
Multimodal Analysis of “Teh Pucuk Harum”

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ARTICLE INFO	ABSTRACT
<i>Received</i> 13/06/2020 <i>Revised</i> 03/07/2020 <i>Accepted</i> 19/07/2020	<i>The best way to provide information as quickly and correctly that it is conveyed to consumers is a good advertising. So the buyers can see the advertisements delivered before buying something that they want. Multimodal analysis is one way how to analyze an object that we shown from a visual of it. Teh Pucuk is one of an advertisement that showing a multimodal analysis that we can see from the descriptive of the information of Teh pucuk and also about a visual design of it.</i>
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I. INTRODUCTION

Language is one of the communication tools used to be able to convey and receive the information needed. Language can also be delivered through media such as television, radio, newspapers, and others. Language can be delivered via television, namely advertising. Through advertising, someone can understand what is being conveyed. With the advertisement aiming for the audience to be interested and buy the product advertised.

Cook (2001) points out that the function of advertisements is to inform, persuade, remind, influence, and perhaps change opinions, emotions, and attitudes. In short, advertisements do not only sell products but change society and make people buy things they do not want or need through visuals and language used to attract attention.

A drink (beverage) is a liquid intended for human consumption. In addition to their basic function of satisfying thirst, drinks play important roles in human culture. Common types of drinks include plain drinking water, milk, coffee, tea, hot chocolate, and soft drinks. Tea, the second most-consumed drink in the world, is produced from infusing dried leaves of camellia Sinensis shrub, in boiling water. Advertisement is a powerful tool of communication to persuade people to buy the product advertised (Dyer, 1996).

Advertising is one of the media to receive and convey information quickly. The purpose of these advertisements is to attract attention or persuade others to be attracted to their advertisements even with the hope that even more is to be able to buy the products they convey through the ad itself. Hereby, the advertisement plays an important role in conveying the message of the product. Advertisement, in a simple word, means drawing attention to something or notifying/informing something to somebody (Dyer, 1996). In this study, the researcher takes data; “The Pucuk Harum” from the internet.

II. LITERATURE REVIEW

One of the theories available for analyzing media discourse is the one introduced by Kress and Van Leeuwen (2006) namely grammar of visual design. It presents a framework for analyzing and understanding visual images and the interaction between verbal and visual components in media discourses. Gunther Kress and Theo Van Leeuwen, two forerunners of a comprehensive theory of visual communication, have considered semiotic modes other than the language in various kinds of discourses. They point out the changing patterns in mass communication where the boundaries between language and visual elements in printed material are becoming less in number. Kress and Van Leeuwen indicate that all texts are multimodal (1998), to mean paralinguistic means of communication such as rhythm, intonation, facial expressions, gesture, etc. accompanying spoken language, and written language are always a visual composition of marks on a page. They argue that most work done in CDA has focused on verbal texts or the verbal parts of multimodal texts. With their theory of grammar of visual design, they intend to broaden the approach suggested by CDA, to include the structure and use of images. The important role of images in newspapers, magazines, public relations materials, advertisements, and various kinds of books is noted (Kress & Van Leeuwen: 1996).

Just as Lim (2004) said that “we live in a multimodal society, which makes meaning through the co-employment of semiotic resources” (p.52). Nowadays, multimodal communication, instead of monomodal communication, has become the mainstream of communication of human beings. The majority of newspapers and magazines add visual images concerned with the contents of newspaper and magazine articles to help readers have a thorough understanding of topics and contents of newspaper and magazine articles. These visual images such as pictures, photos, and caricatures, etc are adapted to transmit the information of newspaper and magazine articles. Multimodality is one of the characteristics embedded in these discourses.

Multimodality views communication and representation as more than language; it places more attention on other modes of communication such as the visual mode of images, gesture, gaze, posture, color, typography, composition, etc. (Van Leeuwen, 2005; Kress and Van Leeuwen, 2006; Machin, 2007; Jewitt, 2009) claiming that these elements transfer and generate meaning, especially concerning each other. Kress and Van Leeuwen (2006) state the meaning potential of individual elements is the element's ability to convey meaning. However, it is possible to realize an element's full meaning only if it exists as a collective whole (Machin, 2007; Kress & Van Leeuwen, 2006). The mission of Multimodal Discourse Analysis (MDA) is to understand the power and meaning of texts activating several modes (such as visual, verbal, and aural) (Kress and van Leeuwen, 2006; Machin, 2007; Jewitt, 2009). The systematic deconstruction of texts through semiotic analysis is possible with this new trend in discourse analysis. MDA has been used in the analysis of a wide range of domains, e.g. the analysis of magazine covers (Machin & Thornborrow, 2003), magazine advertisements (Bell & Milic, 2002), movies (Maiorani, 2007), children's storybooks (Guijarro & Pinar Sanz, 2008), online advertisements (Harrison, 2008), beauty product ads (Harrison, 2008), moving images (Maiorani, 2007), commercials (Nina-Pazarzi & Tsangaris, 2008), cosmetic surgery leaflets (Martinez Lirola & Chovanec, 2012), and surgical websites (Moran & Lee, 2013). To Jewitt (2009) there are three different approaches to conduct multimodal analysis. The first approach is referred to as the social semiotic multimodality (Jewitt, 2009). This approach focuses on meaning-making through choices (Jewitt, 2009). The second approach is MDA, which was also developed by Kress and Van Leeuwen (2001) and follows Halliday's work. The distinction between these two approaches is their emphasis on the sign-maker. While the social semiotic multimodality approach places a higher emphasis on the sign-maker, the MDA approach places low emphasis on the sign-maker (Jewitt, 2009). Finally, the third approach that Jewitt outlines is the multimodal interactional analysis. As Jewitt (2009) points out, this approach addresses a dimension of the social semiotic that conventional multimodal analysis does not seem to

commonly address and focuses on how multimodal texts are interfaced with and mediated by people. The approach that will be utilized in this study is MDA, following the program of Kress and Van Leeuwen (2001; 2006) and Machin (2007).

III. METHODS

This study uses a descriptive content analysis. It is called descriptive because it is designed to obtain information, to determine the nature of the situation as it exists and finally describe what exists in the current study. Those who engage in this form of inquiry support a way of looking at research that honors an inductive style, a focus on individual meaning, and the importance of rendering the complexity of a situation (Creswell. 2007). The researcher takes the data by download from an internet source and chooses the best advertisement is "Teh Pucuk Harum".

Teh Pucuk Harum is made from the tip of the tea leaf, hygienically produced with advanced technology AST (Advanced Sterilizing Technology) to give you the extraordinary refreshment.

IV. FINDINGS AND DISCUSSION

Mayora is a well-known producer of food products. Its products are popular and are known by the wider community. Mayora was founded in 1977 and has developed into a large food product company. Mayora Group became a public company in 1980, and in later developments expanded to become an ASEAN-based company. Mayora established production facilities and marketing offices in several Southeast Asian regions. Mayora products have been sold to many countries around the world. Mayora has a modern logistics system, good warehouse management, and a strong distribution network. The product is of high quality and brings Mayora to get appreciation and appreciation. Mayora was awarded the "Top 100 Exporter Companies in Indonesia" from Swa magazine, "Top Five Best Managed Companies in Indonesia" from Asia Money, "Top 100 public listed companies" in 2009 and 2010, "Best Manufacturer of Halal Products" in 2004 by MUI.



Figure 1. The Advertisement of "Teh Pucuk Harum"

Pucuk Harum Tea, a tea beverage product from Mayora. This drink is made from selected tea leaves, the best part for making tea drinks. This tea product is combined with the jasmine aroma to create the best tea flavor. This beverage product is packaged practically, so it's easy to carry anywhere. This product utilizes advanced technology in the production process, namely AST technology (Advanced Sterilizing Technology). The natural processing of this drink guarantees the taste of fresh tea just like the newly made tea drink. Fragrant Pucuk Tea is also free from preservatives; this drink can last up to 1 year. Fragrant Pucuk Tea is made from natural ingredients that are free of coloring and artificial sweeteners.

From the type of advertisement "Teh Pucuk Harum" above, we can see how the message is conveyed to viewers or consumers so that the product can be attracted to the wider community. But, the purpose of this "Teh Pucuk Harum" advertisement is to persuade buyers to enjoy this

drink. From this advertisement, we can see that this type of drink is from pure tea leaves, which we can prove that the " Teh Pucuk Harum " drink itself is in the middle of the "daun teh" garden. this shows that this type of tea is native to tea leaves. then we can see that the position of the drink bottle itself is above the top of the tea leaf. This tells viewers that not only from the original tea garden but also the " Teh Pucuk Harum " drink itself is taken from the top of the tea. what we know is that tea tops are the best and most nutritious. the persuasion or seduction of the advertisement " Teh Pucuk Harum " itself so that consumers who want to buy nutritious drinks is this drink, which is all-natural from the top.

V. CONCLUSION

One of the best ways to persuade or seduce consumers to buy our products is by advertising our product sales. We can do product advertisements in various ways, for example, the type of product model, or even show the authenticity of a product that we produce. From the advertising products "fragrant tea" above we can see that the uniqueness of their advertisements is to display the authenticity of their beverage products.

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