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The Multimodal Analysis of Lazada's Online Advertisement

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ARTICLE INFO	ABSTRACT
<p>Article history: Received 11 October 2022 Revised 26 November 2022 Accepted 20 December 2022 Available online 28 December 2022</p> <p>ISSN: 2986-3848</p>	<p>Advertisement plays an important role in the progression and development of a public company or an individual agency. The performance of an advertisement cannot be separated from the elements inside. The purpose of this research was to determine the relationship between image (visual elements) and text (linguistic elements) in a context. This research analyzed the multimodal aspect of Lazada's online advertisement. The data was obtained from the internet by accessing the legal website of Lazada and selecting one image as the sample. The method used in the research was a qualitative method that focused on descriptive and interpretative analysis. Generic Structure Potential (GSP) proposed by Cheong (2004) was applied to reveal visual and linguistic elements. Meanwhile, Halliday's transitivity was applied to analyze types of processes in order to show how those elements represented the message conveyed. The research results showed that the visual elements on Lazada online advertisement were Lead, Emblem, and Display. Meanwhile, the linguistic elements were Announcement, Emblem, Call-and-visit-information, Enhancer, and Tag. Moreover, both elements were interconnected, in which attractive visual and linguistic elements directly affect the quality of the advertisement performed.</p>
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1. Introduction

Advertising or in English is known as the advertisement or abbreviated ads is one form of notification to the public or the public about a product or service with the aim that people are interested in buying and using the products offered. "Advertisement is a public announcement offering or asking for goods or services." (Hornby, 1995). The definition above shows that advertising is one of the means of promotion for a company or individual. It is undeniable that advertisements of various types and their appearance have a great impact on the sale and use of an item or service. These advertisements can be in the form of words, images, sounds and even actions using certain media (Vilanilam and Varghese, 2004) in (Ningsih, et al., 2014).

In general, based on the media used, advertisements can be grouped into two types, namely print and electronic. The media used in print advertisements are newspapers, magazines or brochures. While the media used in electronic advertising are television, radio or the internet. Both print advertisements and electronic advertisements, of course, have different ways of delivery (Ningsih, et al., 2014). Of the two types of advertisements, electronic advertising seems to be very popular with the public. Electronic advertising seems more attractive and can be seen and enjoyed by the public at any time. This is supported by advances and developments in the field of technology and information, namely the ease of accessing electronic advertising with the internet as a medium or better known as online advertising. Online advertising is not a new thing in the world, including in Indonesia. Many large companies, small and individual businesses that use online advertising in marketing existing products or services, one of which is the e-commerce company Lazada. The name Lazada is no stranger to the people of Indonesia, especially middle and upper class people. Through online advertising, Lazada has now grown rapidly and become one of the leading companies in Asia. When it

was first established in Indonesia in early January 2012, the company only had 4 workers. But now, Lazada has more than 200 workers for Indonesia and has expanded its business to other countries such as Malaysia, Thailand and the Philippines. (www.wikipedia.co.id)

Each ad certainly has many aspects that are attractive to a product or service. One of the most important aspects of advertising is the multimodal aspect. According to Norris (2004) in Sinar (2012) all interactions are multimodal. Multimodal analysis emphasizes that all means of communication play an important role both verbal and non-verbal because language contains meaning, content or informative information. Of course the meaning or information conveyed includes ideas or ideas. Ideation is a term that refers to experience in discourse and is characterized by the relationship of vocabulary or lexical elements that build a text or discourse (Saragih, 2011). Experience here is not only limited to the experiences that have been experienced, but also those that are and will be experienced. Sinar (2012) provides a further explanation of the structure of advertisements, in this case print advertisements put forward by Cheong (2004), which consists of verbal text, visual text, and a combination of the two that can be presented in the following table.

Tabel 1. General Structure of Print Advertising Cheong (2004)

ADVERTISEMENT	
Verbal Components	Visual components
<i>Announcement: Primary, Secondary</i>	<i>Lead: Locus of Attention (LoA), Complement to Locus of Attention (Comp. LoA)</i>
<i>Enhancer</i>	<i>Display: Explicit, Implicit, Congruent, Incongruent (metaphorical)</i>
<i>Emblem</i>	<i>Emblem</i>
<i>Tag</i>	
<i>Call-and-visit information</i>	

Nevertheless, the ad structure proposed by Cheong can also be applied to print advertisements because the difference between print advertisements and electronic advertisements lies in the delivery media. Linguistic elements reveal and give the essence of the meaning of advertising messages in the ad text, namely Announcement, Enhancer, Emblem, Tag and Call-and-Visit Information. Primary Message The Primary Announcement in this text provides three explanations, namely the announcement of the only advertising message, the most important aspect interpersonal among other messages in the text, and the catch-phrase aspect. In addition, an ad text also has a supporting message that is not the main function interpersonal, namely Secondary Announcement. Lead and Emblem are mandatory elements while other elements are not.

a. Announcement

Announcement in ad text is to provide three explanations, namely the announcement of the only advertising message, the most important aspect interpersonal among other messages in the text, and the catch-phrase aspect.

b. Enhancer

Enhancers function to build and modify the meaning that comes from the interaction between Lead and Announcement. Enhancer messages in advertisements are usually conveyed through paragraphs.

c. Call-and-visit information

Call-and-visit information is contact information that can be contacted by the user community who wants to obtain the product advertised and is usually printed in small print and its position is at the bottom, top or right / left of the ad product.

d. Lead

Lead serves to explain the size, position and or color that must have the potential to store impressions and meanings for users, which are divided into LoA and Complement of LoA. (Comp. LoA). LoA as the core of the advertising message, appears in size and color with a distinctive quality compared to other visual components while Comp. The LoA has a function as a liaison and to focus the audience's attention on specific parts of the LoA.

e. Display

Display functions to describe the product in a real and explicit manner. Display Congruent visual component functions to realize the product without going through symbolization and Display Incongruent to realize the product through symbolization.

f. Emblem

Emblems are divided into visual emblems that are realized through advertised product logos, and linguistic emblems manifested through brand names or trademarks. The Emblem function provides an identity or status for products that have a position on any side adjusting the proportion of ad text.

g. Tag

Tags are recommendations for advertising products

h. Conversion

Conversion in text describes active and passive parts in verbal text.

i. Setting

The setting serves as a background that explains the advantages of the product offered

The multimodal analysis discussed in this study uses multimodal analysis of Generic Structure Potential (GSP) by Cheong (2004) to analyze visual elements in advertising and Systemic Functional Linguistic (SFL) analysis which is focused on verbal text analysis in one of the language metafunctions, namely ideational function, the model proposed by Halliday (1985, 1994).

In connection with this, there are 3 problems to be analyzed in this study related to Lazada online advertising, namely:

1. What visual elements are used in Lazada online advertising?
2. What linguistic elements are used in Lazada online advertising?
3. How do the linguistic and visual elements represent the message conveyed?

By looking at the problems that will be analyzed in research, as for the objectives of this study are:

1. To find out what visual elements are used in Lazada online advertising.
2. To find out what linguistic elements are used in Lazada online advertising.
3. To show how the linguistic and visual elements represent the message conveyed.

2. Research Methods

The method used in this research is qualitative method. Bogdan and Taylor (1975) as quoted by Salim and Sharun (2010) explain the definition of qualitative methods "Qualitative methodologies refer to research procedures that produce descriptive data: people own written or spoken words and observable behavior." From this definition it can be seen that the qualitative method contains descriptive data. The basis of this research is descriptive and interpretive. As stated by Gray (2004) quoted by Ningsih, et al. (2014) "In descriptive method, we just don't give the description but we need to elaborate." This statement implies that qualitative research not only provides a description or description of a matter, but also tries to find and discuss further the problem under study and relate the problem to the existing phenomenon so that it can provide solutions to existing problems. While the interpretive here has the implication that the research conducted aims to provide a deeper meaning about the problem under study. "Interpretative methods are where we give our meanings on the data collected and analyzed, and compared the meanings with others." (Blaxter, et al., 2006) in (Ningsih, et al., 2014). The definition reinforces that the qualitative method aims to provide a description of a problem or problem, give a deep meaning to the problem, connect the problem with the existing phenomena and further provide a solution to the problem.

The document used as data in this study is Lazada's online advertisement which is on the website www.lazada.co.id which is accessed on January 12, 2015, at 15.26 WIB, which is presented in the form of words and images. The steps taken to analyze the data are as follows:

1. Access Lazada online advertisements on Lazada Indonesia's website.
2. Choosing one of Lazada's online advertisements based on multimodal aspects to be analyzed.
3. Take a picture of the selected Lazada online advertisement.
4. Label the multimodal aspects contained in Lazada's online advertisement images.
5. Discover any visual elements contained in Lazada's online advertising images
6. Analyze the transitivity of words or sentences contained in Lazada's online advertising images.

7. Demonstrate how visual and linguistic elements can represent the message conveyed by connecting existing visual and linguistic elements and the results of transitivity analysis.

3. Research Results

The Generic Structure Potential (GSP) of Lazada online advertising is divided into two elements, namely visual elements and linguistic elements. Visual elements consist of Lead, Emblem, and Display while linguistic elements consist of Emblem, Announcement, Call-and-visit information, Enhancers and Tags. The results of the study can be seen in the following table:

Table 2. Visual and Linguistic Elements in Lazada Online Advertising	
Existing visual elements	Existing linguistic elements
<i>Lead, Emblem, Display</i>	<i>Announcement, Emblem, Call-and-visit information, Enhancer, Tag</i>

Table 2 shows that all elements, both visual and linguistic elements are present or can be found in Lazada's online advertising. This shows that Lazada online advertising in terms of GSP is very good when viewed from the elements contained in it

4. Discussion

Analysis of the results of the study are grouped into 2 aspects. The first aspect is the Generic Structure Potential (GSP) analysis. Generic Structure Potential (GSP) is grouped into 2 elements, namely visual elements and linguistic elements. While the second aspect is the transitivity analysis of linguistic elements, specifically in the Announcements and Enhancers section. The following are the results of data analysis and discussion.



Figure 1. Analysis of GSP on Lazada Online Advertising
(Source: www.lazada.co.id, 12 January 2015)

a. Visual Elements

The visual elements contained in Lazada's online advertising vary greatly. This is certainly supported by a variety of products offered by Lazada. The visual elements that can be found in one of Lazada's online ad images are:

- Image of a black cellphone
- Draw a tablet with three power banks of the same size but different colors
- Image of a silver watch
- Draw two cellphones in different colors
- Draw two cases of different colors
- Draw a pair of sandals dominated by white with orange on the lace
- Image of a trolley
- Pictures of various Lazada highlights
- Draw a symbol regarding Lazada's superiority
- barcode image

The first visual element of Lazada's online advertising is the emblem and this is the most important part of an ad. The emblem of Lazada's online advertisement is located at the top left of the ad, bearing the name of the emblem in white capital letters with a thick orange line underneath. The second visual element is Lead. According to Cheong (2004), Lead consists of Locus of Attention (LoA) and Complement of LoA. LoA from Lazada online advertising is a variety of products offered by Lazada and its appearance or description. These images are located on the right and bottom of the ad. The products offered are diverse and come from different categories, namely the mobile and tablet categories represented by images of cellphones, tablets, power banks, and casings, categories of watches and accessories represented by pictures of watches from well-known brands, and fashion represented by drawing of a pair of sandals. All the images displayed are in accordance with the original colors of the products offered which indirectly build the image that the products offered by Lazada through its online advertisements are real or not engineered. In other words, these products are trusted. The size of the image is also made proportional, not too big or small so that it attracts the interest of everyone who sees it. If you pay attention, almost all products offered are dominated by the mobile and tablet categories along with their accessories. This gives the idea that currently the public's need for information, especially through the internet media is very high. While the Complement of LoA from Lazada is various images of the product categories offered by Lazada which at the same time have implications that the product categories offered by Lazada are products that are in high demand by the public. Both aspects are displayed through a display that is appropriate and unique so as to make the advert alive and attract the interest of the public.

b. Elements of Linguistics

The linguistic elements found in Lazada online advertisements are:

- Lazada.co.id
- Search for products, categories or brands
- Most popular searches
- Zenfone
- Huawei Honor
- bag
- Swiss Army
- iPhone 5
- jacket
- Nano Spray
- Highlights on Lazada
- Mobile & Tablet
- Health & Beauty
- Home Electronics
- Watches & Accessories
- Electronic equipment
- camera
- fashion
- Toys & Babies
- Computers & Laptops
- Household appliances
- Sports & Outdoors

- Suitcase
- Automotive & Hobbies
- Special Promotion
- Martian
- Alcatel Pre-Order
- RedmiNoteHOT
- Selected Seller
- Planet Sports
- Bose
- O'Neill
- Electronic Solution
- Dealz Kids
- Saqina
- Cook & Coffee
- Philips Lighting
- Authentic Koala
- Local Brand
- Bellagio
- Shop Now
- Dellcell is all Rp. 10,000
- Don't run out of Best Price
- Life with Lavios
- Win the Yamaha Vega and Samsung Galaxy S5
- Promo Period 9 January - 9 March 2015
- Invicta Swiss - American brand
- Up to 80% off
- 4G LTE Smartphone The latest super fast connection
- Discounts up to 1-5 million IDR
- EASY SHOPPING
- Payment On Site
- Free Shipping *
- Return Guarantee
- Trusted seller
- Complete Customer Service
- Be Our Merchant
- Have a complete online store at Lazada.co.id
- DOWNLOAD LAZADA APPS

The linguistic elements of Lazada's online advertising consist of several elements. The first linguistic element is the emblem. The emblem here is written entirely in capital letters and at the same time can be a call-and-visit information because next to the emblem is the word co.id. This can reinforce that Lazada is synonymous with online shopping. The second element is Primary Announcement. The Primary Announcement of the advertisement is marked by writing that contains the catch-phrase aspect which is "New Year Surprises up to 80% off + Vouchers up to 300K". The following is an analysis of the text's transitivity.

<u>New Year</u>	<u>surprises</u>	<u>up to 80% off + Voucher up to 300 K</u>
Actor	MentalProcess	Circumstances

If we look at Figure 1, the text is displayed in attractive and distinctive colors. The size of the writing is also proportional and the font used varies. The word "surprises" is written in a large font which at the same time if seen from transitivity analysis, the word is a mental process that gives the idea that the word is the most important message. The message conveyed can be immediately understood because it uses a word that is familiar to the public, "NEW YEAR" which acts as an actor and a number that shows a fantastic discount of up to 80% as a circumstance so that all of them are interconnected. In other words, the message conveyed is strung well when viewed from the transitivity analysis. So, the Primary Announcement that was delivered was indeed very effective and efficient. The third element of linguistics is the Secondary Announcement in the form of additional information about products that are being discounted or there are special promotions marked with the words "Special Promotions". The Secondary Announcement displayed strengthens the contents of the

Primary Announcement so that when people see the advertisement the public can find out what products can be purchased at cheap and affordable prices during the new year. The fourth linguistic element is call-and-visit-information. Call-and-visit information on Lazada online advertising is divided into two, the first is lazada.co.id. and the second article is downloading now accompanied by a barcode image.

<i>Download</i>	<i>now</i>
Material Proses	Circumstances

The word download is a material process and the word now is a circumstance in terms of its transitivity analysis. The word download represents the idea that information about Lazada can be accessed via the internet, through the Lazada website or through the app store. While the word now can show ideas that contain persuasive meaning, namely to immediately use Lazada products, don't delay anymore. This also gives the impression that the majority of Lazada consumers are upper middle class people who understand internet usage or applications. The same can be seen in the following transitivity analysis:

<i>Jadilah</i>	<i>Merchant kami</i>
Be	Our merchant
Behavioral Process	Actor

Miliki	<i>tokoonline</i>	di Lazada.co.id selengkapnya
Have	<i>online store</i>	at Lazada.co.id completely
Relational Process	Carrier	Circumstance

Jangan sampai kehabisan	<i>Best Price</i>
Don't run out of goods	
Material Process	Goal

Menangkan	Motor Yamaha Vega dan Samsung Galaxy S5
Win	the Yamaha Vega and Samsung Galaxy S5
Material Process	Goal

When viewed from the transitivity analysis, the four texts above have different types of processes, but have the same message or idea, which invites the public to join Lazada, whether as a consumer who buys Lazada products through attractive offers and prizes or as a distributor with provisions predetermined by Lazada. In addition, the use of the word "we" also shows that Lazada is close to the public in marketing its superior products. Lazada also provides many promotions, promos, discounts, bonuses and even attractive prizes with the aim to attract the attention of consumers.

The last linguistic element is the tag. Tag transitivity analysis can be seen below:

Belanja	(menjadi)	lebih mudah
shopping	made	easier
Actor	Relational process	

The relational process in transitivity above indirectly provides an answer why people should shop at Lazada by providing the advantages of Lazada, including on-site payment, free shipping, guaranteed returns, trusted sellers, and customer service, all of which aim to attract interest people to want to buy and use the products offered by Lazada.

5. Conclusions

Visual and linguistic elements contained in advertisements have an important role in an ad and both have a close relationship where the two elements can indirectly provide ideas, ideas or intentions of the messenger in this case the company or individual businesses that make these advertisements. Advertising has a very big influence on the progress of a business entity. Therefore, it is very important to pay attention to the elements contained in an advertisement. The presence or absence of these two elements at the same time has an impact on whether or not the advert directly impacts the product being offered. Both elements, both visual and

linguistic elements, are present in Lazada's advertisements. Unique visual elements and accurate linguistic elements make these advertisements very interesting and lively. Thus, there is no doubt why this e-commerce company is growing so rapidly, one of which is the presentation of its creative and varied online advertising.

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