

Examining the Utilization of Multimodal Resources in Avoskin Advertising Campaigns

Cici Frilly Kamboda¹, Nonny Basalama², Abid³

^{1,2,3}Postgraduate English Education, Universitas Negeri Gorontalo, Gorontalo, Indonesia

Corresponding Author: Nonny Basalama

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ABSTRACT

The use of language is not only for communication, but also delivering message, expressing emotion, informing each other, and even persuading others. People use different modes of signs for meaning-making, a term referring to multimodality. Multimodal discusses different ways of communication such as verbal, color, gesture, sound, and other resources. The used of multimodal aims to persuade people, and this kind of persuasive is used in Avoskin advertisement to change the viewer into their costumer. Accordingly, this study focused on the persuasive languages used systemic functional linguistic and multimodal. This study conducted to find out the persuasive languages used in Avoskin Beauty advertisement and to investigate how does Avoskin Beauty persuade its audiences. The data this study drew upon analytical tools from systemic function linguistic proposed by Halliday (1976), and multimodal by Kress & Van Leeuwen (1996). Avoskin Beauty advertisements used 5 kinds of persuasive languages to attract the viewers. Furthermore, with the different number of the persuasive language found that not all the persuasive language applied in Avoskin advertisements. In persuading the audiences the advertisements applied all the textual and interpersonal components. While experimental not all the component applied in the advertisement. The music analysis found that the music was not relate to the product advertised, but affecting to the product. In the further, further research can analyze the persuasive language in two or more different advertisement of skincare, or make a comparison the persuasive language used in

advertisements of Avoskin and others advertisements.

Keywords: Persuasive Language, Multimodal, Systemic Function Linguistic, Advertisement, Avoskin.

INTRODUCTION

The use of words is not the only means by which we communicate, and people use different modes of signs for meaning-making, a term referring to multimodality. Multimodal acknowledges that people utilize diverse forms of communication beyond verbal language. Multimodal analysis is a theory proposed by Kress and Van Leeuwen (1996). It discusses the different ways people communicate. It is also defined as using semiotic signs such as color, text, sound, and several resources in the meaning-making message. Paltridge (2022) states that multimodal discourse analysis studies how people combine different communication tools, such as images, films, videos, and sounds used in conjunction with written languages, to create meaning. Multimodal is interest in three points. The first goal of multimodal discourse analysis is to comprehend the meaning of a text and the semiotic resources that can be used to convey that meaning. Second, the theory investigates the meaning-conveying mechanisms used by specific semiotics in particular cultural contexts. Third, multimodality theory makes an effort to identify a certain agenda that a particular group has behind a given text.

Additionally, some multimodal texts have marketing-related goals; they influence readers to take a certain action or even purchase the promoted goods (O'Halloran, 2008).

In attracting viewer, an advertisement creates various ways of languages like persuasive language. The use of persuasive language function to change the viewer's mind or to change their believed towards something advertised. Persuasive language defined as form of communication that focus on persuade or influence someone to change their believed. Additionally, it encourages others to concur with and share your viewpoint. According to Yuliah S, Fitriyandi J., and Yahya M., a text that urges or persuades someone or the reader to concur with the writer's feelings is called persuasive language. The form of persuasive language in business advertorial advertisements is identified based on two things, namely diction, and expression. Dictations contained in the advertorial advertisement of the business are related to profits, related to self-image, related to heart responses, are hyperbolic, are metaphorical, and are related to foreign terms. Whereas the phrase in advertorial adverts online daily newspaper business contains suggestions for prospective customers, demeaning other products, emphasizing self-confidence, emphasizing product competition, giving evidence of product trust, and expressions to invite action. Persuasive language is usually used in advertisement in order to attract and persuade the viewer to buy the product.

Advertisement is defined as a medium to introduce products or an announcement of something with a short and easy-to-understand message. It aims to attract people's attention regarding an advertised product. People can be strongly influenced and persuaded to purchase a thing by advertisements. Al-Momani, Migdadi, and Badarneh (2016) stated that an advertisement's main goal is to persuade viewers to make a purchase. There are two types of advertising: oral and visual. The visual advertisement consists of images,

posters, leaflets, billboards, and websites, whereas the oral advertisement consists of a speech on TV, radio, or in person. Furthermore, what renders an advertisement impactful is the innovative and imaginative utilization of semiotic resources by its creators. These resources encompass linguistic elements like verbal and written languages, paralinguistic aspects such as body language and movement, visual components like color, font, images, camera angles, and perspectives, as well as other semiotic resources like music (Guo & Feng, 2017; Li, 2016). These are frequently referred to as multimodal resources, and they are frequently used together in advertisements to create an effective form of communication that will entice viewers to purchase the promoted goods. Paltridge (2012) said that as a result, in our interactions with one another, especially through commercials, we hardly ever observe the usage of a single mode of communication.

Advertisements can be analyzed within the language and linguistics field to examine the communicative function. Consequently, the meaning can be understood. These are frequently integrated in the commercial to provide an effective form of communication to entice viewers to purchase an advertised product, and they are referred to as multimodal resources. Hence, Paltridge (2012) argued that in our interactions, including those through advertisements, we consistently employ multiple modes of communication rather than relying solely on one method. The introduction of advertisement comes in multiple ways, such as using social media Tiktok, Instagram, and YouTube. Most of the advertisement that used media in promoting their product is skincare advertisement.

Skincare advertisements are ads that function to introduce the brands of skincare. It said unique because skincare advertisements present different ads from advertisements for food products or other products ads. The presentation is in the appearance of a beautiful, handsome,

attractive, and popular model as a perfect female/male identity. In addition, the support of persuasive language use is an additional attraction for potential consumers. In particular to the influence of media advertisements, skincare advertisements are used to persuade people to believe they are as attractive as the elements they present, such as the choice of actors, the objects that illustrate improving or degrading skin condition, the affective circumstances, the closer detail of the represented actor or the offered products, or the persuasive spoken and written language. Language and non-verbal aspects work together to generate a meaning that develops a discourse unit that subtly shapes people's perceptions of beauty to conform to what they perceive in the media.

According to the Compass, Avoskin is one of the local skincare that reached the highest rank in Indonesia. Avoskin beauty is a brand of skincare products that are famous in Indonesia as a brand of skincare made in 2014 under the direction of PT AVO Innovation & Technology company which sells skincare products. A brand that is created to treat the skin without harmful ingredients that irritate it. Avoskin Beauty always provides the best products from natural ingredients in both Java and Bali. They formulate ingredients from nature and state-of-the-art technology to provide tangible and long-lasting results.

Recently, Avoskin Beauty achieved very high sales of more than 600 pieces in a week. This was found by the internal Compass team, where the sales of Avoskin Beauty at Shopee generated a large enough total revenue to how many products from Avoskin Beauty became the best sellers, including avo skin perfect hydrating essence, Avoskin miraculous refining toner, Avoskin your skin bae variant, and miraculous retinol ampoule. Thus, this condition makes Avoskin Beauty became one of the sustainability in the Indonesian market. Therefore, this study chooses one of the Avoskin products. The advertisement of Avoskin differs in various forms: printed

form, audio form, and video form. Further, this study chooses the video version of the Avoskin advertisements, which can be found in Tiktok as a sort of multimodal implementation, it makes use of more sophisticated written and spoken language inside the non-verbal components.

Several studies have been conducted to explore how multimodal used in skincare advertisements. Alhadi, Gunawan Wawan, and Wirza (2022), used the multimodal theory to examine the meaning representation in Korean skincare advertisements intended for males. Besides, this study also identifies conceptual meanings of intermodal relations in terms of their representation, interaction, and composition. They found that the intermodal relations of the Korean male skincare advertisements relied on the meanings conveyed by the selected images. Another example is by Sarah W. G and Putri M. D. (2022). They investigated modality level of Sukin skincare advertisement in social media. It indicates there are 20 frontal angles, 20 eye levels, 5 demand pictures, 15 offer images, 12 distant social distances, 7 near personal distances, 1 close social distance, 8 high modality, 2 low modality, and 7 close personal distances. Another example is by Sarah W.G and Putri M. D. (2022) they examined into the social media advertising levels for Sukin skincare products. It demonstrates that there are five photos in demand, and fifteen offers. Another study, Suryani, Sinar, and Zein (2021), discovered linguistic and visual aspects in Wardah beauty advertising. The findings indicated that the experience function of verbal texts involves processes that are material, mental, relational, behavioral, verbal, and tangible. These processes are contained in verbal and visual texts in Wardah beauty advertising. Similarly, Gladys S.Y.J (2014) examines the meanings of such masculine identities, how they are being built, and what underlying ideologies underlie such constructions in commercials for men's skincare and cosmetics that are distributed locally. It was

discovered that different groups of males, which are distinguished by their levels of dedication to techniques of beautification, are targeted by advertising using different verbal and visual resources. When promoting male skincare products, it also uses a variety of discourses to mainstream male beauty habits and minimize social judgment. Jarad G.S and Dr. Hadi M.N.A (2021) Additionally, analyze the verbal and nonverbal cues in Arabic TV advertising for cosmetics. They found that Arabic advertising have biases towards the idea of using women to introduce things rather than men since women are seen as strong symbols who use their high attractiveness to pitch goods or businesses.

From all of this research, it is clear that multimodality has been extensively used in discourse analysis to uncover a text's hidden meaning. However, none of these studies this study discusses what kinds of persuasive strategies are found in "Avoskin Beauty" as a local skincare advertisement and how "Avoskin Beauty" as a local skincare advertisement persuades its audiences. Several multimodal studies of skincare advertising have been found to be conducted, raising the issue of persuasion and revealing themes that are empowering to viewers. This study comes to the conclusion that similar advertisements' physical representations of persuasion are not given much thought.

This research has some similarities and differences. First, these studies analyze poster and billboard advertisements using multimodal analysis. However, those researchers analyze it in the form of images only. On the contrary, this study will use video advertisements which is moving object and using sound and music. Second, the studies' data were collected through a Google search and an international website. While the data that used in this study is from the official account of the advertisement, which is published on social media. Third, the research focuses on how the implicit messages toward customers and the contribution of visual and textual

messages raise people's awareness. This study focused on the process and the persuasive language in persuading audiences.

We can infer from all of these studies that multimodality has been applied frequently to understand the implicit meaning or the language verbal and non-verbal of a content. However, none of these studies this study discusses the persuasive language used and explain detail how does the advertisement persuades its audiences. Hence, this study conducted to see how the "Avoskin" brand carries out persuade its audiences through advertisements.

LITERATURE REVIEW

1. Persuasive language

Persuasive language defined as form of communication that focus on persuade or influence someone to change their believe. Additionally, it encourages others to concur with and share your viewpoint. According to Yuliah S, Fitriyandi J., and Yahya M., (2021) a text that urges or persuades someone or the reader to concur with the writer's feelings is called persuasive language. Persuasive language is usually used in advertisement in order to attract and persuade the viewer to buy the product. There are 21 types of persuasive language features that Lamb (2014) has revealed in persuasive language.

- 1) Alliteration is known as words that start with the same sound or letter to emphasize a point.
- 2) Allusion is an utterance that refers to something indirect such as book, song, play, TV show, poem, religious text, historical figure, or event is known as an allusion. Because allusions are made in an indirect manner, the reader must draw the link for themselves.
- 3) Appeals is when writers often make appeals to evoke a range of emotions in readers, including but not limited to: a sense of fairness, sympathy, nostalgia, and compassion.

- 4) Analogy is a way to make a better understanding to the reader by drawing contrast between two things.
- 5) Anecdotes are personal stories that are employed to succinctly explain a topic or convey a message in a short amount of time.
- 6) Colloquial language refers to the language that is commonly used in everyday situations and informal conversations, includes slang, regional expressions, and informal phrases.
- 7) Approachable is the used of common language by the writers in order to make themselves approachable with the viewer.
- 8) Clichés is known as overused expressions, while they should be avoided, clichés give writers the opportunity to quickly explain a concept to their audience.
- 9) Every word has a connotation or meaning. For instance, a term may have a similar literal meaning but entirely different connotations. Connotations may be interpreted negatively or positively.
- 10) Emotive words are words that powerful to evoke strong emotional responses in the audience. These words are specifically chosen to elicit specific feelings or reactions, aiming to create a more impactful and persuasive effect on the reader or listener.
- 11) Evidence is the used of facts, numbers, statements, or graphs, by the writers to substantiate and support their arguments.
- 12) Expert opinions provide additional support and authority to the writer's argument, particularly when the experts are recognized authorities in their respective fields. To persuade readers of their point of view, writers frequently exaggerate or overstate something by using hyperbole.
- 13) Inclusive language utilized to attract attention by using the word such as 'we' or 'us.'
- 14) Imagery enhances descriptive writing, which is a powerful tool for persuasion.
- 15) Jargon describes highly technical terms or expressions that are usually associated with particular disciplines of study or research. The use of jargon facilitates the exploration and exchange of complex ideas among specialists.
- 16) Metaphors is a way to persuade reader by describing one item as other.
- 17) A pun is a type of wordplay that frequently uses rhymes, homophones, and homonyms.
- 18) Repetition is the use of words, phrases, and ideas repeatedly in an essay to strengthen an argument and make a point.
- 19) A rhetorical question is one that has a clear solution and can lead readers to a particular conclusion.
- 20) Sarcasm is a form of communication that conveys a mocking or ironic tone. It involves saying or writing something contrary to what is actually meant, often with the intention of mocking, ridiculing, or expressing disapproval.
- 21) Simile is a literary technique in which one thing or idea is compared to another, frequently utilizing the terms "like" or "as." By making a comparison between two things that seem unrelated, it helps the reader understand and creates vivid images.

2. Systemic Functional Linguistics (SFL)

Halliday in Juliana (2018) stated systemic functional linguistics (SFL) is an approach to language analysis that focuses on understanding. It entails researching the ways in which language is used to express and interpret meaning, particularly in the setting of ads. Comparing this SFL study to other linguistics disciplines is very different. Two fundamental concepts that stand out are as follows: Firstly, language is viewed as a social phenomenon that takes the form of social semiotics. Secondly, language is regarded as a constructive text that is intricately connected to the social context. Based on this explanation, the study of

language cannot be separated from its social context or the manner in which language is employed within a given situation.

Halliday (1975) viewed language as a social and cultural phenomenon instead of being a biological entity, views language as a social and cultural phenomenon. He mentioned that a language theory founded on the idea of language function, is known as systemic functional linguistics. SFL prioritizes language's function over language's syntactic structure, in contrast to more structural approaches that prioritize language's constituent parts and their combinations. Systemic Functional Linguistics (SFL) begins by considering the social context and examines how language interacts with and is influenced by this context. A key concept in SFL is stratification, which involves analysing language across four levels: context, semantics, lexico-grammar, and phonology-graphology.

This means that SFL examines language not only in terms of its grammatical and structural aspects (lexico-grammar and phonology-graphology) but also takes into account the broader contextual factors and meaning-making processes (context and semantics). Firstly, in the context of Systemic Functional Linguistics (SFL), the concept of context encompasses three aspects: field, tenor, and mode. The field refers to what is happening or the subject matter being discussed. The tenor relates to the social roles and relationships between the participants involved in the communication. Lastly, the mode pertains to various factors related to the channel of communication, such as whether it is a monologue or dialogue, spoken or written, and the presence or absence of visual contact.

Secondly, within SFL, systemic semantics places emphasis on what is commonly referred to as pragmatics. Pragmatics deals with the study of language in use, including the ways in which context, speaker intentions, and meaning are negotiated within specific communicative situations.

Systemic semantics analyse how language functions pragmatically in relation to the context, taking into account the communicative purposes, intentions, and effects of language use. Indeed, within Systemic Functional Linguistics (SFL) further divided into three components:

- 1) Ideational: This component focuses on the propositional content of language, which relates to the representation of ideas, concepts, and experiences. It involves analyzing how language expresses meaning through the representation of things, processes, qualities, and their relationships.
- 2) Interpersonal: This component delves into the interpersonal aspects of language use. It encompasses the analysis of speech functions (such as questioning, commanding, requesting), the structure of exchanges (turn-taking, adjacency pairs), and the expression of attitudes, emotions, and social relationships within communication.
- 3) Textual: This component examines how texts are structured as messages. It involves studying the organization and coherence of texts, including elements like theme-structure (how information is presented and developed), rhetorical structure, cohesion, and coherence. By considering these three semantic components, SFL provides a comprehensive framework for understanding how meaning is conveyed and negotiated through language in different contexts and communicative functions.

Thirdly, lexico-grammar focuses on how words are syntactically arranged into utterances. Finally, phonology-graphology is concerned with how words and sounds are pronounced as well as sentence stress, intonation patterns, and rhythm. A functional approach is used in this case, analyzing the speech in terms of actor, agent/medium, theme, and mood roles.

3. Multimodal Analysis

Multimodal analysis is the theory proposed by Kress and Van Leeuwen (1996). It discusses the different ways people communicate. It is also defined as the use of the semiotic signs. The multimodal analysis also used color, text, sound, and several resources in the meaning-making message. Paltridge (2022) claims that multimodal discourse analysis discovers how people use different communication tools, such as photos, films, videos, images, and sounds utilized with textual languages, to produce sense. Multimodal in advertising focuses on the interpretation of communication as an event to deliver messages and offer meaning from the speaker to the audience, including consumers (Wijayanti T. P. 2020). According to Halliday (1994), language metafunctions involved of three functions, they are experimental, interpersonal, and textual (cited in Kress & van Leeuwen, 2006, p. 42). Kress and van Leeuwen (1996) see the image as a language that has three components as in Halliday's three languages metafunction, which is based on Halliday (1994), who sees grammar as a source of creating and expressing meaning.

- a. Experimental component: The experimental component aims to encode, express, and actualize the human experience, which is represented by a system of processes. The term "*process*" refers to the origin of outlined experiences, encompassing various elements such as the actions being undertaken, the individuals involved (participants), and the surrounding conditions or context [circumstances] (Halliday, 2004, p. 213). The noun realizes the participant, but the adverb group and prepositional phrases realize the situation. There is primary process in the process such as material, mental, and relational, and the three secondary processes are behavioral, verbal, and existential (Halliday, 1994, p. 171-206)
- b. Interpersonal component: The interaction between the presented individuals and

the viewer is referred to as the interpersonal component. Contact, social distance, point of view, and modality are all parts of the interpersonal component of the image analysis Kress and van Leeuwen (2006, p. 114)

- c. Textual component: Textual component is a visual mode related to the separation between various composition layouts (Kress & Leeuwen, 2006, p. 175). The use of various compositions in visual grammar provides for a variety of textual interpretations and information values. The relationship between verbal and visual languages in multimodal communication is logical. An interest in the metafunction component of verbal and visual aspects can reveal this connection. According to Kress and van Leeuwen (2006, p. 177), the textual components include information value, salience, and framing.

4. Mode of Advertisement

Discourse analysis goes beyond a narrow focus on language itself and takes into account the contextual factors surrounding communication. This includes considerations such as the intended audience, the medium used for communication, and the diverse forms and evolution of the communication act (Cook, 2001, p.3). Advertising is not only covering speech or text, but it is more involved with the presence of pictures and music. Hence, cook (2001, p. 4) utilized the mode of advertisement as the term to deliver ideas in advertising correlated to text and context. It describes as follows:

1. Picture

Cook (2001, p. 54) states that images in advertisements can be snippets from a story, a motion picture, a cartoon, or a photograph, including wide panoramas of various locations, interior or exterior shots, and even extreme photographs of the product. Every scene is a collection of product representations that the advertiser is continuously promoting. Additionally, the advertiser makes the

assumption that each scene in their commercials can represent the brand of the product.

2. Music

For a person or a group, the use of music may inspire a particular mood or connect with very particular settings, occasions, and imagery (Cook 2001, p.9). A jingle is a piece of music used in advertising that can convey information about a company or a product. In addition, music can be used as a background to entice viewers of the advertisement, like in Avoskin advertisements. The sound that is played back can be a song or an instrument that fits with the idea of the marketed goods.

3. Speech and Writing

The advertisement contains both the speech and writing elements. The idea is to portray advertising in a distinctive, thrilling, and persuasive manner. Furthermore, the advertiser uses verbal communication to convey the product message using jargon or slogan. Additionally, when watching television, images move, music plays, and various combinations of speech, song, and writing are used (Cook 2001, p.42). All of those components come together in the current television advertisement.

5. Avoskin Beauty

Avoskin is one of the local skincare that reached the highest rank in Indonesia. *Avoskin beauty* is a brand of skincare products that are famous in Indonesia as a brand of skincare made in 2014 under the direction of PT AVO Innovation & Technology company which sells skincare products. A brand that is created to treat the skin without harmful ingredients that irritate it. Avoskin Beauty always provides the best products from natural ingredients in both Java and Bali. They formulate ingredients from nature and state-of-the-art technology to provide tangible and long-lasting results. Recently, Avoskin Beauty achieved very high sales of more than 600 pieces in a week. This was found by the internal

Compass team, where the sales of Avoskin Beauty at Shopee generated a large enough total revenue to how many products from Avoskin Beauty became the best sellers, including avo skin perfect hydrating essence, avoskin miraculous refining toner, Avoskin your skin bae variant, and miraculous retinol ampoule. Thus, this condition makes *Avoskin Beauty* became one of the sustainability in the Indonesian market.

Therefore, this study chooses one of *the Avoskin* products, *Your Skin Bae Lactic Acid and miraculous retinol toner*, which functions as a face exfoliate containing the best whitening ingredients, as an anti-aging, and brightening the skin tone. The advertisement of *Avoskin your skin bae* differs in various forms: printed form, audio form, and audio-visual or video form. Further, this study chooses the video version of *the Avoskin Your skin Bae Lactic Acid* advertisement, which is usually found in Tiktok as it employs more complex written and spoken language within the non-verbal elements as a form of multimodal implementation.

6. Conceptual Framework

According to the theories, previous studies, and the research questions explained, here is the form of conceptual framework that conducted in this research. Avoskin beauty, as the local brand of skincare brand, uses the advertisements to persuade its audiences. An advertisement influenced by several aspects, such as media promotion, costumer needs, product quality and profit to obtain the goals. To investigate the persuasive languages and how Avoskin persuades its audiences, the researcher analyze the advertisements used the multimodal analysis by Kress and Van Leeuwen and systemic function linguistic by Halliday. Using these theories shows the persuasive languagess in Avoskin beauty ads, and how Avoskin persuade its audiences.

MATERIALS & METHODS

The design of this research used qualitative approach. In this study, discourse analysis is the suitable one to investigate the strategies in Avoskin and how does Avoskin persuade its audiences through multimodal and systemic functional language theories.

The data of this research are videos from Avoskin beauty advertisements in the form of words or clauses and visual data in the form of images. The data sources are 2 videos advertisements chosen purposively and can be downloaded from TikTok. They are Avoskin Beauty's video advertisements of their best-selling products with the highest number of views. The first video was posted on May 29th 2021, and the second video was posted on June 23rd 2022. The researcher used documentation of the video advertisement by Avoskin Beauty official account. There are several steps in collecting the data. The first is downloaded the video from official account of Avoskin Beauty in tiktok. The second is capturing every scene from both videos consisting of image and text, images and brand logos, text, or images only. The third is transcribing the verbal and text information contained in the advertisement. The fourth is categorized the data. The last is analyze the data using the theory.

To analyze the data, this study used systemic function linguistic by Halliday and multimodal theory by Kress and Van Leeuwen. This study focused on the three metafunctions and all the resources used. The first is ideational, the second is interpersonal, and the third is textual. To find out the persuasive languages used in Avoskin advertisement, this study used the three metafunction to see who was in the video, how the persuasive language delivered, and how the interaction when the persuasive language delivered. Furthermore, to investigate how does Avoskin persuade its audiences, the study used systemic function linguistic and multimodal by Kress and Van Leeuwen such as visual, written text, and other resources, color, gaze, lighting, and sound. In addition, the data of the research was translated into English because the data is Indonesian Language and this study is English.

RESULT

In persuading audiences, the combination of three metafunction and music or audio are necessary to build an engaging story for the consumer. It applied in Avoskin beauty advertisements. Therefore, this part describes the finding of the advertisement. Kress and van Leeuwen (2006) and Halliday (2014) theories was used in this analysis.

Figure 1 (Source: Avoskin Official TikTok account)



Table 2

Advertisement 1	
Participant	A woman shows half of her face with close up look
Process	Verbal (verbal process) 1. Rekomendasi serum paling cocok untuk mengatasi jerawat kamu. 2.Before 3. After Visual (Material process): In the left side, the woman shows half of her face with a close up look of an acne on her cheek. In the right side, the woman shows half of her face with no acne
Audio	1. “jika bisa begini, maka bisa begitu. Nah ini dia produk yang aku pake dari Avoskin your skin bae lactic acid 10% kiwi extract 5% dan Niacinamide 2.5 %. Lactic acid itu merupakan AHA yang berfungsi untuk mengangkat sel kulit mati dari permukaan kulit, jadinya kulit makin cerah. Dan ini juga ada niacinamide nya makanya bisa membuat kuat skin barrier. Tekstur dari serum ini tu kentel tapi dia mudah menyerap dan ga lengket. Dan menurut aku ini cocok banget buat yang punya kulit kering karna dia ada efek ngelembabinnya. Walaupun ini serum eksfoliasi tapi bisa di pake pagi sama malem loh”. 2. A song tittle butter from BTS
Circumstance	Visual: The color of the background consists of white. The position of the woman in the frame is looking on the camera. She is showing her before after pictures with close up look.

Figure 2 (Source: Avoskin Official TikTok account)



Table 3

Advertisement 1	
Participant	Avoskin product with close up look
Process	Verbal (verbal process) 1. Lactic Acid 10% 2.Kiwi Extract 5% 3. Niacinamide 2.5 % 4.Avoskin all about your beauty 5. Your skin bae 6.Mild exfoliation-glow up-unique-loveable 7.30ml 1.06 Oz 8.Mengeksfoliasi 9.Melembutkan 10.Menghidrasi 11.Menjaga skin barrier Visual (Material process): In the left side, the avoskin product shows the ingredients on the bottle, benefits and measurement with a close up look. In the right side, the avoskin product shows the functions of the product with a close up look
Audio	1. “jika bisa begini, maka bisa begitu . Nah ini dia produk yang aku pake dari Avoskin your skin bae lactic acid 10% kiwi extract 5% dan Niacinamide 2.5 %. Lactic acid itu merupakan AHA yang berfungsi untuk mengangkat sel kulit mati dari permukaan kulit, jadinya kulit makin cerah. Dan ini juga ada niacinamide nya makanya bisa membuat kuat skin barrier. Tekstur dari serum ini tu kentel tapi dia mudah menyerap dan ga lengket. Dan menurut aku ini cocok banget buat yang punya kulit kering karna dia ada efek ngelembabinnya. Walaupun ini serum eksfoliasi tapi bisa di pake pagi sama malem loh”. 2. A song tittle butter from BTS
Circumstance	Visual: The color of the background consists of white, and green. The position of the product in the frame is horizontal with close up look.

DISCUSSION

1. Experimental Components in Advertisement 1

In experimental part seeks to portray human experience as a process system and to encode, express, and realize it. The process is the origin of experiences that are outlined and consist of processes, participants, and circumstances (Halliday, 2004, p. 213). The process lies on the central in clauses, which are equivalent to verbs. The noun recognizes the participant, instead the adverb group and prepositional phrases realize the situation (Saragih, 2011, p. 83). There are six processes in experimental, the three primary processes are material, mental, and relational, and the three secondary processes are behavioral, verbal, and existential. As the results, in advertisement 1 of Avoskin not all the experimental components applied in the advertisements such as verbal, behavioral, existential, and attribute process. However, the material and mental process mostly used in experimental component.

2. Interpersonal Component in Advertisement 1

The second component is interpersonal component, this component expresses the correlation between the depicted parties, and between the participant and the viewer according to the distance, perspective, angle, and gaze Sorensen (2011). This component is used to show social interaction between advertiser, viewer, and product. As a result, to persuade the viewers, Avoskin ads used visual to attract the viewers to buy their product, such as the use of demand and offer interaction, the social distance in shooting the product, and eight level of modality and color to attract the viewers about the product.

3. Textual Component in Advertisement 1

Textual Component is a visual mode that is related to the distance of different composition arrangements (Kress & Leeuwen, 2006, p. 175). According to Kress

and van Leeuwen (2006, p. 177), the textual component consists of information value, salience, and framing. Information value is related to the placement of elements in the image. Salience concerns the attractive image elements that are related to different degrees, such as background and foreground and color tone differences. The framing is related to the presence or absence of the borderline between parts or not parts of the picture.

4. Music and Sound Analysis in Advertisement 1

Most advertisements use music and sound to attract audience. Music in advertisement can convey a feeling or serve as a representation of a product. (Cook, 2001, p. 59). Jingles, or short pieces of music, often appear in advertisements to convey information about a company or a product. Furthermore, as in the Avoskin advertising, music can also be the background sound of advertisements. The finding showed that the Avoskin your skin bae lactic acid used music and voice over in persuading the viewers. In the opening, there was voice over saying [*jika bisa begini, maka bisa begitu*]. This sound was related to the visual in the scene where it showed the comparison between the “before and after” pictures. The advertisement used a popular song to attract the viewers’ attention. The sound [*jika bisa begini, maka bisa begitu*] was used to compare one situation to another, relating to the visual of “before and after” pictures. After that, the music started to play together with a voice over.

The music used in the Avoskin was a song from BTS entitled Butter, a dance-pop genre. It was shown by the playing of drum roll combined with the electric guitar. The tune of the electric guitar in harmony with the product appears together. The back sound was not related to the product because it was about an attraction between two people. According to Huron D. (1989) music does not need to be represented by specific products or services to play a useful and beneficial function. However, this song

is a famous song in TikTok and most advertisements use the song.

Additionally, in the first advertisement of Avoskin was found voice over as the way in persuading the viewers, the voice over was used as the back sound in the ads. Voice-over is known as the technique in video or audio-visual advertisements. It is a voice which is not visible on screen provides narration, commentary, or speech to go along with the pictures. The voice over functions to explain about the product in details, such as the ingredients, the usage of product, and the benefits of the product. The voice over played together with the movements of the scene. In this ad, the voice over was a woman voice, she explained the product that she used, the ingredients contained in the product, the benefit and the usage. The voice-over used the same intonation and stress, especially in the end of the sentence.

The second advertisement was Avoskin Miraculous retinol toner, it is a product which has many benefits. According to the official account of avoskin in tiktok, avoskin miraculous toner functions are to prevent premature aging, to help skin regeneration, to smooth skin texture and brighten the skin.

5. Experimental Component in Advertisement 2

a) Contact Interaction (Image act and gaze)
In the second advertisement in avoskin beauty, the offer interaction found in figure 6, it can be seen when the ads showed two bottles of product with different size to viewers which requires them to do something by saying [*PLEASE BACA INI*]. The words [*PLEASE BACA INI*] in the picture is trying to attract the viewer to watch the ads until finish. Hence, the advertiser can explain more about the product by displayed the benefit or evidence in the next scene. The different size in the picture delivers the message to the viewers that this product has 2 sizes, one is travelling size and another one is full size. It

gave the chance to the viewers to choose the size according to their needs.

In the figure 7, the offer interaction found in the picture. The picture showed the interaction of the costumer with the audiences. The costumers in the picture gave testimony related to the product that made the viewers influenced. Furthermore, the ads also tried to persuade by showing the reward (5stars) this indicated the effect of the product. The ads showed the reward to make the viewer believe to the product. In the figure 8 demand interaction found, it appeared when the ads showed to the participant the before and after picture in the displays. This scene tried to make the viewers believe that the product can prevent acne, by proved before and after on the picture result.

b) Social Distance

There are 3 interactions found in Avoskin miraculous retinol toner advertisement. the first is impersonal distance (figure 6), the picture showed the general appearance of the product. It functions to explain the setting where the product places, there are two bottles with different size and the object of the advertisement. The second is social distance, it applied in the next scene like in figure 7, it can be seen how the testimony from the costumers showed on the picture. The testimonies are full of explanation about their satisfaction toward the product. This interaction indicated as social interaction. Meanwhile, the third revealed the intimate distance, the reason is the picture took in close-up shot. Furthermore, intimate interaction appears when the picture tried to make the viewer believe to the product, by showed the result of using Avoskin miraculous retinol toner. The before after pictures is the form of intimate interaction between the advertiser and the viewer, the advertiser persuaded the viewer through the benefit of the product that can get rid of the acne. In conclusion, the Avoskin miraculous retinol toner persuade the viewer through the impersonal, social

distance and intimate. It used different way in took the picture.

6. Interpersonal Component in Advertisement 2

a) Material process

Material process defined as a process related to the physical and real activities, such as playing, running, writing, riding and eating. According to Halliday and Matthiessen (2004, p.178) the subject of the material clause is doing and happening actions, the actor is the participant, and the recipient of participant called goal. Two types in material process are transitive and intransitive, transitive is the process with goal participant while the intransitive is the process without goal participant.

b) Mental Process

Halliday and Matthiessen (2004) stated that mental process is the perception of human or people, for example cognition, feelings, thoughts, and interpretations. The participant in this process called senser and phenomenon. Senser is the one whose transfers feeling, desiring, and thought to the phenomenon. Phenomenon can be things, and acts that connected to the human consciousness. In the second advertisement the used of mental process was seldom.

c) Behavioral Process

The behavioral process is physiological of human behavior (Halliday, 2004, p. 248). This process has no typical characteristics like the other processes. Sometimes it can refer to the other processes, such as a material process or mental process. The participant in the behavioral process is called behavior. According to Halliday (2014), behavior refers to conscious beings like senser participants in the mental process. The behavioral process grammatically tends to 'doing.'

7. Textual Component in Advertisement 2

According to Kress & Leeuwen, 2006, p. 175 textual component is a visual mode that is related to the distance of different composition arrangements. It consists of

information value, salience, and framing. Information value is related to the placement of elements in the image. Salience concerns the attractive image elements that are related to different degrees, such as background and foreground and color tone differences. The framing is related to the presence or absence of the borderline between parts or not parts of the picture.

8. Music Analysis in Advertisement 2

In persuading viewer an interesting sound is needed, for example the used of music. Music in advertisement can convey a feeling or serve as a representation of a product (Cook, 2001, p. 59). In the second ads of Avoskin beauty used the song entitled Somebody that I used to know, the song by a singer-composer named Gotye. The song is a remix music, it shown by the speed of the song is not same as the original one. Furthermore, the song is art-pop genre, and it is about a man who flashback to his past. The song wasn't related to the product, but this is a trend song on Tiktok which is used a trend song makes a video famous. Hence, through this song Avoskin introduced their product and attract many viewers and make their ads famous on TikTok.

CONCLUSION

Based on the results of the analysis and discussion of the data in chapter V, the conclusions that can be drawn from this study to answer the research questions are Avoskin Beauty advertisements used 5 kinds of persuasive languages to attract the viewers. Each of the persuasive language has different number of utterances. Furthermore, with the different number of the persuasive language found that not all the persuasive language applied in Avoskin advertisements. Most of the persuasive language used was imagery. Besides, the video of advertisements mostly used woman as the participant or person. Each kind of persuasive language has different way to interact with the viewer. However, most of

the utterances of the persuasive language delivered regarded to the product.

Moreover, in persuading the audiences the advertisements applied all the textual and interpersonal components. While in the experimental component not all the component applied in the advertisement. For example, behavioral process, verbal, existential, and attribute process. In addition, the analysis of the music found that the music in the advertisement was not relate to the product advertised. However, the unrelated music affected the advertisement.

There are many persuasive researchers conducted with the video of skincare as the object. Using SFL and multimodal theory, most of them were analyzed based on the picture only. In this study the researcher analyzes the picture motion it is a video and the audio of skincare advertisement. These aspects become the novelty of this study. After conducted this study, the researcher found that there is a new component to support this analysis, namely centered-circular middle and triptych middle-top composition. Those are become important aspects to support the textual analysis. This novelty refers to the placement of text information in the video.

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