

A Multimodal Semiotics Approach to The Discourse of Zenius Education Advertisement

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ABSTRAK

Penggunaan pendekatan semiotika dan multimodal dalam periklanan telah memperoleh daya tarik yang signifikan dalam beberapa tahun terakhir. Multimodalitas semiotik memungkinkan individu untuk terhubung dengan lima sistem utama: linguistik, visual, audio, gestur, dan spasial. Penelitian ini bertujuan untuk mendeskripsikan lima mode semiotika mengenai tujuannya dan hubungan antara teks dan pesan verbal dan visual yang disajikan dalam iklan. Analisisnya didasarkan pada kerangka semiotika multimodal yang dikemukakan oleh Michèle Anstey dan Geoff Bull (2018) yang menekankan pada kelima sistem tersebut. Untuk penelitian ini, tiga iklan dari saluran YouTube Zenius Education diperiksa: "Bikin Cerdas Beneran #MulaiDariManaAja," "Pahlawan masa depan - #ZeniusUntukSemua," dan "Mentok Ngerjai Latihan Soal? Tanya Zenbot Aja! #CekrekLangsungNgerti." Metode penelitian deskriptif kualitatif, mengikuti pendekatan Miles dan Huberman, digunakan untuk mengumpulkan data. Ini melibatkan penelusuran, pemilihan, pengunduhan, pencetakan, dan identifikasi elemen untuk menganalisis lima semiotika multimodal dalam iklan. Temuan menunjukkan bahwa Zenius Education secara efektif memanfaatkan sistem semiotika multimodal, menggabungkan elemen linguistik, visual, audio, gestur, dan spasial. Kelima sistem ini diintegrasikan untuk menyampaikan makna dan pesan dalam iklan Zenius, yang bertujuan untuk menarik perhatian calon pelanggan dan mendorong penggunaan layanan platform bimbingan belajar mereka.

Keyword: Multimodal, Sistem semiotika, Zenius.

ABSTRACT

The use of semiotics and multimodal approaches in advertising has gained significant traction in recent years. Semiotic multimodality allows individuals to connect with five key systems: linguistic, visual, audio, gestural, and spatial. This study aims to describe the five semiotic modes regarding their purposes and the relationships between verbal and visual texts and messages present in advertisements. The analysis is based on the multimodal semiotic framework proposed by Michèle Anstey and Geoff Bull (2018), which emphasizes these five systems. For this research, three advertisements from Zenius Education's YouTube channel were examined: "Bikin Cerdas Beneran #MulaiDariManaAja," "Pahlawan masa depan - #ZeniusUntukSemua," and "Mentok Ngerjai Latihan Soal? Tanya Zenbot Aja! #CekrekLangsungNgerti." A descriptive qualitative research method, following Miles and Huberman's approach, was employed to gather data. This involved browsing, selecting, downloading, printing, and identifying elements to analyze the five multimodal semiotics within the advertisements. The findings indicated that Zenius Education effectively utilized multimodal semiotic systems, incorporating linguistic, visual, audio, gestural, and spatial elements. These five systems were integrated to convey meanings and messages within the Zenius advertisements, aiming to capture the attention of potential customers and encourage the use of their tutoring platform services.

Keyword: Multi Modal, Semiotic systems, Zenius

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1. INTRODUCTION

Semiotics is the study of signs and symbols and how they convey meaning. In recent years, the integration of semiotics and multimodal communication in advertising has gained popularity, particularly with the rise of social media and digital marketing. This approach allows companies to engage their audiences more effectively by utilizing various modes—such as text, images, and sound to create memorable messages. The competition in advertising necessitates creativity, as companies strive to differentiate themselves and establish unique brand identities.

Multimodal analysis employs diverse analytical approaches, including systemic functional linguistics, which focuses on various meanings conveyed through language and visuals. However, many supporting elements in multimodal studies remain underexplored, especially in advertising contexts. This research specifically examines the five semiotic modes identified by Bull and Anstey (2018): linguistic, visual, audio, gestural, and spatial. Understanding these modes is crucial for effective marketing communication, as they help convey the intended message without causing confusion or misinterpretation.

Semantics studies meaning in language, focusing on how words, phrases, and sentences convey both conventional meanings and listener perceptions. It is essential for effective communication and understanding context.

Semiotics examines signs and symbols, analyzing how they represent concepts and construct meanings in various contexts. Saussure's sign theory, which distinguishes between the signifier (form) and signified (concept), is central to this field.

Multimodal analysis integrates different signs (text, images, sound) to create coherent messages. Kress and Van Leeuwen emphasize the interplay of verbal and non-verbal elements to enhance meaning construction.

Anstey and Bull identify five semiotic systems linguistic, visual, audio, gestural, and spatial that aid in analyzing meaning-making. Other theories by Alexius Chia, Caroline Chan, Gunther Kress, and Theo Van Leeuwen explore the interactions of these modes in communication.

In advertising, multimodal communication effectively combines verbal and visual elements. Analyzing advertisements helps uncover the complexities of meaning through images, layouts, and colors.

Founded in 2004, Zenius Education is an online learning platform offering diverse educational resources, including videos and practice questions, designed to enhance learning through multimedia.

Several studies have explored multimodal analysis in advertising. Noor et al. (2022) analyzed Starbucks' Instagram posts using Kress and Van Leeuwen's theory, while Hartono et al. (2022) examined Garnier's Green Beauty ads through multimodal critical discourse analysis. Suryani et al. (2021) focused on Wardah's beauty products. While these studies emphasize multimodality, they differ in content and approach. This research will apply Anstey and Bull's theory to analyze Zenius Education advertisements, focusing on the five semiotic systems: linguistic, audio, visual, gestural, and spatial.

The study focuses on Zenius Education's advertisements on YouTube, analyzing how these semiotic systems operate within their verbal texts. The advertisements utilize contemporary design and audiovisual elements to create engaging content. The research aims to identify the semiotic systems present in these ads and understand how they communicate messages effectively.

The identified problems include a general lack of understanding of multimodal semiotic systems in advertising and the representation of these systems in Zenius's ads. This study is limited to the aforementioned five semiotic systems and seeks to answer two primary questions: the types of semiotic systems used in Zenius Education's advertisements and how these systems convey messages.

The objectives of the study are to identify the semiotic systems utilized in Zenius Education's advertisements and analyze their messaging techniques. The significance of this research lies in its potential contributions both theoretically and practically. Theoretically, it aims to enhance understanding of multimodal semiotics in linguistics, while practically, it serves as a resource for students, teachers, and researchers interested in advertising and semiotic analysis..

2. RESEARCH METHOD

A. Research Design

This research employs a descriptive qualitative method to analyze Zenius Education advertisements through a multimodal semiotic approach, using the framework provided by Michèle Anstey and Geoff Bull. According to Matthew B. Miles (2014), qualitative methods yield rich descriptions and insights into specific

contexts. The study focuses on the various forms and meanings in the advertisements, including images, movement, sound, language, and music.

B. Source of Data

Data for the study is sourced from Zenius Education advertisements available on their official YouTube channel, specifically: "Bikin Cerdas Beneran #MulaiDariManaAja" (<https://youtu.be/ZEe5h2oobfk>), "Pahlawan masa depan - #ZeniusUntukSemua" (<https://youtu.be/LX1-rEb6fxk>), and "Mentok Ngerjai Latihan Soal? Tanya Zenbot Aja! #CekrekLangsungNgeri" (<https://youtu.be/66GeorTexE>).

C. Techniques for Collecting Data

Data collection utilized observation and documentation techniques. As stated by Sugiyono (2016), observation extends beyond people to include various objects. Documentation aids in clarity and simplifies data retrieval (Amiraslani & Dragovich, 2022). The steps included browsing and downloading the advertisements, capturing documentation, and identifying the five semiotic systems: linguistic, audio, visual, gestural, and spatial.

D. Techniques for Analyzing Data

Data analysis followed an interactive model as outlined by Matthew B. Miles (2014), encompassing data condensation, display, and conclusion drawing.

Data Condensation: This involves selecting, focusing, simplifying, and abstracting relevant data to enhance accuracy. Specific advertisements were analyzed for their linguistic, audio, visual, gestural, and spatial components

Data Display: The presentation of data facilitates understanding, allowing the researcher to describe the semiotic systems identified in the Zenius advertisements

Conclusion Drawing/Verifying Data: This final step involves summarizing findings to answer the research questions, identifying the five semiotic systems present in the selected Zenius Education advertisements.

3. RESULTS AND DISCUSSION

This research has presented data about multimodal semiotic systems and how semiotic systems present messages in Zenius Education advertisements. This research found 5 semiotic systems used by 3 advertisements, namely linguistic, visual, audio, gestural and spatial.

A. Linguistic System

The first finding is linguistic system. Linguistic system, consist of systems such as vocabulary, generic structure, and grammatical of written and spoken language said May Hendra (2022). The linguistic system in Bikin Cerdas Beneran #MulaiDariManaAjaBareng Zenius advertisement has 2 generic structures in the form of persuasive statement, namely Mau tau cara belajar asik and Sini aku kasi tau caranya. Meanwhile, the Pahlawan Masa Depan - #ZeniusUntukSemua advertisement namely, Giliran kita gabung Zenius. Then, in the Mentok Ngerjai Latihan Soal? Tanya Zenbot Aja! #CekrekLangsungNgeri advertisement has 1 generic structure, namely Daripada mentok buka Zenius. Next, in Bikin Cerdas Beneran #MulaiDariManaAjaBareng Zenius advertisement found 2 grammar words in the form of slang words, namely mind-blowing and boy. Meanwhile, in the second advertisement and when it was not found there was grammar in the form of slang words. However, each of them found 1 linguistic vocabulary, namely doyan ngulik in Pahlawan Masa Depan - #ZeniusUntukSemua advertisement and Mentok in Mentok Ngerjai Latihan Soal? Tanya Zenbot Aja! #CekrekLangsungNgeri advertisement. It can be said that not all advertisements have complete linguistic elements. This is in line with research 'Azizah and Refnaldi (2022) that not all advertisements have a complete generic structure or linguistic aspects. This can be seen from the results of his research which analyzed multimodality in Grabfood and Gofood advertisements.

B. Visual System

The second finding is the visual system. The visual system in Bikin Cerdas Beneran #MulaiDariManaAjaBareng Zenius and Mentok Ngerjai Latihan Soal? Tanya Zenbot Aja! #CekrekLangsungNgeri advertisements have the same 3 visual colors, namely purple, yellow and white. Then the Pahlawan Masa Depan - #ZeniusUntukSemua advertisement only has 2 visual colors, namely purple and yellow. Next, in Bikin Cerdas Beneran #MulaiDariManaAjaBareng Zenius advertisement has the seting in a study room equipped with layouts and properties of books, laptops, stationeries, table, chair and wall clock. The Pahlawan Masa Depan - #ZeniusUntukSemua advertisement has the setting in a study room with a layout display of all the actors doing a zoom meeting. Then, Mentok Ngerjai Latihan Soal? Tanya Zenbot Aja! #CekrekLangsungNgeri advertisement has the setting in front of the bedroom with a blurred layout display. It can be seen that apart from having an atmosphere that is not much different, Zenius also has dominant colors

(Yessi Irianti)

of purple, white and yellow. According to Info Zenius (2020) purple means "lifelong learning" which is expected to be born from enlightened individuals who are not only responsible for themselves but also for society. Yellow fun teaching, creativity, joy and "aha moment" and white as focus point in the scene. As explained by Abed & Dakhil (2021) in his research, Yellow is considered a pure color and associated with the intellect, ideas and a searching mind. And of course, each advertisement has the same setting and layout, namely a place to study because it is in accordance with Zenius' mission to foster a love of learning in anyone, anywhere to ask anything with Zenius.

C. Audio System

The third finding is the audio system. The audio system in Bikin Cerdas Beneran #MulaiDariManaAjaBareng Zenius advertisement has a musical ornament with a mixed rhythm of hand clapping, drums and guitar followed by the appearance of various sound effects when the advertisement is played. The Pahlawan Masa Depan - #ZeniusUntukSemua advertisement has a slight difference from the previous advertisement, namely that the mixed musical ornaments found only come from ornaments which are dominated by bass sounds followed by guitar sounds. The use of sound effects in this advertisement is less than in the first advertisement. In Mentok Ngerjai Latihan Soal? Tanya Zenbot Aja! #CekrekLangsungNgeri advertisement has a drum sound ornament. The third advertisement is minimizing the use of music in use of advertisements. The sound effects are similar to the use of sound effects in the first advertisement. Then from the three advertisements, 2 types of tone were found, namely high tone and low tone intonation. According to

Jankowska et al. (2022) intonation is useful for influencing factors in audience experience, whether it is measured as preference, presence, or emotional reaction. The Bikin Cerdas Beneran #MulaiDariManaAjaBareng Zenius advertisement has a high tone with the meaning of emphasizing the advantages of the product, while the low tone contains a statement about how to learn via Zenius. Then, Pahlawan Masa Depan - #ZeniusUntukSemua advertisement has the meaning of emphasizing about easy access for students to join Zenius. While the low tone means the image of a youth who likes to search to find something on gadgets. Mentok Ngerjai Latihan Soal? Tanya Zenbot Aja! #CekrekLangsungNgeri advertisement has a high pitch with the meaning of emphasizing someone who often feels stuck in doing schoolwork. Meanwhile, the low tone means what the solution should be to that person. The inclusion of phonological aspects in advertisements in the form of audio visuals is considered important because the advertisement can be easily remembered by listeners and if they like it they will always remember the words or phrases that identify the advertisement. Then use the type of rhythmic music according to Made et al. (2021) used in this advertisement is to show or give the impression that the product.

D. Gestural System

The fourth finding is the gestural system. Gestural system in Bikin Cerdas Beneran #MulaiDariManaAjaBareng Zenius and Mentok Ngerjai Latihan Soal? Tanya Zenbot Aja! #CekrekLangsungNgeri advertisements have the same gestural meaning from the beginning to the end of the advertisement's video, it's just that the Bikin Cerdas Beneran #MulaiDariManaAjaBareng Zenius advertisement has a more relaxed "understand" gestural ending, whereas in the Mentok Ngerjai Latihan Soal? Tanya Zenbot Aja! #CekrekLangsungNgeri advertisement has a celebratory ending performed by the actor. Then, the Pahlawan Masa Depan - #ZeniusUntukSemua advertisement has gestures that emphasize the relaxed gestural movements of learning with Zenius.

E. Spatial System

The fifth finding is the spatial system. The spatial system in Bikin Cerdas Beneran #MulaiDariManaAjaBareng Zenius advertisement found the position of the advertisement object in the left, right and middle positions during broadcast. Then, the Pahlawan Masa Depan - #ZeniusUntukSemua advertisement's object is in the middle position of the display. Next, in Mentok Ngerjai Latihan Soal? Tanya Zenbot Aja! #CekrekLangsungNgeri advertisement found the dominant position of the advertisement's object in the middle when the advertisement is displayed. This is in line with the results of research conducted by Noor Be et al. (2022) if the left and right composition in this design cannot be read as the provided information being on the left and the new information being on the right. Given that both the picture and the text may

express the same ideas in this context, it is more likely that the designer would emphasize both of them. Moreover, the image's center is in order to bring attention to the viewers.

4. CONCLUSION

This research examined the multimodal semiotic systems in Zenius Education advertisements, identifying five key systems: linguistic, visual, audio, gestural, and spatial. Each advertisement utilized these systems in varying degrees, with notable findings in the linguistic structure, color schemes, audio elements, gestures, and spatial arrangements. The study highlights the importance of integrating these semiotic modes to convey effective messages and engage audiences in advertising. By employing Anstey and Bull's theory, the research provides insights into how these elements work together to enhance communication and understanding in Zenius Education's marketing efforts. Overall, the findings contribute to a deeper comprehension of multimodal semiotics in advertising and its practical implications for marketers, educators, and researchers.

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