aims to seek the impression and impression of a company business or institution without trying to sell a particular product. It is designed to build the prestige and respect of the public. This type of ad offers the uniqueness of a product that is expected to be chosen by consumers. Usually, this type of ad is part of a branding suite. Advertisement Information aims to promote an idea or influence and change a particular habit, traditionally intended for social activities. Cooperation Ads is an agreement between manufacture and retail where the manufacturer provides several credits to retailers to advertise their products. To reach consumers, advertising uses various media in delivery. Some popular media, of course, also cost a lot of money large media, such as television, newspapers, letters, radio, magazines, internet, outdoor advertising, and various other types of media, including in-vehicle advertisements, bonuses, and other things.

Cook (2001) argues that advertising is a form of discourse. In advertising discourse, there are linguistic aspects in the form of text and context in visuals. In other words, advertising is a form of discourse that consists of verbal and visual elements. Advertising in discourse analysis, there are textual and contextual data to explain a phenomenon. Discourses, texts, and narratives have been conceptualized to explain social phenomena such as socio-cognitive concepts (van Dijk, 2001). Language descriptions and social practices have several dimensions in explaining discourse analysis (Fairclough, 2006). Critical discourse analysis consists of a macrostructure, superstructure, microstructure, social cognition, and social context. With discourse analysis framework, we know the substance and structure of discourse through the language used in verbal texts, social awareness, and social context (Van Dijk 1985: 69-70).

Halliday in (Richards & Schmidt, 2010) the functional approach in the language is as has the following main functions: 1) Descriptive function (ideational function) which organizes the speaker's or writer's experience of the world and conveys information that can be stated or rejected and can be tested. 2) Social function (interpersonal function is used to establish, maintain and signal relationships between people. An expressive function, through which the speaker signals information about opinions, prejudices, past experiences, and 3) Textual function, makes written and spoken texts coherent. Grammatically, the text metafunction at the clause level is contained in the theme. Thematic structure relates to themes, rhemes, information structures, or old and new topics and comments. Any component in a clause such as subject, predicate, complement, or adjudicative can be discussed and placed in a more significant thematic position or the beginning of a clause than other locations in the clause a sentence

The whole discourse in advertising does include not only verbal texts but also visual texts. Therefore, other analytical tools are needed in the form of multimodal analysis. The multimodal analysis analyses all elements in advertising, which seeks to seek coherence and cohesiveness between verbal text and visual text. Multimodal analysis used is a model developed by Halliday and Hasan by using the general structure of print advertising which elements The graphic consists of Lead, Display, Emblem. The verbal part consists of Announcement, Enhancer, Emblem, Tag, Call, and Visit information. The verbal and visual components interact to form ideational, interpersonal, and compositional in shaping the meaning of texts (Yuen, 2004)

More clearly and specifically, the interpretation of objects and the concept of beauty, according to (O'Toole 2004), explains the understanding of language functions such as interpersonal, ideational, and textual. In the example of research on the Sydney Opera House building, interpersonal meaning is explained through the concept of building height and orientation, visitors, the view as someone approaches the entrance, architecture as theatre.

Like clauses in language, a building has the concept of combining the types of processes and their participants. Its specific function is modified in terms of material, size, colour, and texture, and its component elements are taxonomically organized like lexical items in our language vocabulary. O'Toole explains the importance of considering experiential functions in architecture.

The interpersonal function in architecture has architectural relationships with other architectures both around and to further building references. The ideational function in architecture is related to the architectural position in the orientation of the building and the activities of building users. Textual function in architecture has the concept of combined components to make the whole component build a coherent architecture. That is, the textual expression seen from the conjunctions in rooms and floors and buildings, their references to each other and their surroundings - this is what makes them coherent and beneficial. The functional systemic approach focuses on three functions that create meaning in a building object. Three meaning functions as interpersonal and textual experiential functions and all of these functions are valid in interpreting a meaningful and social building object.

### **Previous Studies**

Albar (2010) revealed that advertising is an exciting communication model; its uniqueness can be distinguished in written discourse or communication another non-write. Messages in advertisements have two levels of meaning, namely explicit meaning, and implicit meaning.

Wardhana & Imron (2015) discuss mass media advertising interpreting sexual roles between men and women as actors driving household technology products. On the other hand, the discourse on advertising for household technology products tends to shape society's social construction as an audience related to gender relations in the family context. This paper aims to find out the representation of household technology products in a patriarchal perspective and the construction of mass media in the use of symbols formed on patriarchal-based gender ideology. The method used is qualitative with Sara Mills' critical discourse analysis approach. Sara Mills' critical discourse analysis model, unit of analysis, focuses on discourse from a feminist perspective. The discourse shows biased in presenting women. The actor is positioned as the subject or the object and as a writer-reader. The results of this study indicate that contrary to the basic assumption that domestic technology can reduce women's workload in the domestic sector. It has increasingly ensnared women in traditional roles. DRTV household technology product advertisements carry the family ideology in a patriarchal perspective.

Wahyuningtyas & Setiowati (2013) explain the ideology behind the creation of an Advertising company. The data is two Gudang Garam advertisements aired on television every Ramadan. The research method used is the analysis of French critical discourse and analytical methods from Sara Mill. This study uses a substantive theoretical framework such as hegemony, patriarchal ideology, Marxist feminism, and discourse



theory analysis of Michael Foucault and Roland Barthes' semiotic theory. The results indicate that the doctrine of the advertiser is very patriarchal.

Sulaksono (2019) discusses advertisement grammatical and lexical aspects. Advertising is information that aims to introduce a product and then sell it. Advertisement kecil is an advertisement in the Solo Post daily which generally contains: offer to buy and sell an item

Musaffak (2015) describes the structure and function of food and beverage advertisements on television. This study uses a discourse analysis approach. This type of research is qualitative. The method used in this research is descriptive analysis. The data source of this research is in the form of food and beverage advertisements on television in which there is a structure and function of advertising language. This research data are in words, phrases, clauses, and sentences in food and beverage advertisements on television. The results of the study describe (1) the structure of food and beverage advertisements on television consisting of (a) main points, (b) explanatory points, and (c) closing items. (2) the language functions contained in food and beverage product advertisements on television include (a) information function, (b) persuasive function, and (c) image-building function to form a positive image of the product to potential consumers.

Septiani (2013) discusses commercials for soft drinks primarily apply the principle of word economy to have low transparency of meaning. The researchers explain the attention to the preparation and selection of diction. It explains punctuation accuracy that marks the style or peculiarity of an advertisement. It is designed to be more relevant to the receiver. As for the theoretical concepts that the author uses as the basis of research, include (1) Variety of languages and (2) Economy of words.

Vahid & Esmae'li (2012) analyzed six different advertisements (product/non-product ads) to investigate the intentions and techniques of consumer product companies to reach more consumers and sell more products. Methods of Critical Discourse Analysis (CDA) appear as a helpful approach. They offer excellent methods for analyzing texts and images adequately and putting them in analyzable relations to socio-cultural processes and changes. Norman Fairclough's 3-D model and Kress and van Leeuwen's grammar of visual design were used to analyze the data. Thus, the present study results showed that when a private producer intends to persuade the viewer to buy a unique product, s/he gives the power to the viewer. While the producer of the ad is the government, she tries to show her strength. However, it could be understood from the results that the producers generally tend to use their power and ideology to change people's behaviour and thought

## **METHOD**

This research method is descriptive qualitative research where this research takes the inductive paradigm (Creswell, 2007) with Critical Discourse Analysis (CDA) approach. Data collection in this study uses the documentation method. Documentation is done by copying the magazine used as the primary data. This research approach is critical multimodal discourse analysis with systemic functional linguistic analysis (Halliday 2004). The descriptive function (ideational function), namely organizing the user experience of the material, the function of the concept of beauty, and its orientation. Social function in interpersonal function is used to build, maintain and signal the relationship between material and the material around it, or material references that are

not around the material. Textual function, making material construction with other material and between components of the material into a unity (coherence).

### **Respondents**

The research data is in the form of beauty product advertisements in 2017. The advertising products consist of beauty products from Indonesia, namely Wardah (standard colours lipstick version), and beauty product advertisements from the United States, namely Maybelline (clear smooth all in one version).

### **Instruments**

The research instrument is the analytical modelling is presented in table 1 below.

Table 1. Analytical Modelling		
Ideational	Interpersonal	Textual
Experience, action, material, function, and orientation, as well as participants in discourse	Social relations between participants in the discourse and outside the discourse	Textual function, making the construction of coherence conjunctions between ideational and interpersonal, as well as the external context

### **Procedures**

The research procedure is based on qualitative research (Cresswell, 2007), namely data collection and documentation, analysis, and meaning.

### **Data Analysis**

Advertising discourse is essentially a form of discourse that has a function and structure. From the communicative aspect, we can interpret its structure and function as a social practice. To analyze the concept of beauty as a discourse, elements such as ideational, interpersonal, and textual provide a role in interpreting discourse.

### **The Ideational Meaning**

Ideational meaning explains participants' ideas and experiences. The sequence in the ideational analysis of advertising discourse can be seen from the explanation below:



Figure 1  
Participant in Advertising: Local Beauty Products Advertisement



Figure 2  
Participant in Advertising: Local Beauty Products Advertisement



Figure 3  
Participant in Advertising: Foreign Beauty Products Advertisement

From Figure 1 to 3, it can be seen who the participants in the discourse are. In local beauty products, there are three participants with different identities. The first participant is a Middle Eastern ethnic woman with white skin, a sharp nose, a slender body, long hair, and white teeth. The second participant was an Asian ethnic woman with almost similar physical characteristics to the first participant. At the same time, the last participant was a Malay ethnic woman who also had similar physical characteristics but covered her hair with a hijab.

In foreign beauty products, there are three participants in the Advertisement. The identities of the four participants came from the same ethnicity, namely Caucasian ethnicity. The characteristics of the three participants are almost the same: long hair, white skin, with a slim and tall posture.

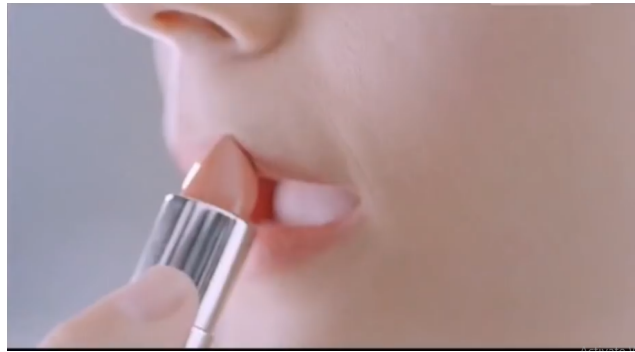


Figure 4

Advertising Participant Actions: Local Beauty Products Advertisement



Figure 5

Advertising Participant Actions: Local Beauty Products Advertisement



Figure 6

Advertising Participant Actions: Local Beauty Products Advertisement



Figure 7  
Advertising Participant Actions: Local Beauty Products Advertisement

Foreign Beauty Products Advertisement

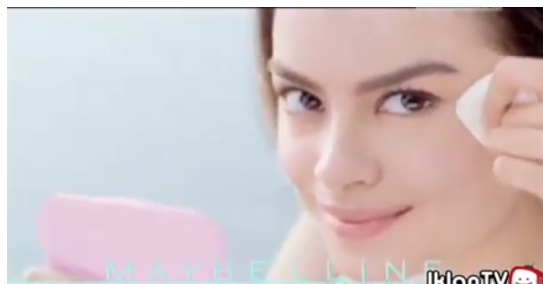


Figure 8  
Advertising Participant Actions: Foreign Beauty Products Advertisement



Figure 9  
Advertising Participant Actions: Foreign Beauty Products Advertisement

The analysis of the ideational aspects of action is reflected in the actions and experiences of the participants. The three participants in the Advertisement are seen to be involved in an activity. In the Advertisement for local beauty products, the three participants make faces or do makeup activities. Another activity was that the first participant was seen painting, the second participant arranged flowers, and the third participant made a cake. At the end of the activity in the Advertisement, the three participants met and gathered together. In an advertisement for external beauty products, one participant is involved in applying makeup or dressing up. Another activity is that advertising participants are involved in playing together in the game area.



### **Interpersonal Meaning**

Interpersonal analysis plays at the function of social relations between participants in the discourse and outside the discourse. The meaning in the interpersonal analysis of advertising discourse can be seen from the explanation below:



Figure 10  
Social Relations of Participants in Advertising: Local Beauty Products Advertisement



Figure 11  
Social Relations of Participants in Advertising: Foreign Beauty Products Advertisement

Participants' relationships in local and foreign beauty advertisements with other participants can be said to be friends. Have a good relationship, even with different hobby orientations. Outside of the relationship in the advertising context, these participants were fellow professional models.

### **Textual Meaning**

Advertisements constructed coherence conjunctions between ideational and interpersonal and the external context in their meaning. The textual meaning in local and foreign advertisements contains coherence between ideational and interpersonal. The coherence is namely the context of being beautiful, lifestyle, action, identity (ideational), and friendship (interpersonal).

### **Realization of Ideology in Advertising**

This result is the effects of media advertisement on individuals create certain feelings and attitudes towards self-view. In our culture, women with fair skin and an active lifestyle are essential for some women, where beauty is only limited to physical attractiveness. Society's view of beautiful women (with thin, fair skin, and active lifestyle) is developing as a widely circulated myth or belief concerning something that is not necessarily true. Confidence in a beautiful woman concept is more the result of a social construction created the society.

The ideology behind the discourse of advertising beauty products is reflected in ethnic identity in the concept of beauty which implies the ideology of the characteristics of white women. This manifestation is an attitude that wants to dominate other races or ethnicities (Pulido, 2015), (Kantrowitz, 2015), (Yeung, 2015), and (Fortier, 2015). Ideology, especially in advertising external beauty products, is implied to impose the concept of beauty with white skin on eastern society. The concept of beauty in advertising has marginalized parties, namely, dark skin, brown, fat, short hair, and others. In advertisements, ideologically beautiful are fair white skins. The concept is a concept of the Caucasian race that dominates the eastern concept or view of the beautiful concept.

The meaning of beautiful social relations in advertising is the concept of social relations between participants' identities with friendship and professional relationships. While the textual meaning is beauty (makeup, look beautiful) is part of the contextual meaning, namely, beauty, fashion, lifestyle, identity, and action (ideational), and friendship (interpersonal).

## **FINDINGS AND DISCUSSION**

Based on the multimodal function of the advertising discourse on beauty product advertisements, there are three parts, namely (1) the ideation function, (2) the interpersonal function, and (3) the textual function. The multimodal approach of Advertisement displays genre and ideology. Ideology itself in the concept of beauty is a set of ideas, doctrines, and beliefs that form the basis of politics.

In terms of ideational meaning, ads for foreign and domestic beauty products are marked by hobbies and activities concerning visual presentation and verbal rhetoric. A friendship between the character signifies interpersonal meaning. The idea of being beautiful, lifestyle, action, identity (ideational), and friendship (interpersonal) represent textual meaning.

There is a hidden ideology of the beautiful view in beauty product advertisements. The ideology is owned by the owner of the Advertisement or news. It becomes a reinforcing element in the delivery of the advertising. The ideology behind the beautiful concept in the ad implies the beautiful idea of fair Caucasian ethnic women. This ideology is an attitude that wants to dominate other ethnic groups, resulting in the imposition of the beautiful concept of the western world on the eastern world.

The multimodal approach in advertisement point of view that ad realizes that people can sort media and interpret meaning becomes a kind of shield limiting exposure to information from various media. The fair skin concept is a beautiful idea in the Advertisement. The ad's look-like or half Caucasian model is the remainder that fair skin beauty dominated the discourse. Fair skin signifies Cultural Identity. In foreign beauty advertisements in Indonesia, domestic beauty ads indicate ethnic, cultural, and national identity.

## **CONCLUSION**

In the multimodal function, there are three parts, namely (1) the ideation function, (2) the interpersonal function, and (3) the textual meaning. The Ideational meaning explains participants' ideas and experiences realized in participants, aspects of action are reflected in the actions and experiences. Interpersonal meaning plays at the function of social relations between participants in the discourse and outside the discourse. The textual

meaning explains the coherence between ideational and interpersonal. The coherence is namely the context of being beautiful, lifestyle, action, identity, and friendship. The multimodal approach of Advertisement draw genre and ideology. Ideology in the discourse lies in the concept of beauty. It is a set of ideas, doctrines, and beliefs that form the basis of politics. The ideology of advertising is reflected in ethnic identity implies the characteristics of white women. The ideology of beauty in advertising has marginalized parties. In other words, the concept is the Caucasian race that dominates the eastern view of the beautiful.

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