

**MULTIMODAL IN *BABY SKIN* OF MAYBELLINENEW YORK
ADVERTISEMENTS**

A GRADUATING PAPER

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Degree in English Literature



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A FINAL PROJECT STATEMENT

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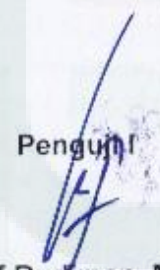
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ABSTRACT

MULTIMODAL IN *BABY SKIN OF MAYBELLINE NEW YORK* ADVERTISEMENT

By

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Among many kinds of mass media, the internet is one of a popular forms of mass media that has become an effective way for the company to persuade the consumers to buy the products. Multimodal discourse analysis provides the tools and techniques to analyze texts which employ more than one mode of discourse. This research analyzes multimodal texts consisting of both verbal texts and visual images i.e. in the forms of print advertisements.

This study aims to describe and to analyze multimodal texts particularly in texts consisting of both verbal texts and visual images in Baby Skin of Maybelline New York advertisements that found in website www.maybelline.com. To analyze the data, this research uses the descriptive-qualitative method. The writer reads the texts and the images in Baby Skin of Maybelline New York advertisements. Then, the writer classifies and analyzes the data based on the verbal and visual components by applying generic structure potential by Cheong and finally the writer analyzes the relationship between verbal texts and visual images using intersemiotic complementarity by Royce.

Based on Cheong's theory, those four advertisements have the generic structure potential in the form of visual and verbal components. The visual components of the advertisement include *lead*, *display* and *emblem*. Whereas, in terms of verbal components, two advertisements have *announcement*, *enhancer*, *emblem*, *tag*, and *call and visit information* (Babe Skin UV Block and Baby Skin Instant Pink Transformer) while the two others have *announcement*, *enhancer*, *emblem*, and *call and visit information* (Baby Skin Pore Eraser and Baby Skin White). According to Royce's theory of the intersemiotic complementarity, it can be seen that there is the sense of relations between the verbal text and visual images. Those sense of relations are *repetition*, *collocation* and *meronymy* which are found in every advertisements. Based on the whole analysis, it concludes that verbal texts and visual images interact each other to make meaning.

Key words: *multimodal, generic structure potential, intersemiotic complementarity, print advertisements*

ABSTRAK

MULTIMODAL PADA IKLAN *BABY SKIN MAYBELLINE NEW YORK*

oleh

Kinkin Muslimah

Di antara berbagai jenis media massa, internet merupakan salah satu media yang paling populer yang kini telah menjadi alat yang efektif bagi perusahaan untuk membujuk konsumen untuk membeli produk. Analisis wacana multimodal menyediakan alat dan teknik untuk menganalisis teks-teks yang mengandung lebih dari dua model wacana. Penelitian ini menganalisis teks multimodal yang terdiri dari teks verbal dan gambar visual dalam bentuk iklan cetak.

Penelitian ini bertujuan untuk mendeskripsikan dan menganalisa teks-teks multimodal yang terdiri dari teks verbal dan gambar visual dalam iklan Baby Skin Maybelline New York yang terdapat di situs web www.maybelline.com. Untuk menganalisis data, penelitian ini menggunakan metode deskriptif kualitatif. Penulis membaca teks dan gambar yang ada di dalam iklan Baby Skin Maybelline New York. Kemudian, penulis mengklasifikasikan dan menganalisis data berdasarkan teks verbal dan gambar visual dengan menggunakan *theory generic structure potential* Cheong dan selanjutnya penulis menganalisa hubungan antara teks verbal dan gambar visual dengan menggunakan teori *intersemiotic complementarity* Royce.

Berdasarkan teori Cheong, empat iklan Baby Skin Maybelline New York memiliki *generic structure potential* yang berupa komponen visual dan verbal. Komponen visual meliputi *lead*, *display* dan *emblem*. Sementara, dari segi komponen verbal, dua iklan terdiri dari *announcement*, *enhancer*, *emblem*, *tag*, *call and visit information* (Baby Skin UV Block dan Baby Skin Instant Pink Transformer) sementara dua iklan yang lain hanya terdiri dari *announcement*, *enhancer*, *emblem*, dan *call and visit information* (Baby Skin Pore Eraser dan Baby Skin White). Menurut teori *intersemiotic complementarity* yang dinyatakan Royce, dapat dilihat bahwa ada hubungan arti antara teks verbal dan gambar visual. Hubungan arti tersebut berupa *repetisi*, *lokasi* dan *meronymy* yang ditemukan di setiap iklan. Berdasarkan keseluruhan analisis, dapat disimpulkan bahwa teks verbal dan gambar visual berinteraksi satu sama lain untuk membangun sebuah makna.

Kata kunci: *multimodal*, *generic structure potential*, *intersemiotic complementarity*, *iklan cetak*

MOTTO

False means to be revised

Failed means try again

Fall means to come up

But ...

If we give up, means all things will be ended

(Kinkin)



DEDICATION

I DEDICATE THIS THESIS TO:

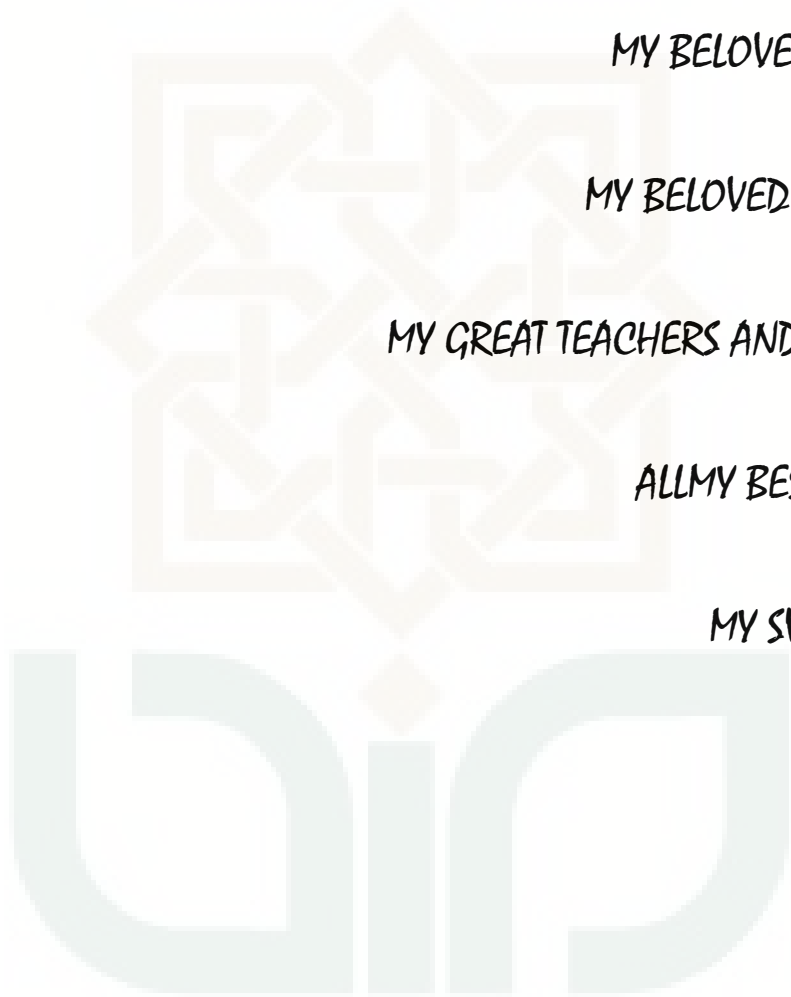
MY BELOVED PARENTS

MY BELOVED BROTHERS

MY GREAT TEACHERS AND LECTURES

ALL MY BEST FRIENDS

MY SWEETHEART



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The writer realizes that this graduating paper is not perfect yet. Hence, the writer openly welcomes the criticism and suggestion to make this graduating paper gets improved.

Yogyakarta, 16 January 2015

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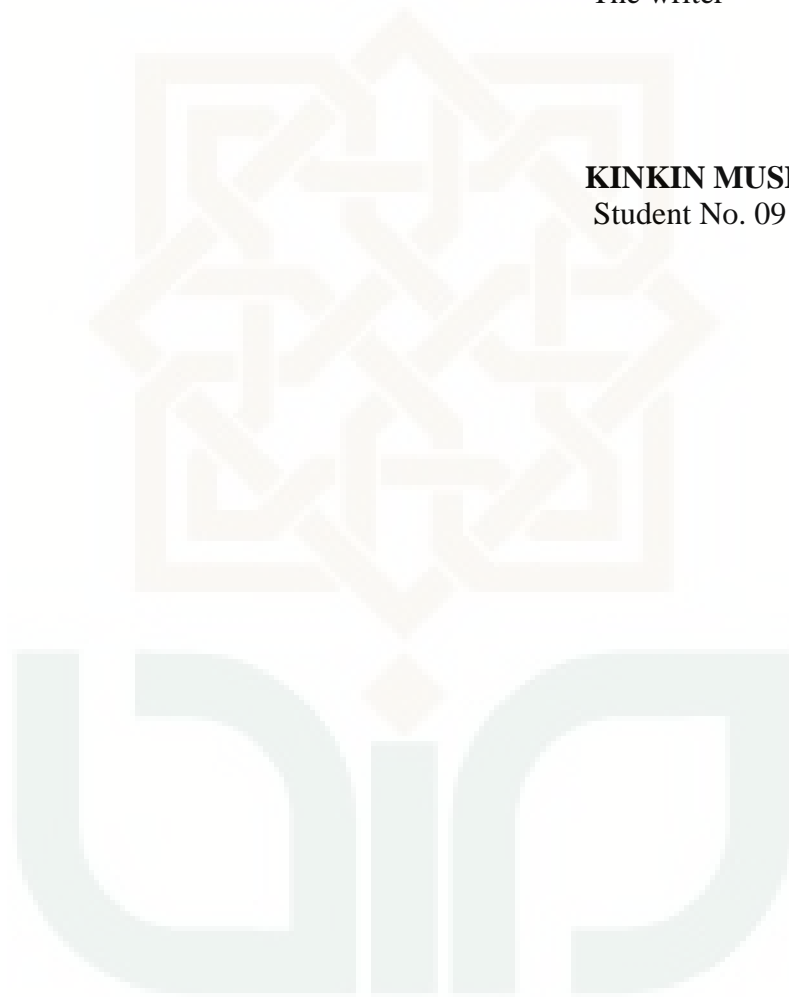


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CHAPTER I

INTRODUCTION

1.1 Background of Study

Advertisement is one of the communication tools used by advertisers to promote or inform a product or a service. According to Moriarty, Mitchell, and Wells, advertising is a type of marketing communications. It is a general term that refers to all forms of communication, used by marketers to reach their customers and convey the message (2011: 6). It means that the purpose of making an advertisement is to persuade the costumers to buy the advertised products.

Moreover, the advertisers have many media to promote their products or services. The media are internet, billboard, television, banner, poster, magazine, newspaper, and many others. Internet is one of the popular media used to publish and promote the products or the services. As the growth of increasingly advanced technology, the Internet seems to have become a daily consumption of human life and the business world (www.apjii.or.id). In this era, people often use or waste the time for accessing the internet. Therefore, the advertisement on the internet becomes an effective way for the company to persuade the consumers to buy the products.

Advertising products in the internet is also beneficial. The benefit is not only for the advertiser, but also for the consumers. For the advertiser, firstly, they can promote their product widely without the limitation of place and time. Secondly, the design of the advertisment can be fixed with various type of internet

application. The last, internet is an effective tool to increase advertiser's income with a cheap budget. For the consumers, internet makes them easy to shop the products without visiting the outlet directly. It means, that the consumers can save their time. Moreover, the consumers can shop anytime and anywhere they want. The consumers only need to visit the site of the certain product then they can search and buy the products.

One of the advertisements on the internet is cosmetic advertisement. In fact, cosmetics is one thing that cannot be separated from women's world. By using cosmetics, they will get beautiful face, healthy skin; increase attractiveness through make-up; self-confidence; ultraviolet rays protection; prevent aging; and more appreciate themselves. Since the cosmetics is important not only for the beauty but also the health, people start to aware of cosmetics necessities. From this, many cosmetic industries develop and create various kinds of cosmetics realized in various kinds of colors, packages, and usages as well as the functions or benefits that contained in the cosmetics.

There are many reasons which persuade the consumers to choose certain products. It may be caused by the function of cosmetics, the ease of using the cosmetics or the impact of the product. Even, it may be also caused by the advertisement of the products. By looking at the last possible reason, the advertiser should make the interesting and suitable advertisement. It is proposed to make the message of the advertisement can be well-accepted by the consumers and get the positive response from them.

There are many ways that can be applied by the advertisers to make an interesting advertisement. One and the most often way that is used involving the celebrity in the advertisement. By involving the celebrity in advertisement hopefully can support the credibility of the products, because celebrities are considered to have the capability to transfer their attribute, skill, and style directly through brand name that they advertise. So it will bring the impact for building brand's credibility.

One of the cosmetics company which involves celebrity in their advertisements is Maybelline New York. Maybelline New York is one of the world's leading cosmetics brand. This company also promotes its products through the internet and website. Maybelline New York advertises their products by using the website at www.maybelline.com and it makes people easy to find more information about Maybelline New York products. Maybelline New York is the cosmetic company which specifies products for women. Maybelline New York is available in over 129 countries (www.facebook.com). Maybelline New York cosmetic products include lip gloss, lip balm, foundation, powder, eye liner, eye brow, eye shadow, mascara, removers and many more. One of the new product of Maybelline New York is a Baby Skin cream. The Baby Skin has four products: they are Baby Skin Pore Eraser, Babe Skin UV Block, Babe Skin White, and Baby Skin Instant Pink Transformer.

The advertisement of Maybelline New York's Baby Skin is chosen as the subject of this research because of two reasons. The first reason is Baby Skin product is one of the new and best seller products (www.target.com). The second

reason is Baby Skin advertisements have the uniqueness. The uniqueness can be found in the image that is used by the advertiser. In fact, this product is for teenager but the advertiser involves the image of baby. From this, it seems the advertiser has certain message to be delivered to the consumers. Moreover, the advertisement of Baby Skin uses two components which can build the great advertisement. These components are verbal texts and visual images.

In this advertisements, the reader find two components i.e. verbal texts and visual images. Then, in analyzing this kind of advertisements, the terms multimodal appears. 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 techniques to analyze the text which employ more than one modes of this discourse (Nugroho, 2009: 71).

Based on those explanations, the writer is interested to conduct the research entitled “Multimodal In Baby Skin Of Maybelline New York Advertisements”. Here the writer takes four Baby Skin advertisements they are Baby Skin Pore Eraser, Babe Skin UV Block, Babe Skin White, and Baby Skin Instant Pink Transformer. Furthermore, in this research the writer wants to look at how the semiotic resources in four Baby Skin advertisements express meanings and how the linguistic elements strengthen the meaning of the visual ones. To analyze this advertisement, the writer applies the theory of Generic Structure Potential suggested by Cheong and the theory of Intersemiotic Complementary suggested by Royce.

1.2 Problem Statements

Based on background of study, there are two main problems of this research:

1. How do visual and verbal components of the advertisements *Baby Skin of Maybelline New York* express meanings?
2. How do the linguistic elements and the visual elements strengthen each other's meaning in the advertisements *Baby Skin of Maybelline New York*?

1.3 Objectives of Study

Related to the problems statements above, the objectives of this research are:

1. to describe how visual and verbal components of the advertisements *Baby Skin of Maybelline New York* express meanings.
2. to describe how the linguistic elements and the visual elements strengthen each other's meaning in the advertisements *Baby Skin of Maybelline New York*.

1.4 Significance of Study

This research has the significance theoretically and practically. Theoretically, the result of this research is expected to give contribution as a source to the study of multimodal in the advertisements especially how the elements (visual and linguistic) express meanings and the relationship between verbal text and visual image in the print advertisement.

Practically, this research can give contribution to the following parties:

a. Students

This research is significant to give information about the study of multimodal in the advertisements, particularly, how the elements (visual and linguistic) express meanings and the relationship between verbal text and visual image in the advertisements.

b. Lecturers

This research can be used as an additional material to the study of multimodal in advertisement to help them and to teach how the elements (visual and linguistic) express meanings and to explain the relationship between verbal text and visual image in the advertisements.

c. Other researchers

The result of this research can stimulate them in conducting further research concerning the study of multimodal in advertisement, especially how the semiotic resources in this advertisements express the meanings and how the linguistics elements strengthen the meaning of the visual elements and vice versa.

1.5 Literature Review

There are two prior researches that have relationship with this research. The first, entitled “The Generic Structure of Print Advertisement of Elizabeth Arden’s INTERVENE: A Multimodal Discourse Analysis”, written by Aylanda Dwi Nugroho from Petra Christian University, Surabaya, 2009. The second prior research is “Multisemiotic Synergy In Soklin Smart Print Advertisement” by Yusnita Febrianti from State University of Malang, 2014.

The first paper discusses about the generic structure of print advertisement and a multimodal discourse analysis. The researchers uses two main theories to analyze and to describe the research, they are theories of generic structure potential by Cheong (2004) and intersemiosis of the linguistic and the visual resources by Wee (2009). The data of this study is Elizabeth Arden print advertisement at a moisturizing cream Intervene, taken from website (www.elizabetharden.com). The method of this analysis is descriptive-qualitative method. As the result, that the interplay of the verbal texts and visual images has proven to be very effective in the meaning and making process of this advertisement. Then, every visual and linguistic item in the advertisement is arranged very well so they complement and support each other to project the positive image to attract the consumers to buy the product.

The second paper discusses about the analysis of “Multisemiotic synergy in SoKlin Smart Print Advertisement”. The researcher uses the theory of generic structure potential by Cheong and intersemiosis complementarity by Royce. The subject of this study is SoKlin Smart print advertisement taken from women’s magazine in Indonesia. The method of this analysis is descriptive-qualitative method. The description of this research is how the language in a multisemiotic text of this advertisement to make unified meanings via the verbal text and visual images and their relationship.

The difference of those researches and this research is the subject of analysis. The subject analysis of this paper are four *Baby Skin* of Maybelline New York advertisements. They are *Baby Skin Pore Eraser*, *Babe Skin UV Block*, *Babe*

Skin White and *Baby Skin Instant Pink Transformer*. The data taken from website (www.maybelline.com) on internet. Meanwhile, this research uses similar theory of Cheong's *Generic Structural Potential* and theory of Royce's *Intersemiotic Complementarity*. This research uses the same method that is descriptive-qualitative of the analysis. Thus, the writer states that this research is new and different from the prior researches.

1.6 Theoretical Approach

The print advertisement is based on the verbal texts and visual images. There are two main theories that are used in this research. Those theories are generic structure potential by Cheong and intersemiotic complementarity by Royce.

The theory of generic structure potential is used to find and to describe the components of print advertisement. According to Cheong, there are two components in print advertisement, they are visual and verbal components. The visual components consist of *lead*, *display*, and *emblem* while the verbal components (the linguistic) are formed by several elements. They are *announcements*, *enhancer*, *emblem*, *tag*, and *call-and-visit information* (as cited in Febrianti, 2014: 351).

The theory of intersemiotic complementary is used to analyze and to describe the meaning relations between the visual images and verbal texts in the data. The intersemiotic complementary theory consists of six categorized

experiential metafunctions. They are *repetition*, *synonymy*, *antonymy*, *meronymy*, *hyponymy* and *collocation* (Royce, 1999: 141).

1.7 Method of Study

1.7.1 Type of Research

To describe and to analyze the data of the analysis, the writer uses the qualitative method. According to Mahsun, qualitative analysis focuses on meaning explanation, description, purification, and data placement on their context and it often describes data by using the words rather than number (2007: 257). The qualitative method is taken by analyzing, collecting data, collecting information, and interpreting data.

1.7.2 Data Sources

The data used in this research are four *Baby Skin* of Maybelline New York advertisements chosen by the writer from official website <http://www.maybelline.com/Products/Face-Makeup/Primer/Baby-Skin-InstantPore-Eraser.aspx> (Baby Skin Pore Eraser), <http://www.maybelline.com/Products/Face-Makeup/Primer/Babe-Skin-White-UV-Block.aspx> (Babe Skin UV Block), <http://www.maybelline.com/Products/Face-Makeup/Primer/Babe-Skin-White.aspx> (Babe Skin White), and <http://www.maybelline.com/Products/Face-Makeup/Primer/Baby-Skin-Instant-Pink-Transformer.aspx> (Baby Skin Instant Pink Transformer) internet (reprinted with kind permission from Maybelline New York).

1.7.3 Data Collection Technique

In this research, the writer uses the documentation technique. In this case there are several steps to collect the data:

1. Downloading the advertisement to be analyzed.
2. Reading and examining carefully the texts and the images contained on the advertisements.
3. Identifying the data.

1.7.4 Data Analysis Technique

In analyzing the data, this research uses a descriptive analysis technique to get the result and the conclusion. The writer needs to read the texts and to analyze the pictures in Baby Skin of Maybelline New York advertisements. The writer classifies and analyzes the data based on the verbal components and visual components in Baby Skin of Maybelline New York advertisements. Then, the writer analyzes the relationship between verbal text and visual image in these advertisements using the intersemiotic complementarity theory by Royce. Finally, the writer draws conclusion.

1.8 Paper Organization

This graduating paper is divided into four chapters. The first chapter explains the background of study, problem statements, objectives of study, significances of study, literature review, theoretical approach, method of research, and paper organization. The second chapter explains the theoretical background.

The third chapter explains about the data analysis and the research finding. The last chapter is the conclusion of the research.



CHAPTER IV

CONCLUSION

4.1 Conclusion

Based on the problem statements on this research, the writer finds the result in analyzing the *Baby Skin* of Maybelline New York advertisement. Actually, the four advertisements used by the writer to answer the problem statement i.e. *Baby Skin Pore Eraser*, *Babe Skin UV Block*, *Babe Skin White*, and *Baby Skin Instant Pink Transformer* has both visual and verbal components. Based on generic structure potential by Cheong and intersemiotic complementarity by Royce, both of those components have the meaning and they interact each other to deliver the message of the advertisements to the consumers.

Based on Cheong's theory, those four advertisements have the generic structure potential in the form of visual and verbal components. The visual components of the advertisement include *lead*, *display* and *emblem*. Whereas, in terms of verbal components, two advertisements have *announcement*, *enhancer*, *emblem*, *tag*, and *call and visit information* (*Babe Skin UV Block* and *Baby Skin Instant Pink Transformer*) while the two others have *announcement*, *enhancer*, *emblem*, and *call and visit information* (*Baby Skin Pore Eraser* and *Baby Skin White*).

Both verbal texts and visual images in the advertisements work together to make the consumers understand the messages of the advertisements. If the consumers only see the advertisement in the form of visual images without any

explanations from verbal texts or vice versa, they will get confused and they will not understand the real messages of the advertisement itself. For the example, the messages which is delivered through the image of the product will not be understood well if it is not supported by the verbal explanation which are found in announcement or enhancer.

According to Royce's theory of the intersemiotic completeness, it can be seen that there is the sense of relations between the verbal text and visual images. Those sense of relations are *repetition*, *collocation* and *meronymy* which are found in every advertisements.

Based on the whole discussion, it can be concluded that the verbal texts of the advertisements strengthen the visual images and vice versa. Cooperation between verbal texts and visual images is to deliver the messages of the advertisements to the consumers. The relation of them resulted in the positive response from the consumers to the product.

Furthermore, this research also has the relation with religion value. Here, the act of promoting something is considered as *dakwah*. The act of *dakwah* develops more along with the development of science and technology. *Dakwah* through the writing (*dakwah bil qalam*) can be done by using printed media. Baby Skin of Maybelline New York advertisement is one of advertisements which calls on women to clean their face and appear with the beautiful appearance. Beautiful appearance is one of the forms of beauty. Then, the beauty is one of the things which is loved by Allah SWT. As said in the hadith:

“Truly, Allah is beautiful and loves beauty” (Rasulullah SAW).

4.2 Suggestion

The writer has two kinds of suggestion. The first suggestion is for the future researchers and the second one is for the advertisers.

For the future researchers:

The generic structure potential and intersemiotic complementarity theories can be applied to analyze all kinds of print advertisement. Therefore, the writer suggest the future researcher to apply those theories on different kinds of print advertisement and many others to see the relations of visual images and verbal texts in the print advertisements.

Furthermore, the writer also suggests the future researcher to analyze the visual images deeper. Perhaps, it can be done by focusing on the colors used in the advertisements since the certain choice of the colors may have certain messages from the advertiser.

For the advertisers:

Verbal texts is an important component in print advertisements. It is important because through the verbal texts written in the print advertisements, the consumers can know and understand the purpose of the advertisements. Then, the writer suggests the advertisers to choose the right and simple words that exactly represent the messages of the advertisements.

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