

A Comparative Multimodal Analysis on Selected Advertisements: Lays & Pringles

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A Comparative Multimodal Analysis on Selected Advertisements: Lays & Pringles

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Abstract

Advertisement is a type of communication that aims to promote or provide information about products, services, or ideas to the general public to influence their actions or views, the purpose of advertisements is to increase sales, build brand awareness, and inform that there is a new product. Using the multimodal theory from Anstey & Bull (2010) which is semiotic system, this research finds out the semiotic system on Lays and Pringles advertisements and the similarities and differences of semiotic system on Lays and Pringles advertisements. The part that will be analyzed is the comparative of semiotic system on Lays and Pringles advertisements. This study, employed qualitative method and using table to compare the semiotic system that exists in Lays and Pringles advertisements. The data were taken from scenes in Lays and Pringles advertisements on YouTube. Semiotic system that exists in Lays and Pringles based on theory of Anstey & Bull (2010) is linguistic analysis, visual analysis, audio analysis, gesture analysis, and spatial analysis. The total of findings from this study is 48. In the two advertisements that have been researched, all semiotic systems including 15 linguistic analysis, 10 visual analysis, 11 audio analysis, 9 gesture analysis, and 3 spatial analyses. The result show that there are five aspects of semiotic systems based on Anstey & Bull (2010) theory. All similarities and differences also appear except the audio analysis. The similarities of audio analysis did not appear because the two advertisements have been using different music for the audio.

Keywords: Comparative, Lays, Multimodal, Pringles, Semiotic System.

INTRODUCTION

Advertisement is a form of communication that is influenced by economic endeavors and incorporates a variety of literary forms. Advertisements have become a crucial part of our social interactions, as we indirectly participate by interpreting the visual representations and textual content that are conveyed through them, according to Goldman (1992). The objective of an advertisement, which is a representation of mass culture, is not only to influence the intention of consumers to purchase products or services, but also to establish a concealed value within the advertisement. Consequently, advertisements in a variety of print and electronic media are viewed as symbolic on a daily basis. It implies that advertising can serve as a representation of the point to which the melody will reflect on an essential value and exhibit form (Sugiharti, 2018). Olusanya (2013: 166) defines advertising as a powerful form of communication and crucial marketing tool that enables the promotion of products and services, as well as the spread of image and concepts. Advertisements may be found in several forms, including print

media like magazines, newspapers, and billboards, as well as audiovisual media like TV commercials and YouTube advertisements. Advertisements use many different elements, including language, images, visual features, audio, and non-verbal signals, to effectively communicate their intended meanings.

The choice of modes and media is usually based on the characteristics of the information being sent and the intended audience, with a multimodal approach often leading to more efficient communication. The primary objective of this communication is to share information and persuade others to acquire goods, services, or ideas. Advertising is a kind of communication that is financially supported by a recognized sponsor. Additionally, it is susceptible to control, indicating that the sponsor who finances the advertising has the power to decide the timing, placement, and manner in which they are shown. Advertising needs customization. It appeals to a wide range of people by using mass media.

The term "multimodal" refers to a communication approach that involves using many modes simultaneously (Kress & van Leeuwen, 2006). This pertains to the use of various semiotic elements in the design of a product or in the arrangement of semiotic occurrences. The goal is to integrate different modalities in a way that enhances, supplements, or structures the overall message (Kress & van Leeuwen, as quoted in Al Fajri, 2018). Multimodal communication is the use of many semiotic resources together to transmit meaning (Iedema, 2003). Bull and Anstey (2010) propose that a text may be categorized into five unique categories of multimodal semiotic systems. (1) Linguistics involves the examination of lexicon, syntax, and the general structure of both written and spoken communication. (2) Visual components include several aspects like color, vector, and perspective, which are used to both stationary and moving objects. (3) Audio includes components such as the amplitude, frequency, and rhythm of music, along with the incorporation of sound effects. (4) Gesture encompasses components such as motion, velocity, and lack of auditory cues in facial emotions and physical actions. (5) Spatial refers to the proximity, arrangement, and positioning of objects inside a layout, as well as the distance configurations that are determined by the layout.

The reason the writer chooses this topic is because the two brands have different marketing approaches. Lays often uses advertising that focuses on the quality and natural flavor of the product, while Pringles is known for its more creative and unique advertising approach. Comparing these two advertisements provides the understanding about what the semiotic system on both advertisements has in common and the differences. From the background of study, the researcher has derived two research problems. First is what are the semiotic systems on Lays and Pringles advertisements, and the second is what are the similarities and differences of semiotic systems on Lays and Pringles advertisements.

LITERATURE REVIEW

The term "multimodal" refers to the concurrent use of multiple forms of communication by persons (Kress and van Leeuwen, 2006). Semiotic design is the deliberate use of several forms of communication in product design or staged events. These modes interact in order to optimize, enrich, or adhere to a certain sequence (Kress & van Leeuwen, as cited in Al Fajri, 2018). The term "multimodal" pertains to the use of several semiotics to communicate meaning, as stated by Iedema in 2003. Anstey & Bull (2018: 88) assert that multimodal texts are deliberately crafted with particular purposes, intended audiences, and contexts. They entail the combination of at least two distinct systems of signs and symbols, sometimes with the cooperation of several persons, each contributing their own specific expertise. They are disseminated by many technologies,

sometimes using numerous techniques simultaneously. Understanding the creation and consumption of texts is crucial for properly instructing and acquiring knowledge about multimodal texts and semiotic systems. Production refers to the act of developing multimodal texts for practical purposes and circumstances, with a focus on problem-solving and teamwork. Alternatively, the term "consuming" is used to denote the action of reading, since the term "reading" has a historical association with printed text and paper-based technology.

METHODS

This research utilizes qualitative research methods to collect and analyze data, organized and give the codes and then classify into a table. Qualitative research is a different approach within the realm of social science that involves the systematic observation of persons in their natural settings and active participation in their interactions, utilizing their own language and cultural practices. Qualitative research, as seen in disciplines such as sociology, cultural anthropology, and political science, is described as "naturalistic," "ethnographic," and "participatory" (Kirk and Miller, 1986: 9). The researcher utilized a qualitative methodology and employed a table to analyze and compare the semiotic systems present in Lays and Pringles advertisements, using Anstey & Bull's (2010) theory. The objective was to identify similarities and differences between the two brands' advertisements based on the semiotic system outlined in Anstey & Bull's (2010) theory. the data is from Lays and Pringles advertisements on YouTube. There are total of four advertisements to be analyzed, which consists of two advertisements from the Lays and two advertisements from Pringles. The advertisements will be analyzed on semiotic system based on Anstey & Bull's (2010) theory. For Lays there is Lay's® Wavy | "Dogs" :30 with 31 second duration. For Pringles there is Pringles: "Sad Device" - 2019 Super Bowl Commercial with 31 second duration.

RESULT AND DISCUSSION

This chapter will discuss the research question that has been written in the previous chapter. This research will examine what semiotic systems exists in Lays and Pringles advertisements and what are the similarities and differences of semiotic systems on Lays and Pringles advertisements. Semiotic system analysis has five elements namely: linguistic analysis, visual analysis, audio analysis, gestural analysis, and spatial analysis. In this study the data that will be used in scene from the Lays and Pringles advertisements. The first is Lays Lay's® Wavy | "Dogs" :30 and the second is Pringles: "Sad Device" - 2019 Super Bowl Commercial.

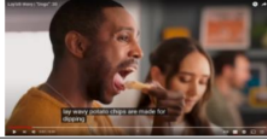

Table 1. Table of Total Data

Semiotic System	Lays	Pringles	Total Data
Linguistic Analysis	5	10	15
Visual Analysis	6	4	10
Audio Analysis	10	1	11
Gestural Analysis	5	4	9
Spatial Analysis	2	1	3
Total			48

a) Linguistic Analysis

Table 2. Table of Linguistic Analysis



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Data code	Transcription	Image
LS2	<i>“Lays wavy potato chips are made for dipping”</i>	
PS1	<i>“I’m stacking cheddar, jalapeno, and sour cream & onion”</i>	

In LS2, the word "Lays" is used to directly identify the product being advertised, with the phrase "wavy potato chips" highlighting its unique shape. The subject of this sentence is the product name described with the adjective "wavy," and the predicate is the passive form of the verb "make." The complement indicates the purpose of using the product, which is specifically designed for dipping in sauces. In PS1, the subject is "I," the performer of the action or actor in the advertisements. The word "stacking" implies the action of stacking or combining, highlighting the unique feature of Pringles' stackable ability. The words "cheddar", "jalapeno", and "sour cream & onion" show the variety of variants available by Pringles, providing information about the choice of flavours to the audience. Like Lays, Pringles both use informal language and simple and clear sentence structures with easily identifiable subjects, predicates, and objects. Both sentences convey a clear literal meaning about the product, while Lays emphasizes the utility of the product for dipping in sauces. Differences between the two advertisements is the focus on the individual experience of enjoying the snack, while Pringles emphasizes the social activity of stacking various flavours as an activity that can be enjoyed together. Lays uses passive voice, while Pringles uses active voice, and uses passive verb forms, while Pringles uses active voice. Both advertisements convey a clear literal meaning about the product and its advantages.

b) Visual Analysis



Table 3. Table of Visual Analysis

Data Code	Visual of the Product	Image
LS3	Lays Wavy with Loaded Potato Toppings Dip	
PS3	Stacking the variety variants of Pringles	

In LS3, Snack Lays are displayed in a kitchen setting, highlighting their purpose and enjoyment. The label and product variants are visible, creating an emotional connection with the audience. The dog in the background adds warmth and comfort, suggesting a relaxed atmosphere. The bright colors of the packaging and sauce contrast with the kitchen background, drawing attention to the advertised product. The warm lighting creates a positive atmosphere. In PS3, Pringles are shown in one's hand, highlighting their unique shape and stack ability. The hand holding the chips is the main focus, with a blurred background to maintain focus. The dog in the background is blurred to maintain focus. The similarities of visual analysis in Lays and Pringles advertisements are Lays focuses on showing the product being dipped in sauce. Meanwhile, Pringles focuses on showing the product being stacked in someone's hand. The label on the Lays sauce product is clearly visible, thus strengthening the brand. The distinctive and stackable shape of Pringles products is highlighted in the visuals. In color contrast, Lays gives bright colors to products and sauces that contrast with the kitchen background. Whereas Pringles, the yellow color of the product contrasts with the darker background. The differences of visual analysis in Lays and Pringles are in Lays, the setting is in a home kitchen, adding to the context of comfort and home atmosphere. Meanwhile, Pringles focuses on the hand with an unclear background, and does not provide a specific place context.

1
c) **Audio Analysis**

Table 4. Table of Audio Analysis

Data Code	Transcription	Image
LS9	Sound of eating a Lays snack and Don't You (Forget About Me) song	
PS7	Sound of funky town song	

In LS9, the crunchy sound of Lays eating adds an element of realism, making the audience feel the sensation of eating a product with a crunchy texture. The crunchy sound in this scene gives an immediate impression of enjoyment and satisfaction that invites or attracts the audience to try the product. This emphasizes that Lays is a product with good quality and texture. The choice of songs such as Don't You (Forget About Me) by Simple Minds spark nostalgia and positive feelings in the audience. The song title, "Don't You (Forget About Me)," can be interpreted as a message that Lay's is a brand that consumers want to remember. The song helps to create a strong

emotional connection with the audience, using nostalgia and a familiar melody to enhance the appeal of the advertisement. The song Don't You (Forget About Me) used in the Lays advertisement also gives a comfortable and peaceful impression. Because, the place used in the house and seen the actors and the actresses who are gathering at home together. In PS7, the selection of the song Funky Town creates a fun and energetic atmosphere in match with the Pringles advertisement which has humor in it. "Funky Town" is a song with a fast tempo and upbeat melody. The song is known for its upbeat and catchy beat. The song helps to create a cheerful and energetic atmosphere, which depicts the fun of enjoying Pringles. The familiar "Funky Town" song can trigger a positive emotional response from the audience, increasing the appeal of the commercial. In the semiotic system audio analysis, no similarities were found. However, differences were found. Lays gives a crunchy sound when eating the product and also inserted the song Don't You (Forget About Me) by Simple Minds which can trigger nostalgic feelings and positive feelings to the audience and provide an element of realism to make the audience feel the sensation of eating Lays products with their crunchy texture. Meanwhile, Pringles only includes the song Funky Town which gives an energetic impression that matches the Lays ad which has humor in it. So, that the use of Funky Town songs in Pringles advertisement provides a cheerful and energetic atmosphere.

1
d) Gesture Analysis

Table 5. Table of Gesture Analysis



Data Code	Gesture	Image
LS4	The actor and actress enjoying eating Lays together in the living room	
PS4	Both actors want to enjoying eating Pringles in the living room	

In LS4, the facial expressions that show satisfaction when eating Lays products emphasize the enjoyment of the product. this reinforces a message that Lays products are delicious snacks. The enthusiastic expressions of the actors and actresses talking to their friends show excitement and fun in a shared moment. This adds an element of fun and familiarity to the ad. The actor uses hand gestures to emphasize the conversation they are having together. Also, the actress' hand gesture of taking the product from the bowl and eating it shows the way she enjoys Lays. This gesture

emphasizes the ease and pleasure of consuming Lays. The relaxed and open posture of the actor and actress sitting on the sofa suggests a comfortable and relaxed atmosphere. This creates a context in which the Lays product is suitable to be enjoyed. The posture of facing each other and engagement in the activity of sharing Lays suggests warm social interaction, reinforcing the message that Lays is a perfect snack and suitable for enjoying with friends and family. In PS4, the actor on the left shows a serious-looking facial expression while stacking various Pringles flavor combinations. This reflects thought and exploration. While the actor on the right, shows a facial expression that looks confused or curious, this reflects interest and curiosity about questions about the combination of various Pringles flavors. The similarities of gesture analysis in Lays and Pringles advertisements are in the Lays advertisement, the actor and the actress sitting casually in a living room show a cozy and friendly atmosphere. Likewise, in the Pringles advertisements, the two actors sit with a relaxed posture, thus reflecting a relaxed and interesting discussion. The differences of gesture analysis in Lays and Pringles advertisements are in the Lays ad, it mostly shows happy and satisfied facial expressions when enjoying with friends or family. In Pringles advertisement, the facial expressions emphasize thinking and curiosity about various flavor combinations, creating a curious atmosphere.

e) Spatial Analysis

Table 6. Table of Spatial Analysis

Data Code	Image
LS10	
PS1	

In LS1, the Lays Wavy product was placed in the middle of the scene and held by one of the actresses who was sitting on the sofa. This placement ensures that the audience's attention is immediately drawn to the main product, Lays Wavy. The actor sitting in the middle of the sofa eating a Lays Wavy interacting with the dog also became the main focus. The other characters are placed around the living room and interact with each other, showing the social atmosphere and togetherness. In PS1, Pringles are placed in the middle of the table with various flavors arranged in a row.

This placement ensures that the product is the main focus of the scene. The diverse arrangement of Pringles shows the variety of the product. The two main actors sit on the left and right sides of the table, flanking the Pringles product. This emphasizes their interaction with the product. The similarities of spatial analysis in Lays and Pringles advertisements are Lays are placed in the center, and are held by actress. This emphasizes that the audience's attention is immediately drawn to the Lays product. Pringles are also placed in the middle of the table with various flavors arranged in a row. This placement also ensures that the product is the main focus of the scene. The differences of spatial analysis in Lays and Pringles are Lays features an active social scene with many characters seen interacting with each other in the background. Whereas Pringles focuses on the two main characters interacting with the Pringles product, with a simpler and more focused background.

CONCLUSION

This research found the semiotic system between Lays and Pringles also found the similarities and differences of semiotic system in Lays and Pringles advertisements. In the comparative of Lays and Pringles advertisements, all the similarities and differences in the semiotic system found in Lays and Pringles advertisements. Only in audio analysis that no similarities were found. This is because the music used by the two advertisements is very different. Lays uses the song Don't You (Forget About Me) which gives a comfortable and calm impression, this is also supported by the setting of the place at home. Meanwhile, Pringles uses the song Funky Town with a fast and upbeat tempo. This gives an energetic impression which describes the feeling of enjoyment when consuming Pringles and is also in accordance with the Pringles advertisement which is full of humor.

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