

Sukin Skincare Product Advertisement in Social Media: A Multimodal Analysis

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Abstract. This research investigates the level modality of Sukin skincare product advertisement in social media through the descriptive qualitative method. Kress and Van Leeuwen propose the theories supporting this thesis. The primary data sources in this thesis were ten visual advertisements. The steps passed in this analysis are selecting ten visual images, identifying the visual elements of the ten advertisements, categorizing the visual elements into visual contact, social distance, perspectives, modality, and putting them in the table. The result of this thesis shows there are 5 of demand images, 15 of offer images, 12 of far social distance, 7 of close personal distance, 1 of close social distance, 8 of high modality, 2 of low modality, 20 of frontal angle, and 20 of eye level. Thus, it can be concluded that far social distance is dominant, indicating that the company intends to show truthfulness and credibility in convincing the viewer to try the products. It is also demonstrated that the multimodal visual element plays a pivotal role in directing the advertisement's message towards the audience.

Keyword: Multimodal Analysis, Visual, Skincare, Product Advertisement, Social Media

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1 Introduction

In the 21st century, language plays a prominent role in business activities, and particular companies present their values through the language and image of their advertisement products. Liu [1] stated that language is crucial to convey the message in a product from certain businesses. There is a correlation between product and language. Language conveys hidden messages and ideology in the product through its unique tagline, attractive design, and name of branch & sachet. It means that advertisement performs and conveys a particular message to consumers through mass media, television, website, and many other means. It is believed that messages and values implied in advertisements have specific purposes. It is in line with Dyer (2008) suggests that advertisement has a range of communicative purposes, such as to notify, convince, figure out similarities, and retell the audience about a product. However, the majority

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of the commercial advertisements' objective is to persuade and convince viewers to buy their products.

Advertisement through various mass media, including old media; newspapers, magazines, television, radio, outdoor advertising, direct mail, new media; search results, blogs, websites, or text messages. Advertisement in print and electronic media forms a complexity of meaning. The advertisement utilizes this complexity of meaning to share the vital message, benefit the product in a slick form, and attract the audience's attention. Some advertisements utilize a broad range of colors that may relate to their company's values or even shows written language in their advertisements to make the viewers understand the detail of a product. For instance, Sukin skincare, a brand from Australia, uses the words "NO" in every Sukin packaging to commit not to use any animal substances, even honey in every Sukin skincare product.

Sukin skincare products have an eco-friendly mission in which the company believes the products use natural ingredients and does not perform animal testing, is vegan and is cruelty-free. This brand, "Sukin," was established in 2007 and launched around last year in Indonesia. This product is also safe for all women's skin types because their products use 100% natural ingredients. The company mainly uses green color as the background of their advertisement. The signs of the eco-friendly mission of the Sukin skincare company are seen through multimodal analysis and Systemic Functional Linguistics (SFL). Visual elements identified by multimodal analysis and verbal texts identified by Systemic Functional Linguistics (SFL). Kress and Van Leeuwen [3] stated that visual elements in the multimodal analysis could tell us something about where the context was generated, social relation, ideology, and the kinds of motivating ideas shared. It can be identified through visual contact, social distance, perspectives, and modality in images.



Figure 1. Advertisement 1

Sukin's advertisement shown in Figure 1.1 above is taken from the official Sukin website. Based on the Visual Grammar theory proposed by Kress and Van Leeuwen [3], the multimodal analysis could be examined in visual mode. The visual mode consists of visual contact, social distance, and subjective and objective attitude. The advertisement above has an offer image because the representation of the Sukin product does not make direct eye contact with the viewers. The social distance is intimate/personal, which means that the image is taken at a close shot. The subjective attitude is equality which means the subject and viewer have the same eye-level angle. Then the objective attitude is action orientation. It is essential to analyze the visual mode analysis of Sukin's advertisements so that the study will find out the hidden message in the advertisement. The analysis will generate the information that the company is promoting and the multimodality of Sukin's advertisement. Therefore, this research will analyze the multimodal found in Sukin's advertisement in visual mode.

2 Literature Review

2.1 Multimodality

Multimodality refers to a concept to figure out meaning through different resources used in communication. As a communication phenomenon, multimodality describes and identifies various semiotic resources or modes in texts and communicative events, such as still and moving images, speech, writing, layout, gesture, and proxemics. O'Halloran and Smith [4] state that within the field of "multimodal studies," the phenomenon of multimodality approaches different theoretical perspectives, all hinging on four key assumptions [5], namely that (a) all communication is multimodal; (b) analyses focused solely or primarily on language cannot adequately account for meaning; (c) each mode has specific affordances arising from its materiality and from its social histories which shape its resources to fulfill given communicative needs; and (d) modes concur together, each with a specialized role, to meaning-making; hence relations among modes are essential to understand every instance of communication.

Thus, the multimodal analysis examines the interaction between people using language and other semiotics such as gaze, proxemics, visual, image-text relation and page-layout, cinematographic and sound design and production resources, and many more. In addition, Multimodal analysis refers to a particular approach to studying social interaction that seeks to analyze all the modes through which people act. A multimodal analysis would examine spoken language, gesture, posture shifts, gaze shifts, and head movements. Multimodal analysis might also include the wider environment, such as the placement of furniture, the layout of the cafe, and the other people present [4] [6]. This study used the multimodal model proposed by Kress and Van Leeuwen [3].

2.2 Visual Grammar (VG)

Inspired by Halliday's ideas of social semiotics, Kress and van Leeuwen proposed and developed a method of social semiotic analysis of visual communication and established a descriptive framework of multimodality. The theory Kress and van Leeuwen [3] carried out for reading images is called Visual Grammar (VG). In light of Halliday's three meta-functions of language - ideational, interpersonal, and textual meanings, they put forward three meta-functions of images – representational, interactive, and compositional meanings.

1. Representational, and it is parallel to Ideational. It functions to show how an image conveys aspects of the natural world.
2. Interactional is parallel to Interpersonal. It functions to show how an image engages with the viewer.
3. Compositional It is parallel to Textual. It functions to show how the elements of an image are arranged or reproduced to achieve its intentions and effects.

Visual communication has some resources for constituting and maintaining the interaction between the producer and the viewer of the image [8]. There are factors which shall be taken into careful consideration when examining the interaction, namely: a. Participant Image, as well as other visual text kinds, consists two kinds of participants: - Represented participant; the participants who are the people, the setting and properties depicted in images, - Interactive participant; the participants who communicate with each other through images, the producers (e.g., the editors of newspaper), and viewers of images (e.g., the readers of a newspaper). These representational choices shaped the social relations between transcribers and the participants represented in the transcript, the represented participants to the readers, and the represented participants to themselves [4].

2.3 Advertisement

Advertisement is essential in communicating messages. Advertisement is the nonpersonal communication of information usually paid for and usually persuasive about products, services, or ideas by identified sponsors through the various media. Advertisement is the best way to communicate with the customer. The general function of advertisement is to persuade and inform receivers about their functionality. Therefore, the persuasive advertisement persuades the receiver to buy the product. The receiver is convinced to change his/her (consumer) behavior. They present goods in such attractive and appealing appearances to their audience in order to gain some consumers. It is clear that amongst many advertisements produced, some are more interesting and take the attention of more viewers than others. For ease of reference, we call 'persuasive advertisement.' An advertisement is constructed to be persuasive [2]. It means that advertisement is used to attract attention to something or inform or something.

2.4 Sukin's Skincare Product

Sukin is a skincare brand from Australia that has been the leading skin care company since 2007. Sukin company commits to using natural ingredients in its products. The aim is to maintain its uniqueness to other skincare products that use detrimental and dangerous chemical substances that could negatively impact users. This commitment is a trademark from Sukin company that users will always find the words “NO” written in the uppercase letter in every Sukin packaging. For instance, *No petrolatum, No synthetic fragrances, No animal derivatives, No artificial color, No harsh detergents, No propylene glycol, No triclosan, No parabens, No silicones*. According to Sukin company, their commitment goes further to create products manifested through its 100% vegan substances and *cruelty-free*. In every Sukin skincare product, users can directly see the commitment of Sukin company as “100% carbon neutral”. It means that every Sukin product is produced without creating carbon emissions on earth.

3 Research Method

This research is conducted by using descriptive qualitative research. The phenomenon's context could be analyzed clearly and described deeply by utilizing descriptive qualitative research. The primary data of this study is visual modes found in 10 of Sukin's skincare products advertisements. The source of the data is taken from Sukin skincare official Instagram <https://instagram.com/sukinskincare?igshid=38q2s9v77b6t>. The data collection procedures were selecting ten visual images and identifying the visual elements of the ten advertisements. In addition to that, the researcher will categorize the visual elements into visual contact, social distance, perspectives, modality and put them in the table. According to Miles, Huberman, and Saldana, the technique of analyzing the data in qualitative research is preparing, understanding, presenting, and translating the data in qualitative research [9].

4 Findings

The analysis operates the model proposed by Kress and Van Leeuwen [3] to analyze Sukin skincare products from 10 advertisements that have been gathered. The analysis will include identifying visual elements in the advertisements that consist of visual contact, social distance, perspective, and modality. From the analysis, there are 5 of demand images, 15 of offer images, 12 of far social distance, 1 of close social distance, 7 of close personal distance, 8 of high modality, 2 of low modality, 20 of frontal angle, and 20 of eye level.



Figure 2. Data 1

Findings

Table 1. Result of Visual Mode Analysis

Data 1			
Visual Contact	Social Distance	Perspective	Modality
<ul style="list-style-type: none"> • Model: Demand image • Product: Offer Image 	Model: Close Personal Distance Products: Far Social Distance	Model: <ul style="list-style-type: none"> • Horizontal dimension: Frontal Angle and Vertical dimension: Eye level Product: <ul style="list-style-type: none"> • Horizontal dimension: Frontal Angle and Vertical dimension: Eye level 	High Modality <ul style="list-style-type: none"> • Color modulation: different shades of a color • Color differentiation: broad range of color (white, green, yellow, brown, and etc.) • Representation: the model and the product



Figure 3. Data 2

Findings

Table 2. Result of Visual Mode Analysis

Data 2			
Visual Contact	Social Distance	Perspective	Modality
<ul style="list-style-type: none"> Model: Offer image Products : Offer Image 	Model: Close Personal Distance Products: Far Social Distance	<ul style="list-style-type: none"> Model: Horizontal dimension: Frontal Angle and Vertical dimension: Eye level Products: Horizontal dimension: Frontal Angle and Vertical dimension: Eye level 	High Modality <ul style="list-style-type: none"> Color modulation: fully modulated color Color differentiation: broad range of color (white, green, brown, pink) Representation: the model and a bunch of products.



Figure 4. Data 3

Findings

Table 3. Result of Visual Mode Analysis

Data 3			
Visual Contact	Social Distance	Perspective	Modality
<ul style="list-style-type: none"> Model: Demand image 	Model: Close Personal Distance Product: Far Social	Model: <ul style="list-style-type: none"> Horizontal dimension: Frontal 	High Modality <ul style="list-style-type: none"> Color modulation:

<ul style="list-style-type: none"> Product: Offer Image 	Distance	Angle and Vertical dimension: Eye level <ul style="list-style-type: none"> Product: Horizontal dimension: Frontal Angle and Vertical dimension: Eye level 	natural brightness and different shades of a color <ul style="list-style-type: none"> Color differentiation: broad range of color (white, green, red, brown and etc.) Representation: the model and product
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Figure 5. Data 4

Findings

Table 4. Result of Visual Mode Analysis

Data 4			
Visual Contact	Social Distance	Perspective	Modality
<ul style="list-style-type: none"> Model: Demand image Product: Offer Image 	Model: Close Personal Distance Product: Far Social Distance	<ul style="list-style-type: none"> Model: Horizontal dimension: Frontal Angle and Vertical dimension: Eye level Products: Horizontal dimension: Frontal Angle and Vertical dimension: Eye level 	High Modality <ul style="list-style-type: none"> Color modulation: fully modulated color Color differentiation: white, grey, white, brown, blue, black, and etc. Representation: model and product



Figure 6. Data 5

Findings

Table 5. Result of Visual Mode Analysis

Data 5			
Visual Contact	Social Distance	Perspective	Modality
<ul style="list-style-type: none"> • Hand: Offer image • Product : Offer Image 	Hand: Close Personal Distance Product: Far Social Distance	<ul style="list-style-type: none"> • Hand: Horizontal dimension: Frontal Angel and Vertical dimension: Eye level • Products: Horizontal dimension: Frontal Angle and Vertical dimension: Eye level 	High Modality <ul style="list-style-type: none"> • Color modulation: natural sun light different shades of color • Color differentiation: white, green, shady black, and brown • Representation: the hand and a product



Figure 7. Data 6

Findings

Table 6. Result of Visual Mode Analysis

Data 6			
Visual Contact	Social Distance	Perspective	Modality
<ul style="list-style-type: none"> ● Model: Offer image ● Product: Offer Image 	Hand: Close Personal Distance Product: Far Social Distance	<ul style="list-style-type: none"> ● Model: Horizontal dimension: Frontal Angel and Vertical dimension: Eye level ● Products: Horizontal dimension: Frontal Angle and Vertical dimension: Eye level 	Low Modality <ul style="list-style-type: none"> ● Color modulation: exaggerate brightness and one type of shade. ● Color differentiation: blurry pink ● Representation: the model and a product



Figure 8. Data 7

Findings

Table 7. Result of Visual Mode Analysis

Data 7			
Visual Contact	Social Distance	Perspective	Modality
<ul style="list-style-type: none"> • Mother: Offer image • Child: Demand Image • Product: Offer Image 	<p>Mother: Close Personal Distance Child: Far Social Distance Product: Far Social Distance</p>	<ul style="list-style-type: none"> • Mother: Horizontal dimension: Frontal Angle and Vertical dimension: Eye level • Child: Horizontal dimension: Frontal Angle and Vertical dimension: Eye level • Product: Horizontal dimension: Frontal Angle and Vertical dimension: Eye level 	<p>High Modality</p> <ul style="list-style-type: none"> • Color modulation: different shades and natural brightness • Color differentiation: broad range of color (green, white, blue, black, brown) • Representation: more than one of represented participant (mother, child, products)



Figure 9. Data 8

Findings

Table 8. Result of Visual Mode Analysis

Data 8			
Visual Contact	Social Distance	Perspective	Modality
Products: Offer Image	Products: Far Social Distance	Products: Horizontal dimension: Frontal Angle and Vertical dimension: Eye level	High Modality <ul style="list-style-type: none"> • Color modulation: natural brightness & different shades • Color differentiation: broad range of color (white, green, blue, cream, black and etc) • Representation: two products

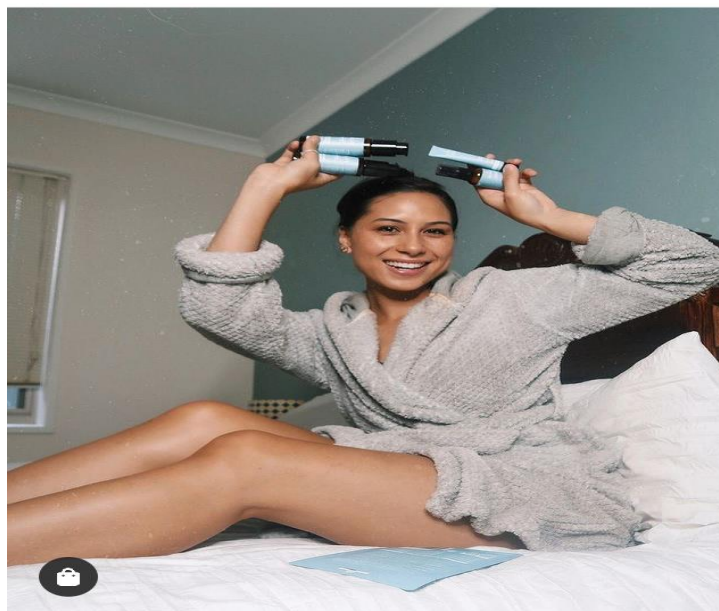


Figure 10. Data 9

Findings

Table 9. Result of Visual Mode Analysis

Data 9			
Visual Contact	Social Distance	Perspective	Modality
Products: Offer Image Model: Demand Image	Products: Far Social Distance Model: Close Social Distance	Products: Horizontal dimension: Frontal Angle and Vertical dimension: Eye level Model: Horizontal dimension: Frontal Angle and Vertical dimension: Eye level	High Modality <ul style="list-style-type: none"> • Color modulation: natural brightness & different shades of a color • Color differentiation: broad range of color (white, green, blue,

			cream, black and, etc.) <ul style="list-style-type: none"> Representation: a couple of products, the woman
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Figure 11. Data 10

Findings

Table 10. Result of Visual Mode Analysis

Data 10			
Visual Contact	Social Distance	Perspective	Modality
First Product: Offer Image Second Product: Offer Image	First Product: Far Second Product: Far	First Product: Horizontal dimension: Frontal Angle and Vertical dimension: Eye level Second Product: Horizontal dimension: Frontal Angle and Vertical dimension: Eye level	Low Modality <ul style="list-style-type: none"> Color modulation: plain and unmodulated color Color differentiation: little range of color (white, grey) Representation: two products Contextualization: absence of background

5 Discussion

The findings are shown in the table below after analyzing the visual elements from the previous analysis of Sukin skincare advertisements on social media. From 10 data, below are the findings.

Table 11. Findings of Visual Analysis

Visual Contact	Social Distance	Perspective	Modality
Demand Image (5) Offer Image (15)	Far Social Distance (12) Close Personal Distance (7) Close Social Distance (1)	Frontal Angel (20) Eye Level (20)	High Modality (8) Low Modality (2)

From the table above, there are 5 of demand images, 15 of offer images, 12 of far social distance, 7 of close personal distance, 1 of close social distance, 8 of high modality, 2 of low modality, 20 of frontal angle, and 20 of eye level. The study results above have been described in particular, focusing on the research questions: How is the visual mode of multimodality in Sukin skincare products in social media advertisement. As observed, the offer image is dominantly displayed in the advertisements. It is in line with Liu [10], who stated that most advertisements use an offer image to display their items and products. The possible ground of why advertisements use offer images is to lead the viewers solely to contemplate and focus on the items and products. By this, the offer image provides the viewers with the details of the products, type, and use.

6 Conclusion

Based on analysis of multimodality in a visual mode in Sukin skincare advertisements, several conclusions are found; 1. From the visual analysis, in terms of social distance, far social distance is dominant, indicating that the company intends to show truthfulness and credibility in convincing the viewer to try the products. For the perspective, ten advertisements are all expressed in frontal and eye level angels, indicating involvements and equality between the represented participants and the viewers. Ten advertisements dominate from high modality in terms of color, representation, contextualization, and brightness the modality.

Most of the colors are green which indicates nature and plants as natural ingredients. This is in line with the value of Sukin company that upholds the eco-friendly mission, which is using natural ingredients in their products. 2. The result from the visual analysis shows that Sukin company truly pays attention to each visual element in their advertisements by thoroughly choosing the angle of the image, the color, the packaging, the background details in the advertisement, that depicts not only the value and mission of the company but also the quality of the product.

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