CHAPTER I
INTRODUCTION

1.1 Background of Study

Advertising is an activity that relates to advertisement and as dissemination of information by non-personal means through paid media where the source is the sponsoring organization. It can be in the form of words, pictures, sounds, and action using a certain media (Vilanilam and Varghese, 2004:4). Advertising is an irrational system which appeals to our emotions and to anti-social feelings which have nothing to do with the goods on offer (Dyer, 2009:2). Based on media used, the advertisement can be classified into two kinds: printed and electronic.

The media used in printed advertisement are newspapers, magazines or brochures. Meanwhile, the electronic advertisement is the advertisement which uses electronic media such as television, radio or internet. The purpose of advertisement is to get people's attention in order to make them choose it (Goddard, 2001:6). Electronic and printed advertisements have different ways in creating the messages. In printed advertisement, the message of the advertisement is implied in the form of both visual and linguistic elements. Therefore, this encourages us to analyze how they relate each other to convey the message.

Advertising is usually associated with branding, because advertising communicates the certain qualities of brand to the consumers. Advertising globally requires giving consistent messages and speaking with one voice. The
objectives must be balanced when developing a global brand, while local effectiveness of the ads must be maximized (Evans, 2005:212). Advertising is the branch of marketing that deals with communicating to customers about products, brands, services and companies. The Internet, as a global communications medium, provides advertisers with unique and often cost-effective ways of reaching advertising audiences. As with all media, however, advertising on the Internet has unique advantages. Advertising on the Internet is almost a necessity for modern businesses, especially those that do business outside of their local community. Consumers use the Internet for more than simply entertainment or information, as they do with radio, television, magazines and newspapers. Consumers use the Internet to assist them in nearly every aspect of life, creating countless opportunities to place relevant, targeted ad messages. (www.chron.com-advantages-advertising-internet)

One of the products are found on the internet is cosmetic. According to People Magazine’s Onetime, cosmetic have grown to take a part in many people’s lives. Cosmetic is one things that cannot be separated from women’s world. By using cosmetic, 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 cosmetic are 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 cosmetic realized in various kinds of colours, packages and usages as well as the functions or benefits that contained in the cosmetic. (www.psychologytoday.com).
The advertisement of L’Oreal Paris is chosen as the subject of this research. According to Global Cosmetics Industry Magazine (2016), L’Oreal Paris is the world’s largest beauty Products Company owns more than 20 brands and number one of the fifteen are the best products in the world. L’Oreal is also number one product of the companies in the world to be awarded a triple “A” (http://www.loreal.com/media/press-releases/2016/). In the effort of L’Oreal Paris to broaden its products, this company uses advertisement not only by printed media but also internet. This research finds two components i.e. visual element and linguistic elements (ideational functions). Then, in analyzing this kind of cosmetic advertisement, the terms multimodal appears.

Multimodality is a term widely discussed by linguists and semioticians. It means — the combination of different semiotic modes — for example, language and music — in a communicative artifact or event. (Van Leeuwen, 2005 : 28). It describes the grammar of visual communication that is used by image designers. It is an analysis of the rules and principles that allows viewers to understand the meaning potential of relative placement of elements, framing, salience, proximity, colour saturations, styles of typeface, etc. (Machin, 2007) So we can see that every semiotic mode is a meaning momentum or potential, and multimodality mainly focuses on the study of the interrelationships between various communicative modes, no matter whether they are visual or auditory, words or image. It is a complex combination of meaning making activities that have undergone rapid changes in the contemporary social, cultural, economic and
technological context. Moreover, the concept of multimodality is a useful yardstick to measure and evaluate the diversity ways of meaning making.

Multimodal is chosen in this research because it is the new way to do the communication with other people. This study is interesting conducting the research entitled “A Multimodal Analysis of Cosmetic Advertisements”. Here this research takes ten products of L’Oreal Paris Advertisements; they are Glam Shine 6, New magicsmooth Souffle, White Perfect Pearl, Elvive Total Repair, Recital Preference, New Volumious Million Lashes, True Match, Liquid Foundation Revolutionzed, Colour Infalible and Colour Riche. The data are taken from internet (www.orealparisusa.com). Furthermore, in this research wants to look at the kinds of the visual elements and ideational functions of cosmetic advertisements in multimodal. In another analysis, how visual elements and ideational functions represented in the messages of cosmetic advertisements are. Here, this research displays New Glam Shine 6 of L’Oreal Paris as the example to analyze.
Based on the picture above, in visual elements are found the lead of L’Oreal is the most salient image because it is the main focus of attention that attracts the viewers. Emblem (visual) is the brand of the advertisement. Linguistic emblem is slogan of the advertisement. Primary Announcement is the phrases in the big front, including the surrounding words or phrases that from and unit. Secondary Announcement has a meaning interpersonal and the phrase is smaller than Primary Announcement. Tag is printed in a little written which is not appeared grammatically and usually realized as non-finite. Call and Visit to get more information about the product.
1.2 Problems of Study

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

1. What are the visual elements and ideational functions of cosmetic advertisements in multimodal?
2. How are visual elements and ideational functions represented in the messages of cosmetic advertisement?

1.3 Objectives of Study

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

1. To find out the visual elements and ideational functions of cosmetic advertisements in multimodal.
2. To analyze the linguistic and visual elements that represent in the messages.

1.4 Scope of Study

There are many aspects that has been discussed in connection with the study of Multimodal. In this case, scope of the study is ten cosmetics advertisement from official website. This research applies the theory of Halliday (2004) to identify the linguistic functions whereas Kress and Van Leeuwen model was used to identify the visual element by using Cheong (2004) model of Generic
Structure Potential (GSP) in cosmetic advertisement. This research uses descriptive qualitative method by Miles, Huberman and Saldana (2014).

1.5 Significance of the Study

The significance of this study is divided into two things, theoretically and practically. Theoretically, the result of this research is expected to give contribution in exploring multimodal of cosmetic advertisements, especially how the elements (visual and linguistic) express meanings and the relationship between ideational function and visual image of L’Oreal Paris.

Practically, the findings of this research can stimulate them in conducting further researcher concerning the study of multimodal in advertisement, especially how the semiotic resources in these advertisements express the meanings and how the linguistics elements strengthen the meaning of the visual elements. This research also can be used as an additional material to the study of multimodal in advertisement.