

CHAPTER I

INTRODUCTION

A.1 Background of the Research

Nowadays, advertising has an essential role in people's lives. Various advertisements treat many people for products that have appeared in the mass media. From several products, one of them is beauty and skincare products. The word "beauty" is closely related to women; thus, advertisements use women as models who tend to have beautiful and shining faces. Among the many skincare advertisements spread in the community, they only show the "beauty" that radiates from the skin. There are not many advertisements that use different concepts, though by using different concepts, the product will have its characteristics. According to Dyer (1993), advertisement means drawing attention to something or notifying or informing someone or something. The message in the advertisement can be conveyed appropriately by providing a clear, engaging, and different concept from the others. The advertising concept developed is usually under the circumstances or situations of the intended consumer area in order for the message to be conveyed.

According to data from global religious futures in 2019, the moslem population in Indonesia in 2010 amounted to 209.12 million people, or 87.17 percent of the total population of 239.89 million inhabitants. Because moslems constitute the majority of Indonesia's population, they must consume and use halal-certified products. Cosmetics/skincare is one of the halal products that the

majority of people, particularly women, consume or use. Most women require cosmetics to enhance their appearance and to keep their bodies and faces healthy. Every cosmetic in circulation in Indonesia today is not only produced domestically, but many products are produced and imported from other countries. Because of today's media power, there are numerous skincare advertisements in the form of videos and posters on social media platforms such as *YouTube, Instagram, Facebook, and TikTok*. Many corporate advertisers are now creating something new, both in terms of ingredients and concept, in their product advertisements.

There are two types of signs in advertising: verbal (including spoken and written language containing words, phrases, and sentences) and nonverbal (including nonspoken and written such as images or video). Advertising a commercial product can be done in various ways, including displaying it on billboards along the road, street banners, and through mass media such as a newspaper, radio, television, and the internet, which a large number can see of people.

The use of visual and verbal elements in commercial advertising ensures that readers understand the meaning of the sign conveyed by the advertiser. Meaning in communication is not limited to words alone. It can be built with various visual, aural, behavioral, and other codes (Kress and Van Leeuwen, 2006). This is in line with the concept from one of SFL's branches, Multimodal. The use of multiple modes of communication at the same time to add meaning is referred to as multimodal communication. Advertisers, it appears, will not randomly arrange

multiple images with text on them but rather for full semantic purposes. Metafunctions, according to Halliday (1994), can express the semantic purpose. Communication has three metafunctions: ideational, interpersonal, and textual.

In Kress and Van Leeuwen's (2006) visual grammar, the ideational metafunction is referred to as representational meaning. It is discussed in narrative and conceptual representation by analyzing the presented participants (all entities presented in the picture). The representation of objects and their relationships by the semiotic system outside the representational system or in the context of culture is represented as representational meaning. Furthermore, they stress the importance of any semiotic mode reflecting aspects of the world as perceived by humans.

One of the major skincare brands from Malaysia, *Safi* skincare, hereby presents an advertising concept different from most other skincare product advertisements. *Safi* shouts halal skincare using moslem women that wear hijab as their model. *Safi* highlights not only the beauty of the skin but also shows how moslem women are cheerful, independent, tough, and free to make their choices both at work and in other activities. This certainly attracted the attention of the audience, especially Indonesian women, when they saw this advertisement from *Safi*. As well as other advertisements, *Safi* ads contain elements to convince people about the "beauty" they will get like the model, such as the illustration of the skin would get better, some protection for the skin in some circumstances, and some persuasive written language. These verbal and non-verbal language

elements create meaning that can be analyzed using representational meaning on visual grammar by Kress and van Leeuwen based on systemic functional linguistic theory by Halliday. Therefore, the researcher is interested in taking Safi's advertisement as the data to be analyzed.

A.2 Problem of the Research

1. What are ideational meaning for verbal features shown in SAFI videos advertisement?
2. What are the representational meaning for visual features shown in SAFI videos advertisement?
3. How is the representation of moslem women shown through visual and verbal features by SAFI in its advertisements?

A.3 Objectives of the Research

1. To analyze the ideational meaning for verbal features constructed in SAFI videos advertisement.
2. To analyze the representational meaning for visual features constructed in SAFI videos advertisement.
3. To find out the representation of moslem woman through visual and verbal features in SAFI advertisement.

A.4 Significances of the Research

This thesis is intended to be useful both practically and academically. This research is expected to provide some information to the readers. Furthermore, it is anticipated that the findings of this study will be useful for:

1. Theoretical Significance

Hopefully this research can give the readers better understanding about enriching the study in field of linguistics field especially on ideational and representational meaning of commercial advertisement.

2. Practical Significance

Practically, this research is expected to be useful for the following parties :

a. Students

This research is significant to gives information about the study of Critical Multimodality Discourse especially the ideational and representational meaning in commercial advertisement.

b. Lecturers

This research can be used as the material and example in teaching about the Critical Multimodality Discourse especially ideational and representational meaning in visual and verbal features.

c. Other cosmetics/beauty products

This research can help other beauty products as examples or references in advertising their products because this research does not only explore the

theoretical side of the field of study but also explores how a product uses other concepts in its advertisement.

A.5 Limitation of the Research

In this research, the researcher focused on analyzing the ideational meaning using Halliday's Systematic Functional Linguistic theory (2004) for the verbal features in the ads, representational meaning for visual features as well as investigating how moslem women are represented visually and verbally in advertisements such as looks, occupation, behaviour and character, words, phrases using Visual Grammar theory by Kress and van Leeuwen (2006) in SAFI Indonesia skincare videos commercial advertisement published on YouTube.

A.6 Definition of Key Terms

1. Multimodal Discourse Analysis

Multimodal Critical Discourse Analysis is a systematical approach to studying not only the language but also various semiotic modes in a media text, such as image, photographs, diagrams, or graphics.

2. Ideational meaning

According to Halliday (1985), ideational meanings are meanings about how we represent experience in language. We are always talking about something or someone doing something when we use language.

3. Representational meaning

Representational meaning refers to how semiotic systems represent objects and their relationships outside of the representational system or in the context of a culture.

4. Commercial Advertisement

Commercial advertisement refers to any advertisement whose primary goal is to promote the sale of goods or services by a commercial business or enterprise to the general public, or any significant portion thereof.

A.7 Organization of the Research Report

The researcher arranges the writing system in order to be systematic as follows :

1. Chapter I: INTRODUCTION

This chapter consists of Background of the Research, Problem of the Research, Objectives of the Research, Significance of the Research, Limitation of the Research and Organization of the Research.

2. Chapter II: REVIEW OF LITERATURE

It deals with literature review. It covers Theoretical Framework and Review of Related Studies.

3. Chapter III: METHODOLOGY

In this chapter describes research methods that contain type of the research, data and source of data, method of collecting data, technique of collecting data, and method of analyzing data.

4. Chapter IV: DATA ANALYSIS

It comprises the data analysis, which consists of finding results and discussion.

5. Chapter V: CONCLUSION AND SUGGESTION

It contains the conclusion and suggestion of the research.

