

A Multimodal Discourse Analysis of KFC Fried Chicken's Video Advertisement

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Abstract

In recreating new advertisement during the pandemic, the culinary companies, including KFC Indonesia, take full advantage of using Instagram in promoting their brand and product. This study examined the process of how semiotic system create the overall meaning of the advertisement, used in KFC Indonesia's Instagram video in order to attract costumer. The data of this study were collected from a video advertisement published by KFC Indonesia on Instagram. This study employed descriptive qualitative study. This study analyzed the multimodal elements by using the theory proposed by Anstey and Bull (2010). This study focuses on the analysis of linguistics, visual, gestural and audio analysis of multimodal system occurred in the video. The analysis found that the combination of linguistics, visual, and gestural elements in the video advertisement of KFC Indonesia could maintain the aim of advertisement to influence the costumers to purchase the products, even though it was specifically created for pandemic situation. In linguistics analysis, the study found that the video used formal and standard Indonesian language as the script of the video. Further, the language used could deliver the process of informing new policy to the costumer. Meanwhile, the analysis of audio used on the video determined that the use of music and narrator's voice in the same volume could affect the ambiance of the video. The findings revealed that the video was created to influence the costumer to keep buying the products despite the pandemic by delivering the video advertisement in the Instagram account.

Keywords: Advertisement, Multimodal Analysis, Linguistics Analysis

INTRODUCTION

Every now and then, each company who sell their product needs to update their advertisement in order to attract costumers again and again. The recreation of an advertisement could be based on new product or special situation. Covid-19 pandemic is one of the special situations when every company should recreate their advertisement. New advertisement, whatever the situation is, should fulfil the main function of an advertisement. As Kuswandini (2018), and Simarmara & Lestari (2020), suggest, an advertisement should advance the introduction of the product to the costumer and of course it is supposed to persuade and influence the costumer to buy the products (Al-Momani, et al., 2016,

Ananda, et al., 2019, Rosa, 2014, Suprakisno, 2015). In addition, Triristina (2012) also stated that verbal and visual elements in the advertisement is important to support the intention of the advertisers in gaining the attention of the target consumers.

Culinary company is one kind of companies that needs to recreate their new advertisements to attract costumer in this pandemic, especially online advertisements. Online advertisements are expected to reach every level or social status of the costumer in the pandemic since almost everybody should stay at home. Meanwhile, some people lost their job and absorb the effect of this pandemic in economical aspect. However, as human beings, people still have the

requirement to consume food and they cannot be isolated from this demand (Dania and Sari, 2020) even when they are doing self isolation. That is why culinary companies should have special advertisement in this “special moment”.

During the pandemic, culinary companies maximize the use of social media to advertise their product to the costumer (Kausar & Bustam, 2021). By using this way, their advertisement could still reach the targeted costumers. Every now and then, there is usually one or two popular social media use by many people at the same time. When the pandemic happen, the most popular social media used by culinary companies to advertise was Instagram. In Instagram, the companies could post photos or videos. It could be on Instagram Feed or on Instagram Stories.

Regarding the “special moment” of the pandemic, some culinary companies created special advertisement to attract the costumer in the middle of Covid-19 Pandemic. Dania and Sari (2020) observed one of special advertisements of Geprek Benu in the form of video posted in Instagram related to the pandemic condition. The study found that the video presented a good advertisement for the pandemic situation and it could catch the atmosphere of economic problem happened to the costumers.

As stated in the previous study written in the previous paragraph, Geprek Benu is one of the famous Indonesian fried chicken sellers which compete with international food companies. Meanwhile in Indonesia, there are some international food companies, specifically the fried chicken sellers, that can be the rival of Indonesian seller. According to Arofani (2019), one of the popular multinational fried chicken companies in Indonesia was Kentucky Fried Chicken abbreviated as KFC. Speaking of that aforementioned special moment, this huge culinary company also prepared special advertisement for their costumers amid the pandemic.

Even though the companies recreate new advertisements immediately for the special situation a.k.a the pandemic, when people tend to avoid buying things, the aim of the advertisement to promote the products should still covered by the new advertisement. Thus, this study attempted to analyse the use of multimodal elements in video advertisement. The video

advertisement being analyzed was taken from KFC Indonesia’s Instagram account.

There are some aspects of an advertisement that can be analysed for English language research purposes, especially in analysing the process of how meaning is made to the use of multiple modes of communication. The most common theories used for these kinds of research are systemic functional linguistics theory proposed by Halliday and Matthiessen (2014) and multimodal text with 5 semiotic systems proposed by Anstey and Bull (2010). The analysis in this study focused on analyzing multimodal elements found in the video advertisement.

Specifically, from the previous explanation, it would be important to analyze how the video advertisement of famous culinary company creates the meaning of the commercial video through the combination of several semiotic systems. Therefore, this study is conducted to observe the semiotic systems used in KFC Indonesia video advertisement and how each semiotic system build the overall meaning of the advertisement in order to attract customers.

Thus, to examine the issues, this study pursues two research questions as follows, (1) What are the semiotic systems used in KFC Indonesia video advertisement? (2) How are the semiotic systems create the whole meaning of the advertisement in order to influence the customers to purchase the product? In order to answer these research questions, the theory of multimodal proposed by Anstey and Bull (2010) is employed in analyzing the video. Then, due to the limitation of time, the researchers limited the study to four elements of multimodal, namely linguistics, visual, audio, and gestural analysis.

METHODOLOGY

This study used descriptive study since it is aimed to analyze the data deeply and transcribed the analysis in form of description or words. Descriptive study is suitable for this study because the study tried to analyze the multimodal elements appeared in KFC Indonesia’s video advertisement and the result of the analysis were written in detail description. It is in line with the theory of descriptive qualitative study proposed

by Bogdan and Biklen (2011) who stated that this kind of research collected the data in form of words or pictures, not in form of numbers. Further, in descriptive qualitative study, the result of the analysis described in form of narrative form (Nisrina & Nasrudinillah, 2021). This research also used qualitative approach in collecting the data as the study attempted to observe in detail the multimodal elements used in the video advertisement of KFC Indonesia. According to Mack, et al (2005), qualitative approach is suitable to be used for this study since this approach mainly uses to find intense and detailed description of the related issue. Therefore, this study employed descriptive qualitative which means this study collected the data in the form of words and pictures taken from the video advertisement and it was analyzed in detail description.

The data of this study is online video advertisement posted by KFC Indonesia on Instagram account. Meanwhile, the data being analyzed in this study were online advertisements in form of short video posted during the Covid-19 Pandemic in Indonesia by Kentucky Fried Chicken on @kfcindonesia's Instagram account. The advertisements were posted in April to May 2020 by using several posts in several days during the month. April to May 2020 was a time when physical and social distancing was really a must in Indonesia due to the high number of cases. Consequently, this Instagram advertisement was chosen purposively as the sample of the study because the advertisements provide the multimodal and semiotic sources of online advertisements during limited social interaction in Indonesia. Meanwhile, Instagram was chosen as the social media of KFC Indonesia since this platform offers algorithm for various posts in the form of pictures and videos. Besides, in 2020, Instagram was widely used by people from different ages.

In terms of data analysis, this study used the theory of multimodal proposed by Anstey and Bull (2010) to analyze the data. There are five important elements of multimodal that can be analyzed in an advertisement, namely, linguistics analysis, visual analysis, audio analysis, gestural analysis, and spatial analysis. In this study, the researchers only analyzed the 4 multimodal

elements and left spatial analysis to the exception.

In analyzing the linguistics feature in the video advertisement posted by KFC Indonesia, the researchers observed both the script written in the video and the script delivered orally by the narrator. The audio script was fully transcribed during the research in order to get a closer look to every word and sentences used by the narrator in the video. The transcript allowed the researcher to be able to analyze the linguistics feature used in the video. The result of the analysis will be written in the next session of this article.

In analyzing the visual elements, the researchers observed all the color, vectors, and viewpoints used in the video. During the research, each scene of the video was paused in order to be able to explore every visual element in the video. Just like visual analysis, the audio analysis was done by pausing every scene of the video in order to be able to check every audio element used in the video. The data from audio element found in the video then analyzed by using the theory of audio analysis proposed by Anstey and Bull (2010).

RESULT AND DISCUSSION

This research continues the previous research observed the multimodal in an advertisement of the famous local fried-chicken in Indonesia, Geprek Bensu (Dania & Sari, 2020). Thus, this research follows the same theories in describing the multimodal found in the famous international fried-chicken franchise, Kentucky Fried Chicken (KFC) Indonesia. The theory offered by Anstey & Bull (2010) that consist of 5 elements of multimodal that are suitable in analyzing advertisements, namely, linguistics, visual, audio, gestural and spatial. Meanwhile, this article focused on four element of multimodal apart from spatial analysis. Those multimodal system found in advertisements of KFC Indonesia in Instagram will be discussed in the upcoming paragraphs below.

Linguistics Analysis

In discussing linguistic analysis of KFC Indonesia advertisement on Instagram account during April to May 2020, this research focused on the video advertisement published in April 2020 since the video contains more linguistic features than the pictures. In the video, the script

of the advertisement used only one language, Indonesian language. The decision of using only Indonesian language could be derived from the fact that KFC is an international franchise based in United States of America and it is spread in almost every country in the world. Therefore, the use of the native language for each country as the target customer would be effective. It is different from famous local merchant, Geprek Bensu, which used bilingual, English and Indonesian language in their advertisement on Instagram (Dania & Sari, 2020). In KFC case, English native speaker or other language native speaker can find the other account for each country that used the language of each country, for example, Malaysian citizen can enjoy the same kind of advertisement in Malaysian language in @kfcmalaysia Instagram account. Hence, video advertisement in @kfcindonesia only used Indonesian language for the entire script of the video.

The Indonesian language used in the advertisement was a formal and standard Indonesian bahasa, not the daily used language or even the slang one. For example, in addressing the costumers, the narrator chose the word “anda” instead of “kamu”. The use of “kamu” in an advertisement usually means the targeted customer would be young generation. However, the use of “anda” to address people means the targeted audiences are all of people from young to elder generation. It is in line with researchers’ opinion stated in previous paragraph that said Instagram in 2020 were used by people from generation to generation. Beside the use of addressing word, all of the dictions used in the script were standard words in bahasa Indonesia, such as “mutlak”. The script could have said “penting” instead of “multak” and it would be more understandable for Z generation. However, the advertisement seemed really consistent in using standard words and decided to use the script in super formal language.



Figure 1. The Use of English and Indonesian Words on the Video

Besides the use of full formal and standard language as the script of the video, some of the written messages in the video were written in English, such as “all equipment and dining” and “double sealed package”. It seemed like those words were applied to make the messages more effective. The researcher assumed in such way since if it was written in Indonesian language, the messages would devour some more space than when it was written in English. Further, the first English words, “all equipment and dining”, was not the main point of the message because the main message was “sanitasi. Meanwhile, the second English words, “double sealed package”, was the main message but the words could be stated as common English words used in culinary advertisement, especially advertisement of KFC Indonesia. It can be proved by the name of the menu in KFC Indonesia that is always have “double” word in some of the menu. “Double Combo” and “Double Big Box Value” are the example of that common English word.



Figure 2. The Use of Common English Words on the Video

In linguistics, as long as the messages could be delivered finely to the viewers or listeners, the use of various languages will not affect the

process of delivering meaning. In the video advertisement published by KFC Indonesia's Instagram account, the chosen language used to deliver the message of KFC's policy during the pandemic has successfully helped the process of informing the new policy to the costumers as well as influencing them to purchase the product even during the physical or social distancing period.

Visual Analysis

In analyzing the visual element in the advertisement, the researchers necessitate to focus on the color, vectors, and viewpoint (Anstey & Bull, 2010) used in the video. Further, the experts state that these items of visual element should be analyzed not only in moving image, but also in motionless image. To limit the discussion in this article, this study tried to describe 2 items of visual analysis, namely color and viewpoint, in the approaching paragraphs.

In term of color, the video sustainably employed the main color theme of the brand in the complete way. The main theme color of KFC is red, white and black. In the video, the appearance of those colors can be seen in all over the video. For example, as it is expected, those three colors appeared in the beginning of the video as the emblems of the brand, showed in the form of neon sign and logo printed in wall of the restaurant.



Figure 3. Emblem of the Brand in the Beginning of the Video

Then, the red color dominated the next scene of the video when it showed the activity of the employees during their preparation before and after they opened the outlet. The white one was applied as the color of the font in almost every aspect of the video, such as in the written messages, as the watermark of the video, and also as the color of font came up from the uniform of

the employees and written messages in the wall of the outlet. The use of white also took over the end of the video when it showed the other form of logo and jargon of the brand. The color used as the background while the logo and the symbol were written in black. Meanwhile, the black one was also the supplementary color used to assist red and white ones in creating ideal complexion in the entire video.



Figure 4. Logo and jargon of the Brand in the End of the Video

Concerning the viewpoint of the video, there were two obvious kind of viewpoints in KFC Indonesia's video advertisement. The viewpoints used were zoom-in and standard viewpoint. Most of the time in all over the video, the camera took the angle from standard point of view. However, in some point of the video, the camera lens would focus on the detail activity showed in the video. For instance, when explaining about the necessity of washing hands to follow health protocol during the pandemic, the video showed an employee who was his hands in zoom-in mode. Moreover, when the video intended to show the process of frying the chicken in hygiene kitchen equipment, the lens took the video from zoom-in point of view as well. This point of view not only could show the process of cooking the product but also could arise costumers' appetite by seeing the product in close up viewpoint. The screenshots of these scenes of the video can be seen in the pictures below.



Figure 5. The Zoom-In Point of View (1)



Figure 5. The Zoom-In Point of View (2)

A good video advertisement should employ the combination of color in the perfect way in order to comfort viewers' eyes in watching the video. In addition, the combination of some point of views in recording the scenes of the video will also create interesting scenes in order to keep the viewers' attention to watch the video till the end. Based on the description from the previous paragraphs, it can be concluded that the visual element of video advertisement used by KFC Indonesia in their Instagram account help the publisher to deliver the main message of the advertisement. In other words, the attempt to influence the costumers to buy the product can be succeeded by those good visual elements.

Audio Analysis

There were two main audios used in KFC Indonesia's video advertisement posted in Instagram account in April 2020. The audios are music as the back sound and the sound of narrator reading the script of the messages for the video. Both of the audios started in the same point, right in the beginning of the video. The music used in the video was a cheerful song that has same rhythm in all over the video. Meanwhile, the sound of the narrator was

delivered by a men's sound with a hard pitch sound.

According to Anstey and Bull (2010), in analyzing multimodal system in a text, the audio elements that can be analyze will be found in form of sound effects, music, rhythm, pitch, and volume. Based on the audio description of KFC Indonesia's video advertisement in the previous paragraph, it can be explained that there are no sound effects used in the video. This decision could be suitable for the advertisement published in pandemic situation because people need to listen to peaceful audio without any surprise from any sound effects. However, in culinary advertisement, sometimes the use of sound effects in the process of cooking the menu or even in the process of biting the product would be better in arising costumers' appetite. In the video, there was no sound effect in the cooking process showed in the video. Luckily, for the biting sound, when the scene showed a costumer was biting the product, in this case, fried chicken, the video provided crunchy sound as the sound effect. This kind of sound effect in culinary advertisement will easily influence targeted costumers to immediately purchase the product.

Meanwhile, the use of cheerful music aforementioned also appropriates to inform the product, the brand or simply the brand's policy during the special situation of the pandemic to the costumers. Cheerful music would help the costumers to calm their mind and without they realized, the music would make them enjoy watching the video till the end. Unfortunately, the volume of the music and narrator's voice were set in the same point. Hence, for some viewers, the use of the back sound music might disturb them in listening to the messages delivered by the narrator. Nevertheless, the use of hard pitch sound by the adult male narrator could still catch viewers' attention to listen carefully to the script of the video. Moreover, the men's voice also suitable to deliver formal and standard language used in the entire video as described in the visual analysis in the previous sub title.

Based on the description, it can be concluded that the video advertisement posted by KFC Indonesia in the Instagram account has already attempted to pack the audio as comfort as possible for the costumers in the pandemic period. However, the decision of using the same

volume between the music and the narrator's voice could disturb viewers' attention in some point during the video. It would be better if the music was set in low level volume as it was aimed to become the back sound of the video. Otherwise, the volume of the music could also be set in low or high volume depends on the narrator's voice. For example, when the messages delivered by the narrator were quite important, the volume of the music can be reduced and when the messages were not really important, the volume of the music can be raised again.

Gestural Analysis

In the video advertisement of KFC Indonesia in Instagram account, it can be seen from the gestures of the actors that they have good dedication in doing their job as the employees of KFC Indonesia who still have to work in the middle of the pandemic. In the beginning of the video, all of the actors shown were the employees of KFC Indonesia. The physical movement of the actor started by checking body temperature before the employee enter the outlet. Both of the actors seen in the scene showed happy smiles while checking the body temperature. It can be interpreted that both of the employees have good passion in doing their job although it is in the middle of the pandemic while everybody should stay at home. After that, the scenes continued to show the employees' preparation in following the government regulation, such as washing hands, wearing mask, etc before they started their activity in the outlet. In all of the scenes of following government regulation, the gesture of the employees presented action that help the viewers understand that they have good commitment to prevent the spreading of Corona Virus in KFC outlet. Then, the scenes showed the employees' activity in cleaning all of the equipments and dining. In the scenes, the gesture of the employees showed that they did the cleaning thoroughly to make sure that all of the equipments were hygienic.

In the middle of the video, the scenes started to show the process of preparing costumers' order, such as frying the chicken, as the main product of KFC Indonesia, packing the orders, and sealing the package in the healthy way. The gesture of the employees showed in those scenes can be inferred as doing the work by following the

complete procedure of KFC Indonesia. Hence, it can be concluded that this company has commitment to help the world stopping the pandemic.

Talking about facial expression as the part of gestural analysis, the scenes of the video showed that the actors played as employees, courier, and online driver almost always smiled in doing their activities in the video. Those facial expressions can build warm ambiance for the scenes, in order to create a heart-warming video for the viewers, especially the targeted costumers. Moreover, during their interaction in all over the scenes, the actors seemed to reduce having conversation to each other. This could be a coincidence but it was good in supporting the government regulation to follow social distancing during the worst condition of the pandemic. In addition, in the end of the video, the scenes showed the costumers when they enjoyed eating KFC fried chicken in their home with happy faces as well. It can be described that even during the pandemic, the costumers of KFC Indonesia can still be happy and get pleasure from eating their favourite fried chicken.

Discussion

Every The data being analyzed in this study is a video advertisement from KFC Indonesia's Instagram account. Not only focused on the verbal sentences used in the video, this study also focused on the visual, audio and gestural analysis being shown in the video. This is in line with Hermawan&Sukyadi (2017) and Suryani, Sinar& Zein (2021)who stated that interpersonal relation can also be seen from the pictures and photographs. In addition, Li (2016) also concluded that several elements can be used to show the interpersonal meaning. These elements consist of image that includes color, movement, speech, music, and sound. Moreover, Michelson & Alvarez (2016), followed by Apriliyanti (2017), and Yanti&Yuniari (2021) also stated that elements of communication consist of written language, layout, and visual language. In the advertisement, the combination of those elements is created through the collaboration of copywriter and graphic artists (Raharjo, et al., 2020).

There are so many ways to advertise the products to the consumers now in this 4.0 era, and video is one of the most effective media. Video can

combine the use of language and social semiotics in providing the meaning and making viewers understand the function of the communication in the advertisement (Yang, 2016, Saputri, 2021). This theory can be seen in the video advertisement of KFC Indonesia which combined both the language and social semiotics system.

In advertising the products, the advertiser could decide whether to show the products implicitly or explicitly in the advertisements. In KFC Indonesia's video advertisement, the product, which is the fried chicken, was shown directly in some scenes of the video. The decision whether to show the products implicitly or explicitly do not influence the successfulness of the advertisement. Ananda, et al., (2019) revealed that cigarette advertisements in the form of billboards were created to influence the consumers to purchase the product by not showing the product in the billboards. Moreover, Pranata (2019) also revealed that a clothing line, H&M, designed an indirect advertisement which does not really show the product. The decision of creating advertisement that shows the product explicitly is the best decision for KFC Indonesia. This brand produces culinary products and the advertisement should be able to attract people's appetizer. That is an effective way to gain people's interest to order the culinary products. Therefore, showing the product explicitly, in this case, fresh from the "oven" fried chicken can construct a successful food advertisement.

Regarding the linguistics analysis, this study observed the language used in oral and written form shown in the video. The oral language was not only analyzed by the diction applied in the script but also from the way the narrator talk and delivering the message throughout the entire video. The narrator's way of talking, the pace of the talks, and the relation of the words with the story of the video can help the advertisers to influence the viewers and make them interested in the products shown in the video (Pranata, 2019). Moreover, the chosen language used in the video was Indonesian language since KFC Franchises are spread in almost all countries in the world. It means that the video advertisement that used Indonesian language was provided only for Indonesian targeted costumers. KFC Indonesia does not need to use full English either in written or oral

messages because the first language used by Indonesian citizen is mostly Indonesian language, not English. The use of English in advertisements usually indicates that the product is made for the costumers from other countries (Alhadi, et al, 2022) since English is one of the international language.

This study also found that the video advertisement of KFC Indonesia used written language in some scenes of the video. The written language was written in short and concise messages. The function of those written messages was to emphasize the action showed in the scenes (can be seen in figure 1 and figure 2). As Amatullah, Rosa, and Fitrawati (2019) said that the function of written information is to give explanation about each pictures shown in the video. The short messages perhaps were written in order to avoid the disturbance of viewers' attention to the whole scenes of the video. After all, the messages in any advertisement should be easy to understand in order to facilitate audiences' acceptance of the intended meaning being delivered by the advertisers.

In terms of the color used as the logo of the brand as well as the jargon in the video advertisement of KFC Indonesia, the advertisers employed three elementary color proposed by Kress and van Leeuwen (2006). Those elementary colors found in the video are white, black and red. The combination of those colors shown in the emblem and the jargon of the brand is important in building and sustaining the image of KFC Indonesia in the customers' minds (Madden, Hewett, and Roth, 2000). The decision of using the combination of those 3 colors in the logo of KFC, not only KFC Indonesia but all of KFC franchises in all over the world, from time to time must have been made with a "thorough understanding" of how to combine color in food marketing. Further, the use of the same colors in the logo in all of the countries illustrates that the marketing managers of KFC would have acknowledged that the meaning of combination of white, red and black in the logo might be different in every country that has different culture.

Moreover, the combination of the color used in the entire video is also useful in creating the meaning of the story performed in the video advertisement. Since color "has always been used

as a semiotic resource” (Kress and van Leeuwen, 2006, p. 227). Besides, in food advertising and marketing, it is important to use the right color. The use of right color has the effect on the perception and expectation of flavor and taste of the food products, since it will affect targeted costumers manners in purchasing the food products (Zaki, 2013). Moreover, Zaki (2013) emphasized that the proper use of color as the part of visual item is vital. That is why the food marketers need to understand that not just the color of the food itself but the color used in packaging, and of course in advertisement, can influence consumers’ interest to purchase the product. Consequently and hopefully, this will lead to a successful advertising that can sell more products.

There are some imperfections of this study that can be used as the new research ideas for further studies. First, the study focused only on one company so that the next studies could analyze and compare more than one culinary company in a research. Second, this study investigated only the multimodal elements proposed by Anstey and Bull (2010). Hence, the other researchers could analyze the video advertisement by using the other theory of multimodal stated by the other linguistics expert. Finally, this study has not analyzed the advertisement based on systemic functional grammar analysis proposed by Halliday and Matthiessen (2014) thus far. Therefore, the other researchers could observe the use of SFL in the same video advertisement.

CONCLUSION

This study discloses the research gap of multimodal analysis in the advertisement of international culinary franchises. This study analyzed four multimodal elements of KFC Indonesia’s video advertisement including linguistics analysis, visual analysis, audio analysis and gestural analysis. The analysis was conducted by using Anstey and Bull (2010)’s theory. The result of this study discovered that the use of linguistics element in the video advertisement could maintain the process of informing the new policy of KFC Indonesia during the pandemic. The linguistics element also sustained the aim of the advertisement to influence the costumers to keep purchasing their product with the new selling strategy.

Further, the analysis of visual and gestural analysis of video advertisement of KFC Indonesia found out that the video covered the criteria of good advertisement in using the visual and gestural element. In other words, the video contained the combination of good visual and gestural element in attempting to promote their products to the costumers. Moreover, the analysis determined that the audio element in the video has tried to create a good ambiance for the video. However, the use of back sound could disturb viewer’s attention in watching the advertisement.

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