MULTIMODAL SEMIOTIC SYSTEM ANALYSIS ON ADVERTISING
AZAN SHOLAT
(Malaysia Version)

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Abstract: This research analyzed the multimodal of advertisement Azan Prayer Malaysia Version. Advertising both print media ads and electronic media ads is one text that has complexity of meaning. The complexity of the meaning that occurs because to convey the message in the ad not only used elements of language but also elements of nonverbal language and other visual means. Therefore, to understand the complexity of meaning needs to be done multimodal analysis in the ad. The multimodal analysis discussed in this study uses functional systemic linguistic theory (LSF). Multimodal model of analysis was developed from a combination of multimodal theory (Anstey & Bull, 2010), and multimodal analysis by Kress and Van Leeuwen (1996-2006). From the analysis of the advertisement Azan Prayer Malaysia Version obtained that this ad has multimodal semiotic system which includes linguistic, visual, audio, gestural, and spastial elements.

Keywords: Semiotics, Multimodal, Advertising

INTRODUCTION

Language is a tool of human communication in conveying ideas, ideas, feelings and statements. In other words humans can not be separated with the language, because humans in every activity will need the language as a very important thing in living the process of life. The language is not only in the form of verbal language that is spoken and written language, but also non-verbal language such as motion, sound, object, color and so on. In these communications both languages play an almost equal role, because by relying only on verbal language and without considering the non-verbal language, our understanding of something will be limited. This is consistent with what is said in Sinar (2012: 131) that verbal language alone without all motion, sound, color and material objects limits our
understanding of the complexity of an interaction and interactional meaning can have limited effect on a communication.

In conveying a message, humans perform various ways such as through lectures, lectures, announcements, signs or symbols, advertising, and so forth. All these activities definitely need a tool whose name is the language. In interpersonal interactions in the communication, Sinar (2012: 131) states that there are three important elements that take part in it, namely: verbal, sound or voice (spoken language) or graph (writing language) and visual. Verbal language is spoken and written language while the components of verbal language output is sound or voice and writing is a graph. Visual interaction is a non-verbal language that includes gestures, body language, and so on. The three elements of interpersonal interaction mentioned above sometimes have different roles, but sometimes have a balanced role in conveying the message.

In this study the authors will conduct an analysis of multimodal semiotics system against a Malaysian version of Azan advertisement to prove that the interpersonal elements referred to have their respective roles in conveying the message. Analysis of multimodal semiotics system is a thorough analysis of all who have the role of communication in conveying the message. As Norris in Sinar (2012) says that all interactions are multimodal. Multimodal analysis emphasizes that all means of communication play an important role both verbal and non verbal because the language contains meaning, content or informative content.

LITERATURE REVIEW

Multimodal theory

The multimodal theory used to analyze this Ad is a functional systemic linguistic theory (TLSF) initiated by Halliday. Halliday says that every language study is based on an approach. This means that no language studies are free of basic values or assumptions (Halliday, 1994: xvii). In the perspective of systemic functional linguistics (LFS) language is a system of meanings and other systems (ie a form and an expression (to realize that meaning.) This study is based on two fundamental concepts that distinguish LFS from other linguistic streams, namely (a) language is a social phenomenon which form as a social semiotic and (b) language is a text that is in conjunction with the social context, thus the study of language is inseparable from social context (Saragih, 2006: 1) Furthermore Saragih (2006: ii) explains that the theory of LFS determines that language has three functions in life, that is, describe, exchange, and assemble experiences. These three functions are called metafunctions (metafunction) language. Halliday (1994: 179) mentions the three components of the function as an ideational (describing), interpersonal (exchange), textual (text in assembling experience).

Sinar (2012: 2) the nature of discourse is the use of language, not only the barrel of language but more extensively its reach to the forms of interpretation, interaction, types of speech, genre, literary, science, education, children's essay children with - adults, adults, textbooks, translations, different registers, discussions or discussions, interviews, dramas, TV programs, and even a cutting edge multimodal discourse analysis approach to semiotic codes such as drawings, movies, symbols, comic strips, colors and various other visual aspects.
In this multimodal analysis the authors combine the two theories, namely the analysis of verbal texts on the metaphysical language ie ideational functions, interpersonal functions, and textual functions, the model put forward by Halliday (1994), while visual texts using multimodal analysis by Kress and Van Leeuwen (1996, 2006) and Cheong (2004). Sinar (2012: 134) explains that verbal and visual interactions consist of text resources including speech aspects such as intonation and other vowel characters as well as semiotic actions such as gesture (face, hand and body) and proksimik, facial expressions, body movement and posture gestures, eye contact (eyeo contact), touch, space, voice and technology products such as engraving, painting, writing, architecture, images and sound recordings, digital sound interactions media hardware and software.

Furthermore, Sinar (2012: 135) explains the meaning contained in the advertising message as mentioned by Cheong (2004) that the linguistic elements that reveal and essentially the meaning of advertising messages in this ad text are Announcement, Emblem, and Tag Call-and -visit information. Primary Announcement's primary message in the text provides an explanation that announcements are the only advertising message, and the catch-phrase aspect. In addition, an ad text also has a supporting message that interpersonally does not serve the main function of secondary announcement. It can be concluded that the verbal components and visual components include: announcement, enhancer, call-and-visit information, lead, display, emblem, tags, conversion, settings, additive, demand, social and equality, salience, and reactor.

Multimodal analysis emphasizes that all means of communication both verbal and nonverbal play an important role in generating meaning. Because the language contains meaning that is informative content (O'Halloran and Smith in Sinar, 2012: 133) say multimodal analysis includes analysis of any kind of communication that has text interaction and integration of two or more semiotic sources or means of communication to achieve the communicative functions of the text. The multimodal analysis discussed in this paper uses functional systemic linguistic theory (LSF). Multimodal model of analysis was developed from a combination of multimodal theory (Anstey & Bull, 2010), and multimodal analysis by Kress and Van Leeuwen (1996-2006). In multimodal analysis according to Michelle Anstey and Geoff Bull (2010) states that a text is called multimodal if the text is manifested from a combination of two or more semiotic systems. According to them, there are five multimodal semiotic systems in a text, namely: 1) Linguistic: vocabulary, generic structure and the grammar of oral and written language, 2) Visual: color, vectors and viewpoints in still and moving images, 3) Audio: volume, pitch and rhythm of music and sound effects, 4) Gestural: movement, speed and stillness in facial expression and body language, and 5) Spatial: proximity, direction, position of layout and organization of objects in space (Anstey & Bull, 2010).

Kinds of Multimodal Analysis
Furthermore, in multimodal analysis the composition is related to the presence of representational and interactive meanings with images according to Kress and Leeuwen (Sinar, 2012: 132) is done through three systems, namely:

a. Value information (information value). The attachment of the participant elements and the syntagma that connect them and each other with the image-witnesses gives them the value of specific information about what elements are present in the imaginable image from right, left, up, down, center, and side . This is placed in the center of a composition consisting of Triptych as a central element in a center of composition placed on the right
or left side, up or down a centred, circular as a non-central element in a composition
center placed either above or bottom or side of a centred or an element and an element
which is placed between the polarized position, which has no element in the center of a
composition
b. Salience (bulge). Participant and interactive representation and syntax elements are
created to attract the attention of the mentor with different degrees as background
placement, foreground, relative size, contrast in color values, sharpness differences, and
others.
c. Framing. The presence or absence of the frame tool is realized by the element that creates
line boundaries or frame lines unrelated or related to imagi, signifying that they are part
or non-part.

2. Ads

Advertising is one manifestation of a variety of language journalism is the variety
of language used by creative people, in this case journalists, for press publishing (Sumarlam,
2009: 169). The ad contains a persuasive informative power that is legally required to use
words that are easily understood by the public. In addition, the ad also has a special nature
that usually limit it, which is short, solid, simple, neutral, and interesting. In addition, the
advertising language has a distinctive form of communication. The definition can be
concluded that the advertisement is a communication tool that is used to attract the attention
of audiences in offering a company's products or solicitation to do something that is
considered good, with the display images and interesting words contained in electronic
media and media print.

With regard to the discourse structure, the discourse of advertising has three
elements of discourse structure, namely (1) headline, (2) body (body), and (3) closing (close)
in the structure of the ad discourse is related to the problem of phases -Stage to reach the
goal. Advertising is one communication medium that is very effective to be used as a liaison
between producers and consumers. Manufacturers often use advertising as a tool to offer or
promote products, or encourage people to take action that is considered good. Therefore, all
companies that produce new products, or agencies that want something better, compete in
advertising as best as possible to gain as much as possible from the sale of their products, or
to provide good for the community without the benefit of individually.

But actually, the ads are divided into two kinds, namely oral advertisements and write ads.
Verbal ads are often found on television, which is present in the form of short but interesting
words, accompanied by striking images that can move, can be enjoyed audio visual. And it
can be said that an oral advertisement is an advertisement that contains about a product with
an attractive audio visual display. While writing ads is an advertisement that is often found
in print media (magazines, tabloids, newspapers, etc.). Writing ads are just words and images
that are striking and interesting, but can not move like on television.

To find out the meaning contained in advertising messages, Cheong (Sinar, 2012:
136) provides an advertising structure consisting of verbal, visual texts, and a combination
of both.
a. Announcement / message
b. Enhacer / additional announcement
c. Call and Visit Information / contact information
d. Lead / size, position, color
e. Display / real product
f. Emblem, logo
g. Tags are recommendations against advertising products
Multimodal Semiotics System

Azan Sholat ads are analyzed on the basis of the multimodal semiotics system as follows:

1) Linguistik Analysis

This ad, played by several people of different ages and communities in different situations, implies the meaning implicit in this ad invites all walks of life in different activities to honor the call over call to prayer and to abandon all activities of human activity, whether or not who work, play, communicate even sleep immediately switch to prayer. and the stars of this different profession do not use spoken language, but using the language of writing and gesture language. The gesture language used by this ad star actor is two children who are engrossed in running in the house, sleeping parents, some adult men are working lifting goods, two women who are engrossed in chatting or chatting, but in this case the voice of both women's chats is not sounding audio.

Some of these activities already represent the activities of human life, but when the call to prayer is heard, all these activities stop immediately exposed in this advertising display. Furthermore, the emphasis of the meaning contained in the variety of gesture language of this ad is reinforced and affirmed by the presence of writing respect the azan and live the beauty of faith embodied in the form of visual emblems realized through product emblems. Companies in these commercials do not value their products, nor do they just pursue commercialization values that are oriented only to business values, but, give the impression of concern for religious and moral values. This significance is to the public that advertising contributes to a better learning of character changes.

The message in this advertisement is delivered in the form of an announcement which gives an explanation that the announcement is the only advertising message, the most important aspect interpersonally among the other messages in the text, and the catch-prity aspect. The process that occurs in the announcement as the main message of advertising is the process of greeting and the solicitation of "Respect azan and Contemplate faith". Both greetings and invitations have an imperative mode. This mode is the realization of an invitation to provide an assessment of the credibility of this product company dedicated to community service, participating in bringing people not only to the world but to life after the world.

2) Visual Analysis

Views (visuals) in Azan advertisements call Malaysian version of Sholat is realized in three visual stages: a) visual advertising star which is exhibited by two children who are engrossed in play, while chasing inside the house. Next, a combination of visual and advertising visual stars the product in Astro advertisement sells parabolic products of interpersonal meaning between the participants and the audience is invisible or implicit. The
actor who is in the ad's star is no interaction between the participants and the audience is not manifested through eye contact that serves as Demand. These three activities are like entering into as if they in their own world do not involve a television penonoton. This condition indicates that no partipan is explaining the goods offered is Astro selling parabolic products, no meaning of the goods offered by participants through oral verbal text describing the advantages of the offered product, only menunjukan care for religious values. And the taking of visual elements in the text does not provide information to the audience that the product is a product that can be owned and processed with ease. Because the goal is not to want to introduce products and companies but in public service ads. Both of these are realized and can be found on the Display and Emblem.

3) Audio Analysis
The music that accompanies the activity in this ad is only instrumental music by bit spirit genre, no singers or lyrics of songs containing yells or jingles promoting product excellence to strengthen the benefits of the product. The type of music used in this ad to show / or give the impression that humans are so busy with their respective activities. The azan's voice stopped all actor activity in this ad.

4) Spatial Analysis
Overall the distance between one image with another image already shows the integration of the meaning of this ad. Each image does have its own meaning but each meaning of the image is mutually support the meaning of other images. The portrayal of participant's activity spirit, product superiority, and the ease of the product is shown by the distance of the active participant's image on the actor's activity.

5) Gesture Analysis
Motion and body speed and facial expression are the gestures of participants. Gestures in this ad are realized from the activities of participants in dealing with their daily life play, work, sleep, chat or mingle.
FINDINGS AND DISCUSSION

a. Announcement
Announcement gives three explanations that the announcement is the only advertising message, the most important aspect interpersonally among the other messages in the text and catch phrase.
“Amboi seronoknya play, Sleep soundly, Busy make work, Pok pok pok. Tapi if azan hit stop and silent”

b. Enhancer
Enhancer is to build or modify meaning derived from the interaction between Lead and Announcement. The message enhancer in advertisements is usually delivered via paragraphs.
Hormatilah azan and live the beauty of faith

c. Call and Visit Information
Call and Visit Information is a contact information that can be contacted by users of the public who want to get the product advertised. In this ad does not menunjukan corporate address information tap existing channel Astro Oasis can be seen in 106.

d. Lead
Lead describes the size, position, or color that should have the potential to store the impression and meaning for the user. In the first, second and third and fourth images have soft wombs that dominate are gray, light brown, white, although there are light blue and pink. This shows soft is the soft color represents the message content of the advertisement is Islam is a cool and beautiful religion. The color in Astro logo is shown in light blue and light green. This means that the colors on this logo reflect the oasis channel provides enlightenment in the drought. Green reflects freshness.

**e. Display**

Display serves to draw the product in real and explicit. The congruent display viscose component serves to realize the product without going through symbolization and display incongruen to realize the product through symbolization. The picture of the parabola astronya is not in the advertisement, only channel Oasis 106. Oasis is understood by Islam giving keseberan in the field of sand oasis.

**f. Emblem**

The emblem is divided into visual emblems realized through the advertised product logo, and linguistic emblems of the form through brand name atar trademark. The emblem function assigns an identity or status to a product that has a placement position on either side adjusting the proportion of ad text. The Astro logo and Oasis channel 106 are written in regular letters in a light blue and light green box. This acro does not create a logo that has symbols like the initials of the letters. This illustrates the audience more clearly, that this company is called Astro.

**g. Tags**

Tags are recommendations against advertising products in this ad there is no tag to recommend against this ad. Just explained this product can be found on channel 106.

**h. Conversion**

Conversion in text describes active and passive participants in verbal text. Passive participants have no verbal communication, even though there are two women chatting but no audio explains what the two women are talking about.

**i. The setting**

Setting is for the setting that explains the advantages of the product offered. The setting is indoor indoors and more specifically within the house, and the activity takes place between morning and afternoon, children running around the house, sleeping parents couch, two people engrossed in the living room, two people who were carrying goods, a child watching television heard azan and jarinnya sign to the mouth, invited for a moment to listen to the call to prayer azan honor the call to prayer, and all activities stopped marking for all activities stopped to do the prayers immediately.

**j. Additive**

Additive is a relationship that explains the various visual information through the verbal text complementary to the advantages possessed by Additive products marked with the respect of azan, hayatilah beautiful faith.

**k. Demand**
Demand is a direct interaction between the participants and the audience manifested through eye contact or eye contact staring at the witness. There is no demand on this video all participants' eyes are not facing the audience.

I. Social and Equality
Social equity is a way of taking visual elements to the text by informing the audience that the product is a product that can be easily owned and its realization can be found in call and visit information. The company address is not listed only oasis television channel is on channel 106.

m. Salience
Salience demonstrates the advantages gained by using advertised products indirectly conveyed its effect to audiences such as beautiful bodies being the dream of every woman. Salience is not prominent in the offer of product excellence, but prominent terimplicit on the moral message of service society where the company is concerned about religious values.

n. Reactors
Reactors are the people around who look to the object that becomes the center of attention. There is no reactor, each actor runs his role on every activity representative

REFERENCES


