

**MULTIMODALITY OF THE CULINARY ADVERTISEMENTS
ON INSTAGRAM @HAVILLA_TEA**

THESIS

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FACULTY OF HUMANITIES
UNIVERSITAS ISLAM NEGERI MAULANA MALIK
IBRAHIM MALANG**

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ON INSTAGRAM @HAVILLA_TEA**

THESIS

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2024

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I state that the thesis entitled **MULTIMODALITY OF THE CULINARY ADVERTISEMENTS ON INSTAGRAM @HAVILLA_TEA** is my original work. I do not include any materials previously written or published by another person, except those cited as references and written in the bibliography. Hereby, if there is any objection or claim, I am the only person who is responsible for that.

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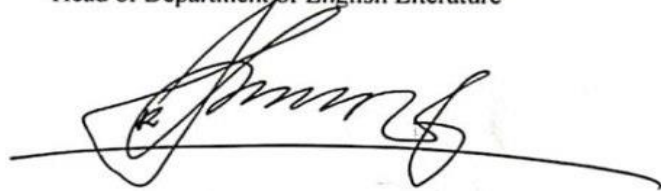
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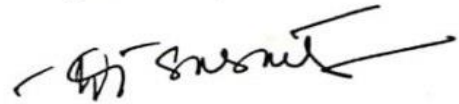
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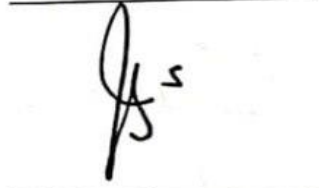
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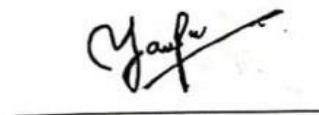
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MOTTO

“Kesempatan tidak datang dua kali, tapi kesempatan akan datang pada siapapun yang tidak pernah berhenti mencoba”

-Dzawin Nur Ikram-

DEDICATION

I dedicate this thesis to the people who are part of my life: my parents, family, friends, and teachers, who always pray for me, motivate me and support me in completing this thesis.

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First, praise and Gratitude to Allah SWT, who has bestowed his Grace and gifts. Then sholawat and salam to the Prophet Muhammad SAW, who has brought us from the age of darkness to the brightly lit age of Islam. With His guidance and Grace, the author can complete the thesis with the title "Multimodality of The Culinary Advertisement on Instagram @Havilla_Tea".

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ABSTRACT

Murti, Nurmasyalum Galuh, (2024). Multimodality of The Culinary Advertisements on Instagram @Havilla_Tea. Thesis. Department of English Literature. Faculty of Humanities. Universitas Islam Negeri Maulana Malik Ibrahim Malang. Pembimbing : Dr. Meinarni Susilowati, M.Ed.

Keywords: Multimodal, Instagram, System semiotic multimodal, Advertisement, Havilla Tea

The multimodal semiotic system aspects of culinary advertising postings on the Havilla Tea Instagram account are thoroughly analyzed in this study. Applying a multimodal analytic strategy motivated by Bull, G., & Anstey, M. (2018) theory. This study's primary goal is to determine how multimodal, with its components of semiotic systems, can create engaging culinary advertisements.

In order to get the required information, researchers looked at photo and video postings made by the official Havilla Tea account on the Instagram app. According to the study's conclusions based on the data collected, linguistic, visual, and auditory semiotic systems are the three primary multimodal semiotic systems that go into creating Havilla Tea's culinary advertisement.

Overall, research shows that, as opposed to utilizing only one mode, the contribution and interaction of various multimodal semiotic systems can create engaging culinary advertisements by highlighting the part that every multimodal semiotic system plays in enhancing brand recognition and effectively communicating the meaning of the overall advertising message.

The study's conclusions are valuable to researchers and professionals in the multimodal analysis field. Future studies can also take advantage of more social media sources, different analytic techniques, and incorporation of specific analysis components for multimodal research.

ABSTRAK

Murti, Nurmasyalum Galuh, (2024). Multimodality of The Culinary Advertisements on Instagram @Havilla_Tea. Skripsi. Jurusan Sastra Inggris. Fakultas Humaniora Universitas Islam Negeri Maulana Malik Ibrahim Malang. Pembimbing Dr.Hj. Meinarni Susilowati, M.Ed.

Kata kunci: Multimodal, Instagram, System semiotic multimodal, Iklan, Havilla Tea

Studi ini melakukan analisis komprehensif terhadap elemen system semiotic multimodal dalam postingan iklan kuliner pada akun Instagram Havilla Tea. Menggunakan pendekatan analisis multimodal yang terinspirasi dari teori Bull, G., & Anstey, M. (2018). Tujuan utama dari studi ini adalah untuk mengetahui bagaimana multimodal dengan elemen system semiotiknya dapat membangun iklan kuliner yang menarik.

Penelitian ini menggunakan metode penelitian kuasi kualitatif sebagai desain penelitian dengan tujuan memberikan analisis data mendalam. Untuk pengumpulan data yang diperlukan, peneliti mengobservasi iklan melalui aplikasi Instagram pada akun resmi Havilla Tea berupa postingan foto maupun video.

Temuan dalam Penelitian ini dari data yang telah diambil terdapat tiga system semiotic multimodal utama yang membangun iklan kuliner Havilla Tea yaitu, system semiotic linguistic, system semiotic visual, dan system semiotic audio. Secara keseluruhan mengungkapkan bahwa kontribusi dan interaksi kombinasi system semiotic multimodal dapat membangun iklan kuliner yang menarik dibandingkan hanya menggunakan satu mode saja. Dengan menekankan peran masing-masing system semiotic multimodal dalam efektivitas menyampaikan makna dari keseluruhan pesan iklan tersebut dan memperkuat dalam pengenalan merek.

Temuan dari penelitian ini memiliki nilai penting bagi ilmuwan dan praktisi dalam bidang analisis multimodal. Selain itu, untuk penelitian selanjutnya dapat menggunakan sumber sosial media yang lain, metode Analisis yang lain dan penambahan pada beberapa elemen analisis bisa dilakukan untuk penelitian multimodal selanjutnya.

مستخلص البحث

مورتي، نورماسيالوم جالوه، (2024). تعدد وسائط إعلانات الطهي على إنستغرام

الأطروحة. قسم الأدب الإنجليزي. كلية العلوم الإنسانية، جامعة مولانا مالك إبراهيم الإسلامية الحكومية @Havilla_Tea. مالانج. المشرف د. الحاج مينارني سوسيلواتي، ماجستير في الأدب

الكلمات المفتاحية: متعدد الوسائط، إنستغرام، النظام السيميائي متعدد الوسائط، الإعلان، شاي هافيللا

وقد أجريت هذه الدراسة تحليلاً شاملاً لمكونات النظام السيميائي المتعدد الأطراف في نشر الإعلانات الغذائية على حساب Instagram Havilla Tea. Bull, G., & Anstey, M. (2018). باستخدام نهج تحليل متعدد الطرق المستند إلى نظرية Instagram Havilla Tea. الهدف الرئيسي من هذه الدراسة هو معرفة كيف يمكن للمعدات المتنقلة مع عناصر نظامها الذهنية بناء إعلانات المطبخ المثيرة للاهتمام. استخدمت هذه الدراسة طريقة البحث الجيني الجودة كخطط البحث مع الهدف من توفير تحليلات بيانات عميقة. من أجل الرسمية على Havilla Tea على حسابات Instagram جمع البيانات المطلوبة ، شاهد الباحثون الإعلانات من خلال تطبيق سبيل المثال نشر الصور والفيديو في هذه الدراسة ، وجدت من البيانات التي تم استخراجها ، هناك ثلاث أنظمة متعددة النماذج هي أنظمة الذكاء الاصطناعي ، والأنظمة الذكية الصوتية Havilla Tea الذكية الرئيسية التي تعتمد على إعلانات المطبخ ، والبرامج الذكية. وتشير الدراسة إلى أن مساهمة وتفاعلات مجموعة من أنظمة الذكاء الاصطناعي المتعددة الأبعاد يمكن أن تخلق إعلانات غذائية مثيرة للجدل بدلاً من استخدام طريقة واحدة فقط. من خلال التركيز على دور كل من أنظمة الذكاء الاصطناعي المتعددة الأبعاد في فعالية إرسال معنى الرسالة الإعلانية بأكملها وتشجيع التعرف على العلامة التجارية. وتعتبر النتائج من هذه الدراسة قيمة هامة للعلماء والممارسين في مجال التحليل المتعدد اللغات. وبالإضافة إلى ذلك، يمكن استخدام مصادر أخرى من وسائل الإعلام الاجتماعية لإجراء البحوث في وقت لاحق، ووسائل تحليل أخرى وإضافة بعض العناصر التحليلية للبحوث المتعددة الأبعاد.

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CHAPTER 1

INTRODUCTION

This section discusses the background of the study, research questions, significance and limitations, and definitions of terms.

A. Background of The Study

Today, advertising is recognized as a medium that uses interesting and distinctive language. Advertisement is a commercial message media or communication tool to advance the introduction of a product to customers so that the audience or readers are interested in buying the products offered (Dania et al., 2023). The Latin verb “advertere” Which means "to turn towards." This is where the term "advertisement" originates. So, it can be said that an advertisement is a text created to attract our attention as customers and make us turn to it (Goddard, 1998). Therefore, advertisements have a significant role in conveying product messages. We can easily find advertisements anywhere, from print ads in newspapers or magazines to digital ads on television or social media. In general, advertisements use images as in the form of slogans, commands, or persuasions (Agustian, 2021). Advertisements also have a classification based on the type of text, namely persuasive or informative. However, most advertisements use persuasive language with language selection and diction that attracts the audience's attention to the advertisement.

Many advertisements circulate on the internet; one area of online advertising that is currently popular is social media (Hidarto, A., 2021). In the digital era, social media is particularly essential. Many business owners are now switching to promoting their products via social media. If we look at today, almost all brands have social media accounts, and from small businesses to luxury brands also have their own social media accounts. Social media can also be a strategy to save costs because social media is a cheap medium for distributing content to audiences. Besides that, business people and brands can use the opportunity to communicate with target customers. Social media is not just a place to post activities or share stories with followers. Still now social media can also be used to promote brands, conduct market research, provide customer support, and connect with customers (Mohd et al., 2022). Supported by the development of social media features, it is easier to advertise products or services on social media.

Instagram is one of the social media platforms that promote a brand's products or services. Many brands use Instagram as a medium to promote their products because it is the most widely used social media platform for advertising (Dania et al., 2023). Posting product photos accompanied by attractive and persuasive captions can attract audiences to see and be interested in buying the brand's products. One of the advertisements on Instagram that is currently mushrooming is culinary advertising. Many restaurants or food and beverage brands promote their products on Instagram. Instagram account @Havilla_tea, a local tea brand from Bandung, Indonesia, has done just that.

The tea brand uses Instagram as a medium to promote its products. Posting product photos accompanied by exciting and informative captions makes the tea brand's advertisements more attractive. Havilla Tea relied on the use of multimodal in their advertisements. Multimodal content has also evolved; text can now be combined with visuals in video and audio on the screen. In this digital era, using multiple modes of social media is very common (Jones & Hafner, 2021).

In addition, the object of this research is culinary advertisements on Instagram social media. This study is more specifically on the Havilla Tea brand, because in previous studies, this local tea brand has not been the object of research, especially in culinary advertising. Havilla Tea is used as an object in this research because the advertisements in each post are interesting, with informative captions about the products being promoted. It makes me interested in researching the use of multimodal in these advertisements.

Multimodality can also facilitate advertising through language in the form of diction and phrase selection, accompanied by images or visuals and audio that can attract the attention of the audience. Multimodality according to Jewitt (2016) emphasizes the forms of communication or ways that people choose to create meaning by using images, writing, and gestures and investigates the social impact of these choices on meaning, asking how the choice to represent something through images or writing impacts its meaning. Multimodality itself is an interdisciplinary approach to understanding communication and representation beyond language and regularly attends to the social interpretation

of different forms of meaning-making (Jewitt, 2016). Another opinion from Anstey & Bull (2018) also proposes that multimodal systems are produced for specific purposes, audiences, and contexts through the combination of at least two semiotic systems. Kress (2009) has a goal of using three modes in one sign: image, writing, and color. The three modes do certain things: images indicate something that takes a long time to read, writing indicates something that is difficult to display, and then color is used to highlight certain aspects of the message.

In advertising analysis, multimodality theory can be used to find out how the relationship between text or language with images or even signs in advertising provides meaning and information to the audience, which then makes the audience interested in seeing it and buying the promoted product according to the purpose of the advertisement.

There are several studies that have used multimodal theory to analyze, especially in social media. As in research, Salsabila & Suparto (2023) analyzed the YouTube Tokopedia X BTS advertising video using five multimodal semiotic systems, visual, linguistic, audio, gesture, and spatial. The research focused on linguistic semiotic examination of spoken and written language, visual analysis of products and symbols representing Tokopedia, gestural analysis of the body language of the stars to convey brand involvement. In another study, Dania, et al (2023) analyzed KFC Indonesia's advertisements during the pandemic, the study analyzed the use of multimodal semiotic system elements to explain KFC's new policies and promote products through a

combination of multimodal semiotic system elements that support the creation of atmosphere and meaning. In addition, by Turra (2020) exploring multimodal analysis on gastronomy tourism websites, the study found that the interaction of the combination of multimodal semiotic systems is conveyed ethically and explicitly which makes the advertisement informative and persuasive. These studies collectively highlight the diverse applications and insights gained from multimodal analysis in advertising across multiple platforms.

From previous studies, I believe that research on multimodal analysis, especially on culinary advertisements, still needs to be done and studied more deeply. With multimodal analysis, it can be seen how multimodal elements work between text and visuals in shaping meaning and building messages, especially in culinary advertisements. This research looks at how multimodal elements work in building attractive advertisements and making them more attractive.

B. Research Question

Based on this background, the researcher formulated research questions as follow:

- How does multimodal build a culinary advertisement on Instagram @havilla_tea?

C. The Significance of Research

This study focuses on multimodal analysis of culinary advertisements on Instagram. I specifically investigated the choice of language and diction in

relation to multimodality elements in advertisements. Theoretically, this research is useful to develop insight into how multimodal in advertising works, because most advertisements, especially on Instagram social media, currently use a combination of multimodal semiotic systems in it. Instagram has multiple modes as well and as a medium to help in understanding how multimodal builds attractiveness, especially on social media.

Then practically, this research can contribute in adding insight and information to understand how the use of multimodal elements can provide meaning, information, and interest in culinary advertisements to audiences such as content creators, copy writers and editors in creating multimodal texts.

D. Scope and Limitations

The scope of this research is multimodality in culinary advertisements on Instagram using the multimodality theory of Bull & Anstey (2018). However, because there are some limitations in this study, which is in analyzing culinary advertisements on Instagram accounts using only one local Indonesian tea brand, Havilla Tea. The theory used is also only multimodality which will be a bridge to find out how multimodality in building culinary advertisements on the @Havilla_tea Instagram account.

E. Definitions of Term

- **Multimodality:** The use of more than one semiotic system to produce meaning in Havilla Tea advertisements which aims to attract the attention of the audience and the desire of the audience to purchase the product.
- **Havilla Tea advertisement:** Indonesian local tea brand from Bandung, founded in 2014 by Neysa Valeria and Ajeng Respati. Havilla Tea's Instagram advertising posts are used as media to promote products in the form of tea with the main purpose of influencing audiences to increase awareness and interest in the tea products offered.

CHAPTER II

REVIEW OF RELATED LITERATURE

This chapter explains the literature review related to the research. This chapter reviews multimodality theory that focuses on the concept and key elements of multimodality on advertisement and previous research.

A. Multimodality

Multimodality was first developed in the early 2000s. Multimodality is an approach that provides resources to support the complex and detailed analysis of complex and detailed meanings associated with text, artifacts or visuals, and face-to-face interactions (Jewitt, 2016). Multimodality according to Bull & Anstey (2018) is produced for a specific purpose, audience, and context through a combination of at least two semiotic systems. Kress (2010) states that text, images, and colors are suitable for doing different types of semiotic work. Each has a different potential for meaning, and in this respect, pictures may be superior to writing. Writing indicates names and images, while color frames and highlights each provide maximum effect and benefit. Multimodality can tell us what mode to use. A mode consists of a set of elements or resources and norms that govern and embody the order recognized by society. The interaction between more than one mode can be said to be multimodal; when several modes are involved in a communicative event, all modes are used to represent the meaning of the message.

Bull & Anstey (2018) outline five modes that become multimodal elements or semiotic systems that build multimodal such:

1. Linguistics, which is the use of written language, incorporating the choice of nouns, verbs, adjectives and conjunctions. The system consists of both semantics and syntax of the language and includes vocabulary items such as nouns, verbs, adjectives, pronouns and compositional items such as punctuation, phrases, clauses, sentences, paragraphs, general structures and chapters.
2. Visuals are the use of static and moving images, including color choices, vectors, and viewpoints. Both static and moving images use visual semiotic systems, and while some codes and conventions are specific to each, others are shared by both. In multimodal texts, codes and conventions such as color, line, texture, point of view, and position are used to express meaning in the visual component if phrases, words, and punctuation help make meaning in the linguistic half.
3. Audio is the use of music, sound effects, including volume, pitch and rhythm. The audio semiotic system is responsible for sound creation, perception, and interpretation. This includes typical noises like equipment as well as non-verbal sounds like music and sound effects in movies. An additional element of the audio semiotic system is sound.

4. Gestures are the use of facial expressions and body language, including the position of the eyebrows, head, arms, hands and feet. Any action that has an observable and intended meaning, i.e. when the receiver of the signal realizes that the action is deliberate, conscious, and voluntary and thus intended to convey meaning, is classified as part of the semiotic system of signals. In the semiotic system of gesture people observe body language and facial expressions during everyday contact, both at work and at leisure, and prepare appropriate responses or exchanges.

5. Spatial is the use of layout and organization of objects and space, including distance, direction and position. Three-dimensional space, which includes architecture, real locations and arrangements, and how these can be depicted on pages and screens, belongs to the system of spatial semiotics, just as the two-dimensional space of pages and screens is organized and laid out. One aspect of space is position, or the arrangement of objects and their direction of movement-for example, to the left, to the right, up, or down. Another aspect of space is movement. How meaning-forming elements are organized within the boundaries of a page, screen, or real-world space is known as spatiality

The five semiotic systems above are the main resources for producing and consuming multimodal texts where their use is based on the goals of consumers or producers for the delivery of multimodal texts. In his book Anstey & Bull (2018) argues that each of these semiotic systems is governed by grammar to guide the use of combinations that use codes or terms in the formation of meaning. Codes themselves are terminologies that can be used to create meaning in a particular semiotic system or mode. Conventions, on the other hand, are agreed-upon ways of using codes. The combination of codes and conventions is used for producers and consumers to understand the meaning of each semiotic system or mode that builds multimodal texts.

As a result, Bull & Anstey (2018) developed five ideas for creating and interpreting semiotic system codes and conventions in multimodal texts:

1. The first idea is that multimodal texts use a variety of features that allude to many semiotic systems in order to express meaning.
2. The second idea is that multimodal literature makes use of and transcends the limits of knowledge, comprehension, and procedure art.
3. The third idea is that language plays different roles in multimodal writings. It is not necessarily the dominating semiotic system, according to this.
4. The fourth concept is that meaning is shared by various aspects in multimodal texts, each piece therefore adds to the text's total meaning.

5. The fifth idea is that multimodal texts can be made coherent by using the rules and conventions of the semiotic system to determine the relative relevance of meaning-forming aspects

From the concepts mentioned above, Bull & Anstey (2018) also pointed out that there are two approaches to these concepts: the first is to look for related codes and conventions that signify the prominence or relevance of elements that can be said to make meaning elements, and the second is to look for codes and conventions that offer coherence and cohesiveness across multimodal texts.

This strategy is used to focus attention and explore the whole text. The contribution of specific codes and conventions to multimodal elements in the meaning-making of the whole text. After knowing the codes and conventions of each semiotic system, the meaning-making elements and the role of the meaning-making elements can be identified. The combination of codes and conventions with meaning-making elements and their roles contributes to the meaning of the whole multimodal text.

B. Multimodality in Advertisement

The concept of modality is also important in visual communication to provide meaning. Visuals can represent individuals, places and abstract concepts in the form of abstract ideas or concrete ideas, fantasies, cartoons and others. Visuals can also be expressed through the choice between the use of different colors or different compositional structures, and this will affect the

meaning (Kress, 2006). Nowadays, taking and sharing images is very easy to do, a lot of communication is done through visual text.

One example is advertising, especially on social media, when posting an advertisement where in one post alone has many semiotic sources such as images, colors, vectors, and writing on captions or the use of hashtags. The semiotic sources contained in one advertisement post work together in making meaning. Images adopt a spatial and simultaneous logic that can create meaning immediately and often appeal to emotions, compared to the linear and sequential logic of writing. Information in an image is displayed at the same time, with different image elements related to each other in space. Well-designed images serve to grab people's attention, while accompanying written text makes a more specific call to action (Jones & Hafner, 2021).

The meaning of images is 'topological', i.e. images can represent related phenomena, such as different shades of color on an object. It can be said that images have a role as one of the elements of multimodality that are quite important because an image also pays attention to the typeface used to the background color and 'boxing' as a marker of part of the text. Therefore, the use of multimodal in advertising can also be said to be quite important, each multimodal element is interconnected in conveying the information in the advertisement through multimodal elements and producing attractive and persuasive advertisements. If an advertisement only relies on one mode, then the advertisement will feel boring and less interesting.

C. Advertisement

Advertising is a medium for promoting goods or services so that audiences or readers are interested in buying the products offered. The word “ad” comes from the Latin verb ‘advertere’ which means ‘to turn towards’. So, it can be said that advertising is a text created to attract our attention as readers and make us turn to it (Goddard, 1998). Advertising is a means of communication between users of a product or service. In short, advertising is a message that is paid for by the sender with the aim of informing or influencing audiences or consumers. Advertising has been around for a long time, although people may not be aware of it and now many advertisements are spread across various media (Pratiwy & Wulan, 2018). Advertising is a force that allows the sale of more merchandise because of its persuasive nature. Advertisements definitely use persuasive language which aims to persuade the audience to believe an idea or buy a product. Therefore, the language of persuasion in advertising is an important media literacy skill (Asemah et al, 2013). Not only relying on language elements, advertisements are also formed from several other modes in the form of visuals, audio and even gestures to attract more audiences. The use of various modes is known as multimodal elements.

D. Instagram

Instagram, a photo and video sharing app available on iPhone and Android, is now one of the most popular social media platforms. People who already have an account can upload photos or videos and share them with their followers or with a select group of friends who can view, comment on, and like

shared posts. Along with the development of the application, Instagram is now often used as a means of promoting goods or services. Many brands ranging from small brands to luxury brands have Instagram accounts that aim to promote their products or services to the public.

By sharing posts in the form of images or videos of products accompanied by interesting and informative captions, the audience can like or comment on these posts. Instagram is also a social media that has and uses many modes such as visual and audio for photo and video posts that can be added with music, linguistics for caption fields and comment fields that are also interactive. The modes of Instagram social media are also used in advertisements and make advertisements more attractive.

E. Havilla Tea

Havilla Tea is a local Indonesian tea brand from Bandung, founded in 2014 by Neysa Valeria and Ajeng Respati. Their mission at Havilla Tea is to promote and provide high quality tea in Indonesia and enable Indonesians to appreciate, enjoy and develop their love for tea. Havilla Tea curates, educates, produces and sells a wide range of exceptional teas, including herbal blends carefully crafted by certified tea specialists. Havilla Tea itself currently has three categories for their tea products including, The Jiva Category where the main ingredient is single origin tea. Then The Arca category whose main ingredient is tea with a mixture of other herbal ingredients, and The Citta category whose main ingredient is Tisane. Havilla Tea is committed to selling high quality and quality tea.

F. Previous Studies

Research on multimodal analysis in advertising has been widely conducted and covers various media platforms, especially social media. The following previous studies provide insights into how various modes of communication such as verbal, visual, audio, gesture, and spatial can be used to effectively convey advertising messages.

Salsabila & Suparto (2023) used five multimodal semiotic systems from Anstey and Bull (2018) to perform a multimodal study of the Tokopedia X BTS YouTube advertisement. To understand and make inferences, an analysis of the advertisement's verbal, visual, auditory, gestural, and spatial elements is conducted. Linguistic semiotic system analysis of the spoken and written language in the commercial featuring brand ambassador Jin BTS promoting Tokopedia is the focus of this study. Subsequently, the visual analysis integrates elements that facilitate the communication of Tokopedia's extensive product offering, including stars, symbols, and merchandise shown in the advertising. The gestural analysis of the advertising draws attention to the star's additional body language, which conveys expressions of surprise, wonder, and engagement with the product and brand. The spatial analysis examines the arrangement of items and space in the commercial, emphasizing how the placement of the visual elements conveys a cohesive message. Overall, the results of this study contribute to our understanding of how many communication modes work together in advertisements to effectively convey concepts and draw in viewers. An analysis of the Tokopedia X BTS ad helps to

explain how, in the digital age, multimodal resources may be intelligently used to market brands and attract consumers.

Dania et al (2023) did a study on multimodal analysis of KFC Indonesia ads during the pandemic. The study excluded location analysis and instead concentrated on language, aural, visual, and gestural features in the advertisements. The study utilized data sourced from promotional films posted on KFC Indonesia's Instagram account. Anstey and Bull's multimodal theory was employed in the study. Using this idea as a guide, researchers examine several aspects of the commercial to determine how KFC Indonesia operates. Aspects including language traits, visual cues, auditory factors, and the gestural expressions in the movie are all included in the study. The inclusion of linguistic aspects in KFC Indonesia's video advertising helps clarify the company's new policies during the epidemic, according to the results of applying multimodal theory. Then, to market their items to consumers, a blend of visual and gestural aspects is employed. The film also attempts to create a pleasant environment through the usage of acoustic components. Nevertheless, there are still issues with this research, such as the small amount of data or research items (it uses only commercial videos).

In their study on the multimodal analysis of Djarum 76 and Sampoerna Kretek cigarette advertisements, Miharti & Fitrawati, (2022) employed multiple theories: Halliday's Systemic Functional Linguistics (SFL) theory for linguistic analysis, and Anstey and Bull's theory for visual, audio, and gesture analysis. This study's linguistic analysis identified variations in the verbal components of

the two adverts. Sampoerna Kretek places more emphasis on the material and existential processes, whereas Djarum 76 uses the attribute process more frequently. The visual analysis of Djarum 76 then centers on presenting Indonesian culture through traditional dances, attire, and artwork with the goal of inspiring a feeling of pride and nationalism. On the other hand, Sampoerna Kretek highlights spending time with friends during free time, with a prominent green backdrop hue signifying the brand. In terms of audio analysis, Sampoerna Kretek uses trumpets, crickets, action movie background, and uplifting music to enhance the ad's happy concept, while Djarum 76 has an enthusiastic marching band. Motion analysis reveals that Djarum 76 includes exquisite and elegant dancing steps that are reminiscent of traditional Indonesian dance, while Sampoerna Kretek shows people having fun with friends and highlights happiness and joy with gestures and facial expressions.

In a study conducted by Mohd Noor Be & Che Adnan, (2022) discussed the analysis of the use of multimodal text in Starbucks advertisements on Instagram. This study examines the relationship between text and images in creating multimodal text. The findings of this study show that text and visuals in Starbucks advertisements on Instagram support each other in conveying ideas and helping audience understanding. Multimodal texts in Starbucks advertising posts on Instagram also use interaction strategies by engaging the audience. Applying a semiotic approach to multimodal analysis provides insight into how texts and images interact in the digital world. This research focuses on photos

or posts that contain the use of text and images such as illustrations. So posts that are only videos have not been analyzed.

In Hidarto, A. (2021) discusses how an influencer explores the use of text and images in marketing a product to his followers on Instagram. The study used approximately 24 ads from 13 Indonesian influencers' Instagram accounts by analyzing and identifying the prominent lexicogrammatical and visual grammar in the ads. The research findings reveal that the language used in the ads is colloquial or informal language with the aim that followers or audiences who see the ads will easily understand and be interested and also build friendships with the audience. This research provides an understanding of the language and visual strategies used by influencers to promote products, a detailed analysis of multimodal elements in advertising.

In research by Suku, H. (2022) discusses the narrative and conceptual processes in MTNng advertisements on his Instagram account by looking at the relationship between the interaction text and images. The narrative process in images that displays action or reaction with the aim of attracting and offering information to the audience about the product. Researchers use Kress and Van Leeuwen's multimodal theory to identify narrative and conceptual processes and meaning in the advertisement. In this research, the data sample used can be said to be too small. This does not fully represent the meaning of the advertisement.

In research by Macagno & Botelho. (2021) using multimodal argumentative analysis, social semiotics and pragmatics in advertising. Researchers in this study revealed that advertisements are characterized by a combination of verbal and non-verbal content and the reconstruction of meaning in advertisements depends on how implicit types of content are expressed. This research analyzes and evaluates multimodal arguments in advertisements with visuals and text as considerations. This research provides a comprehensive analysis of multimodal argumentation in advertising. However, the scope of the research object which only takes one of the cultural contexts of advertising makes it difficult for other viewing audiences to understand.

Elisa Turra (2020), in her research which examines communicative and persuasive strategies on three websites that promote gastronomic tourism. Her research focuses on the analysis of visual and linguistic characteristics in building piedmont and tourists and the interaction between verbal and non-verbal using multimodal analysis. Get the results of visual and verbal interactions in culinary advertisements on the website using words that are positive, explicit and have ethical values in conveying them with visuals and choosing colors and fonts that make advertisements on the website communicative and persuasive. This research does not discuss how the results of web advertising impact consumer decision making. And this research is limited to three websites which may not represent the diversity of strategies used in the tourism industry.

In Kruk, et al. (2019) convey the author's intentions between text and image relationships. This study uses a large amount of data, which is approximately 1,299 posts on Instagram that have been classified. This data collection is a source for understanding the richness of meaning produced by the relationship between text and image. The results of this study indicate that multimodal analysis shows that the combination of text and image is better at providing or conveying the meaning intended by the account user who posted. The study also states that multimodal analysis is quite important to understand more deeply the intentions of account users who post through the text and images of each post on Instagram. However, there are still shortcomings in this study, namely that it takes a long time due to the large number of data sources, there is a possibility of bias and errors in the research process which results in validity and reliability being affected.

Chen & Eriksson (2019) A multimodal critical discourse analysis of corporate storytelling. In this research, the object is advertisements for healthy snacks on the web in the form of narrative stories. In the analysis there are 22 samples of advertising stories or narratives. This research shows that in the advertisements for healthy snacks, many use words that represent the product as healthy products, such as the use of the words "Healthy", "Sugar free", "Fresh milk" and '100% raw' which convince the audience that their products are healthy. The use of social semiotics and multimodal discourse analysis in this research can be said to be successful for branding and promotion. Research on social semiotics and multimodality in this research also helps in understanding

the relationship between semiotic materials. This also gives us insight into how companies or brands use story narratives and various multimodal elements to create identities and create products that are presented as food choices. Good and healthy.

From the previous studies mentioned above, it can be said that multimodal research on advertisements on social media, especially culinary advertisements on Havilla Tea's Instagram social media needs to be done. This is because previous studies have only focused on one specific advertisement such as only using data from advertising videos so that the coverage is limited. In addition, a small sample of data can affect the generalization of findings.

CHAPTER III

RESEARCH METHOD

In this chapter, the researcher explains the research methods used in this research. There are, research design, data and data sources, data collection, and data analysis.

A. Research Design

This research refers to the post-positivist paradigm which is in the middle of positivism and interpretivism. The post-positivist paradigm reasoning follows positivism reasoning which is logical and empirical, but the truth or results obtained are not absolute or absolute like the interpretive paradigm (Rahardjo, 2023). Researchers chose to use a post-positivist paradigm with a quasi-qualitative research methodology in this study because this method is suitable for answering research questions in accordance with the paradigm and can understand more deeply the phenomenon being studied. The data in this research also takes the form of text and other multimodal elements which can be analyzed using quasi-qualitative methods.

This research uses the multimodality theory from (Bull & Anstey, 2018) to analyze culinary advertisements on the Havilla Tea Instagram account. Anstey & Bull's (2018) multimodality theory proposes that multimodal systems are produced for specific purposes, audiences, and contexts through the combination of at least two semiotic systems. There are five semiotic systems in the theory, namely, Visual, Linguistic, Audio, Gesture, and Spatial.

B. Data & Data Source

The data used in this study are in the form of text and images, both static and dynamic, as well as other multimodal elements contained in the form of culinary advertisements in Instagram social media posts. The data sources are various advertising posts taken from the feed of the Instagram account @havilla_tea, a local tea brand from Bandung, Indonesia. The data is obtained from posts that have a time span of March until August 2023, at which time Havilla Tea was rebranding so that the frequency of posts in these months can be said to be more active than usual.

C. Data Collection

The data collection technique in this research uses stages starting with, Follow the Instagram account @havilla_tea then see every post from March to August 2023. After that, sort out posts that have multimodal elements and the posts selected as data are those in English, both captions and text on advertisements. Then read the post caption because captions are quite an important source of data in terms of linguistic analysis. After that, the post and caption are then screenshotted as evidence of data which will later be attached.

D. Data Analysis

The analysis of the data in this study answered the research question by reading all the data that has been selected, then sorting out information from the data related to the research question and divided into two categories, namely data in the form of images and captions, data in the form of images, captions,

and music. Then, start analyzing what multimodal elements, namely Linguistic, Visual, Audio, Gesture, and Spatial, are used in culinary advertisements on the @Havilla_Tea Instagram account.

Then after knowing what multimodal elements are in the advertisements, see how multimodal can build culinary advertisements on the Havilla_Tea Instagram account. In analyzing it using Bull & Anstey (2018) multimodal theory, by looking for meaning-making elements then the role of elements, as well as codes and conventions from each semiotic system which then sees how the contribution of each semiotic system or mode contributes to the overall multimodal text. After that, researchers draw conclusions from the results of multimodal analysis of culinary advertisements on the Havilla Tea Instagram account.

CHAPTER IV

FINDINGS AND DISCUSSION

This chapter presents the findings from the data collected using the methodology described in the preceding chapter's literature review and procedures. The information gathered from postings on the Havilla Tea Instagram account in the form of culinary ads will be covered in two sections: findings and discussion.

A. Findings

This study tries to determine how multimodal builds culinary advertisements. The researcher selected several posts, and there are six selected data divided into two categories; each category represents the semiotic system used in the advertisement to facilitate analysis, first category is the image and caption, and second category is image, caption, and music. The data analysis uses the multimodal theory from Bull & Anstey (2018) where this theory in producing certain goals and contexts using multimodal must at least use a combination of two semiotic systems and in accordance with five concepts, there are, conveying the meaning of multimodal texts with a combination of several semiotic systems, utilizing the art of knowledge, understanding and process the different role of languages in multimodal texts, the distribution of meaning from each element to the meaning of the overall multimodal text, and the formation of meaning from the codes and conventions of each element in the overall multimodal text.

1. Image and Caption

In this first category, a multimodal semiotic system is found, there are linguistic in the form of text in images and captions and visual in the form of images. There are three categories in this category that use linguistic and visual multimodal semiotic systems.

Data 1



The first data in this category is a post from the Havilla Tea Instagram account on March 25, 2023. This data is included in the image and caption category because in the post the researcher found two semiotic systems, namely images (visual) and text (linguistic). The post shows the logo of the product category and the text that explains the product category.

Linguistic Analysis

In the analysis of advertising posts, it was found that the use of a semiotic linguistic system through the product name “**The Jiva**” in the form of a noun acts as a product identity to help recognize and introduce as well as strengthen the memory of the product. The use of a distinctive name creates a deep and unique impression.

Then the text in the image, in the form of phrases, provides information about the origin and meaning of the word **“Jiva”**, which comes from Sanskrit translated as **“an immortal living substance”**, which refers to the meaning of the soul or eternal life energy. In addition, "Jiva" also means **“an individual soul”**, which implies the soul of each individual. The use of this term gives the product philosophical value and can attract consumers. The text in the post caption in the form of a clause continues the explanation of the meaning the yellow color used as a marker for "The Jiva" category. The caption also explains that in this category the type of tea is single original tea.

Visual Analysis

The image analysis of the post reveals the use of a visual semiotic system that shows a vector illustration of the product logo with the selection of the yellow color in the middle as a product category marker. For information, Havilla Tea has three product categories and one of the categories is “The Jiva” which is identified by the color yellow. The yellow color in this context itself is interpreted as a symbol of creativity, cheerfulness, joy, hope, and clarity of mind. This is in accordance with the purpose of the product which is expected after drinking this category of tea to restore cheerfulness and also calmness. The use of a black background makes the tone of the post dark which serves to provide a sharp contrast so that the audience only focuses on the product logo image in the center. Illustrations of Balinese women on the product logo as a symbol that reinforces that the product is

The next data is a post from the Havilla Tea Instagram account on July 30, 2023. In the post, two semiotic systems were found that made the post included in this category, namely visual and linguistic

Linguistic Analysis

In the semiotic linguistic system analysis, the product name and text in the post caption provide information about the product. **“Queensberry Voyage”** is the name of a variant of The Arca category in the form of a noun, which functions as a product identity and introduction. This name is not only a label on the product but also implies the quality characteristics of the product. The word **“Queensberry”** itself in the product name describes the main ingredients used, which are a blend of black tea with strawberry fruit and other ingredients that make up the composition of the product. By highlighting specific ingredients in the product name, it can emphasize the quality and uniqueness of the tea flavor. While the word **“Voyage”** in the product symbolizes a journey of delicious taste, by describing the experience of harmonious and complex taste sensations. Thus the word **“Queensberry Voyage”** as a whole offers a special and alluring taste journey experience, which is a harmonious blend of selected tea ingredients.

Then the text in the post caption provides information in the form of an explanation and invitation to taste the tea variant **“Queensberry Voyage”**. In the phrase **“Let's experience the exquisite taste of Queensberry Voyage by Havilla Tea”** is an invitation sentence in which there is **“Let's”** a contraction form used for invitations, and the use of adjectives **“exquisite”**

which is used to describe something of beauty or high quality. The phrase invites consumers to feel the specialty of the high-quality Queensberry Voyage flavor variant. Then in the sentence **“This unique combination creates a delightful and refreshing beverage that takes you on a flavorful voyage”** gives the audience a taste experience of drinking tea that is pleasant and refreshing, its use gives the impression that the tea variant is so special and different.

Visual Analysis

In the visual semiotic system analysis, it displays a product image in the middle using close up framing as a product display and also the main content, namely the “Queensberry Voyage” variant from The Arca category. Showing the products offered with images of spices from a combination of tea and other herbal ingredients that symbolize the composition contained in the product and give a natural impression. The use of color combinations on the background using pink marble illustrates the product named “Queensberry Voyage” where the mixed material of the tea product is strawberry which is usually red or pink. The color also helps create a refreshing and pleasant impression in line with the product description that offers a “delightful and refreshing” experience.

Supporting properties such as roses reinforce the floral theme, where in the product one of the combinations uses flowers, namely safflower and cornflower. It can be said that this rose represents the visual description of one of the ingredients of the product.

Coupled with lighting that highlights from the right side which implies a tinge of morning or afternoon sunlight where these moments are commonly used for tea drinking activities. Reinforced with a cup image that gives the impression of the right time to try the tea variant.

The combination of the two semiotic systems, namely visual and linguistic in the post, contributes well, where the text in the post caption containing information about the product can be visualized with the images in the post. As in the use of background colors associated with strawberries in product composition creates a visual impression that is in harmony with the description in the post caption. Visualizations such as roses and spices support the product description narrative that provides a real picture of the composition of the products offered.

Data 3



The last data analysis in this category is a post from the Havilla Tea Instagram account on August 30, 2023. It shows the use of two main semiotic systems, namely visual and linguistic in conveying advertising messages.

Linguistic Analysis

In the linguistic semiotic system analysis, the post caption text reveals the use of figurative language to convey emotional messages and product values. The figurative language is in a phrase consisting of two clauses, namely **“Tea is a hug in a cup”** in the form of a simile with **“tea”** compared to **“hug”** illustrating that tea can provide a warm and comfortable feeling like a hug. By equating tea with a hug, this ad creates positive associations in the minds of the audience and invites them to experience this product. The next clause **“A moment of tranquility in a chaotic world”** uses a metaphor by comparing the word **“tranquility”** to a **“moment”** in a **“chaotic”** world, describing tea as a moment of tranquility in a chaotic world. The use of figurative language is very effective in attracting the attention of audiences who are looking for tranquility and comfort. The use of similes and metaphors in the semiotic system analysis of the post captions in different clauses helps convey the message in the advertisement.

Visual Analysis

In the visual semiotics system, there is the use of a color combination, namely dark green in the background which is an important element. The color is included in the cold color which gives the tone of the post image to be dark so that the audience naturally focuses on the image which is the main content of the ad post. The dark tone on the background also helps to highlight the product that is the main focus of the ad. The main content in the post is an image of tea placed on a spoon with herbal ingredients

sprinkled around it. The image symbolizes the combination of tea with other natural and quality herbal ingredients as the composition of Havilla Tea products. Visual techniques used, such as camera focus on the image of tea on a spoon with a blurred background with the aim of ensuring and directing the audience's attention to the product. The use of this technique is effective in highlighting the advantages of the product and giving an exclusive impression on the tea displayed. In addition, the brand logo at the top right of the post plays an important role in strengthening brand identity. A strong identity through the logo helps in building brand recognition and creating a consistent impression in the minds of the audience.

The contribution of the combined use of two semiotic systems, visual and linguistic, supports each other in creating the message that Havilla Tea is a product that provides warmth, comfort, and tranquility. The text in the post caption uses figurative language that reinforces the emotional message and portrays tea as a source of comfort and tranquility. Visual elements are all designed to draw the audience's attention to focus on the quality of the product as well as create a calm and natural atmosphere.

From the three data in the form of posts from the Havilla Tea Instagram account in this category using two main semiotic systems that build multimodal, there are, visual and linguistic to convey strong advertising messages. In the first data, the visual semiotic system used is an image of the product logo "The Jiva" explained by the use of linguistics in the caption regarding information and the origin of the product name "The Jiva". Then

in the second data displays a product image of the "Queensberry voyage" variant with a pink marble background that illustrates a mixture of the main ingredients of black tea and strawberry and images of flowers and spices that add to the impression of natural and herbal ingredients. Supported by the selection of words such as "exquisite" and "unique" in the caption emphasizes the specialty of the product.

The third data displays visuals with a combination of background color and camera focus so that the audience's attention is focused on the main content, namely the image of spice tea. Linguistics in the caption in this third data uses figurative language such as similes and metaphors to convey the message offered by the tea product. The combination of visual and linguistic semiotic systems used in each post successfully creates an interesting and in-depth narrative about Havilla Tea products, attracting attention and strengthening product branding through visual aesthetics and strong message delivery.

2. Image, Caption, and Music

In this second category, there are three posts that highlight the use of three semiotic systems, namely Visual, Linguistic (Text), and Audio. The data included in this category does not only consist of static images, but also includes dynamic or moving images in the form of video posts. Video posts are included in this category because the semiotic system contained in the video analysis also includes visual, linguistic, and audio elements.

Data 4



The data in this category are posts from the @Havilla_Tea Instagram account on March 26, 2023. The post shows a picture of the Havilla Tea product complete with a caption below it. The data is included in this category because researchers found three semiotic systems used in the advertising post, namely, Visual, Linguistic, and Audio.

Linguistic Analysis

The semiotic linguistic system analysis in this post highlights the use of text in the caption, namely “**A relaxing and soothing organic #greentea blend with floral, fruity and herb combinations of chamomile, peppermint, lemon, calendula and safflower**” to explain the product image. The text provides an in-depth description of the product “**The Arca - Serenitea**”, describing that the product is a combination of green tea with a mixture of flowers, fruits, and certain other herbal ingredients visualized with images of spices. The combination of these ingredients gives a calm and refreshing impression according to the description which uses the adjectives “**soothing**” and “**relaxing**”.

In the next sentence **“The name Serenitea is a twist derived from the word ‘Serenity’ as a state of being calm, peaceful, and free from stress or anxiety”**, the text explains about the product name **“Serenitea”** derived from the word **“Serenity”** which means a state of calm, peaceful, and free from stress. The word **“Serenitea”** reflects the characteristics of the drink which provides a calming experience in accordance with the concept of calmness and peacefulness contained in the original word **“Serenity”**. In addition, this post found the use of hashtags in the middle of sentences such as **#blended #greentea** which aims to increase consumer engagement and interaction. These hashtags also help make it easier for consumers to find the post and search for similar products.

Visual Analysis

In the visual semiotic system analysis, a combination of dark colors, namely dark green, is found, which is dominant in the background. This color was chosen with the aim of giving a calming and natural impression, in accordance with the characteristics of the main tea ingredient in the product, namely green tea. The background color with dark tones also plays a role in directing the focus on the main content, namely the product photo in the middle as a product display. The use of property in the form of dried lemon pieces mixed with green tea and other ingredients illustrates the ingredients that make up the composition of the product and adds a natural dimension. In addition, the magenta color seen on the product packaging becomes the color of the product category marker, namely **“The Arca”**

visually. The color provides a clear contrast with the background to facilitate product identification. Meanwhile, the brand logo at the top right of the post image serves to strengthen the overall brand identity.

Audio Analysis

In the semiotic system analysis of audio, this post uses soothing inspirational background music. The melody is soft and creates a calm and peaceful atmosphere, which is consistent with the message that the product wants to convey, namely, a relaxing and refreshing experience. In addition, the soothing sounds of nature further strengthen the natural and refreshing impression highlighted in the content. Thus, the use of audio elements can be said to be effective in communicating the message and characteristics of the product.

The use of visual combinations such as images of spices as a visualization of the composition of ingredients reinforces the message about the authenticity of the product and colors that give a calming and natural impression in accordance with the characteristics of the product. This is reinforced by the role of text in providing information about the product and enriching the audience's understanding of the product, as well as word choices such as "soothing" and "relaxing" that reinforce the characteristics of the product. The use of background in accordance with the characteristics of the product also builds a stronger atmosphere in the advertisement with a soothing atmosphere in accordance with the concept and product name, "Serenitea".

Data 5



The next data is still a post from the Havilla Tea Instagram account on March 26, 2023 with the semiotic system found in the post is visual, linguistic, and audio.

Linguistic Analysis

Starting with the analysis of the linguistic semiotic system, the text in the post caption to provide information about the product "**Chamomile Bouquet**", which is the name of the variant in The Citta category, functions as a product identity and conveys information on the main composition, namely Chamomile. In the initial sentence of the post caption, namely "**Chamomile belongs to the daisy family**". Explaining that chamomile belongs to the daisy family with the next sentence, "**It is known for its delicate white flowers with yellow centers and its pleasant, apple-pineapple like characteristics.**" clarifies the visual of the plant and provides an overview of chamomile flowers and adds information about the aroma and taste of chamomile. Another sentence, "**Chamomile has**

calming properties and is commonly consumed to help promote relaxation and sleep", emphasizes that chamomile has properties and is often consumed to help relaxation and sleep. This sentence attracts consumers who are looking for natural ways to overcome stress and difficulty sleeping or insomnia. In addition, the caption text of the post also explains the results of research on chamomile about the benefits of reducing anxiety, the explanation is in the final sentence of the post, namely **"Chamomile has also been studied for its potential health benefits, such as improving digestion and reducing anxiety"**.

Visual Analysis

Visual semiotic system analysis of the use of color combinations in the post, namely cream and yellowish-brown colors, creates an atmosphere that matches the product's purpose, namely relaxation and gives a warm impression. The use of this color combination also serves to direct the focus on the main content, namely the Havilla Tea product category The Citta in the "Chamomile Bouquet" variant. The product photo is supported by the use of supporting properties such as herbs in the bowl is a visualization of the combination of ingredients used. There is also a brand logo at the top left of the post that plays a role in brand identification.

Audio Analysis

In the audio semiotic system analysis of this advertising post using the back sound, "Relax a wave-chamomile dreaming music" succeeds in creating an atmosphere that is in line with the product description, namely

the calming properties of chamomile. This soft and soothing music effectively reinforces the message to be conveyed about the tea product. The right selection of back sound, it can build associations between chamomile tea products and feelings of relaxation and calmness, which are the main benefits of chamomile itself. This back sound also serves to convey the identity of the tea product variant “Chamomile Bouquet” which has the purpose of relieving stress and anxiety.

Data 6



The last data in this category is a video ad post from the Havilla Tea Instagram account on May 21, 2023. The video ad is 15 seconds long and contains the participation of Havilla Tea as a brand that sells the main product, namely tea, in celebrating International Tea Day 2023. In the advertising video, there is a combination of several semiotic systems that build the advertising video, namely visual, linguistic, and audio.

Linguistic Analysis

In the linguistic analysis of the advertising video, there are several important elements that play a significant role. For example, the use of the brand name “**Havilla Tea**” as a noun that functions as a product identity.

This word directly identifies the brand and is very important in building brand recognition as well as making it easier for audiences to remember the Havilla Tea brand. Furthermore, the text in the video ad **“Tea is the way of life”** is a phrase that uses figurative language, namely metaphors that state **“Tea”** is **“the way of life”** does not mean that tea is a way of life, but implies that the activity of drinking tea is not just a daily routine, but has become part of a lifestyle that provides comfort and enjoyment. This message also offers Havilla Tea products that are able to improve the quality of life of consumers through a pleasant tea drinking experience.

Another text in the advertising video is **“Happy International Tea Day 2023”**, a celebratory phrase that aims to convey greetings and celebrate an important moment in the global tea calendar. The use of this celebratory greeting also serves to invite the audience to join in the celebration and create a sense of community among tea lovers. Then the text in the post caption is **“We believe tea is a companion at any time of the day, everyday! May you all enjoy a beautiful cup of tea today and everyday”**. The text expresses the belief that tea is a companion that can be enjoyed at any time of the day, showing that tea has a pleasant role in daily life and provides a warm feeling that invites the audience to feel the happiness of enjoying tea. The clause also describes the power and beauty of tea in everyday life. The clause invites the audience to celebrate and enjoy the experience of drinking tea in various aspects. This messaging is not only to

promote the products of Havilla Tea, but to invite the audience to also appreciate the values associated with the culture of drinking tea.

Visual Analysis

In analyzing the visual semiotic system in the Havilla Tea advertising video, it shows the use of different themes in each scene. This is due to the type of advertising video using a slideshow video where the video consists of a collection of several photos, each scene showing a variety of products from Havilla Tea to celebrate International Tea Day. The use of varied colors in each scene not only attracts the audience's attention but also highlights the diversity of products offered by Havilla Tea. The use of various colors can also be interpreted as a way to present the taste and aroma of the tea products.

This advertising video features minimalist transition techniques, as seen in the opening scene. The scene begins with a subtle zoom in on the image of a collection of Havilla Tea products then the text “Tea is the way of life” appears with a typewriter effect transition as shown below



Visual Analysis zoom in transition in opening scene

The use of this transition aims to give an elegant and professional impression. This opening scene conveys the message of the diversity and quality of products that Havilla tea has, by displaying various maca, the choice of products available. Furthermore, the final scene uses a Fade In transition for the words “Happy International Tea Day 2023” with a background of tea spices.



Visual analysis Fade In transition in last scene.

The transition in this text was chosen to emphasize the main message of celebrating the diversity of tea and inviting the audience to celebrate International Tea Day. This message reinforces Havilla Tea’s brand identity as a tea producer that offers a variety of high quality and natural tea variants. In addition, the movement from one scene to another is adjusted to the beat or tempo of the song used in the video. This synchronization between visuals and audio provides a more dynamic and harmonious experience for the audience, making the advertising video more interesting. The use of the brand logo at the beginning and end of the scene also plays an important role in strengthening the brand identity, ensuring that the audience is directly branded Havilla Tea.

Audio Analysis

In analyzing the audio semiotic system in Havilla Tea advertising videos, the use of back sound has an important role in strengthening the visual and linguistic messages conveyed. The selected back sound is adjusted to the tempo and beat of the song, which is in line with the scene movements in the video. The scene changes that follow the song give the impression of unity. The music chosen usually has a stable melody that matches the message to be conveyed. The audio atmosphere supports the concept that tea is part of a lifestyle that offers tranquility and comfort. In this way, the use of back sound can increase the appeal and overall effectiveness of the advertising video.

B. Discussion

This study aims to determine how multimodal elements build culinary advertisements, focusing on the Havilla Tea Instagram account. In this study there are six data in the form of posts that have been analyzed, researchers categorize posts into two categories based on the semiotic system contained in the advertisements post data, there are; the Image and Caption category has three data, and the Image, Caption, and Music category has three data with different types of posts, two posts are still images and one post is a video. The analysis was conducted using the multimodal theory of Bull & Anstey (2018).

The results of the analysis show that the combination of multimodal elements found from the post data, there are; linguistic, visual, and audio in building culinary advertisements on Instagram Havilla Tea effectively conveys

messages and builds product identity. The use of visuals such as color combinations, illustrations and other visual techniques strengthen branding through visual aesthetics and help highlight the main elements of the product. However, for the use of visuals in the Image, Caption, and Music categories, there are two types of images, still images and moving images or videos. In moving images or videos, there are more visual editing elements such as minimal transitions that make the advertising video dynamic.

In the linguistic analysis of the Havilla Tea Instagram culinary advertising post data, it is found to focus on written language in the form of text in the image and in the post caption. The text creates a strong narrative about the product with the right word selection with the form of text in the caption that provides detailed information and to strengthen emotional and philosophical messages on the use of figurative language. The use of figurative language makes the delivery of advertising messages more effective.

In previous research from Salsabila & Suparto (2023) and Dania, et al (2023) the linguistic analysis was found to focus on spoken and written language, namely written text as captions and voiceover from the narrator because the object used was an advertising video. In the analysis of this study, one of the data in the form of advertising videos used is a video with a collection of images or video slideshow, so no spoken language is found in the linguistic analysis.

Then the audio element with the use of back sound adds a strong emotional dimension that helps create a harmonious atmosphere and conveys messages as well as product characteristics, increasing the attractiveness and effectiveness of the entire advertisement. The use of audio in Data 6 also synchronizes with scene transitions in the video and creates a harmonious and dynamic impression.

Overall, the combination of visual, linguistic, and audio semiotic systems in Havilla Tea advertisements succeeds in building attractive advertisements and creating in-depth messages about the product, as well as strengthening product branding through visual aesthetics and strong message delivery. This result is in line with the theory of Bull & Anstey (2018), which emphasizes the importance of using a combination of at least two semiotic systems, the contribution and relationship of multimodal semiotic systems to the overall meaning and achieving specific goals and contexts in multimodal communication.

CHAPTER V

CONCLUSION AND SUGGESTION

This chapter presents conclusions and suggestions related to the result of multimodality analysis in culinary advertisements on Instagram Havilla Tea. The suggestion provided is expected to be beneficial to future researchers who are interested in conducting a similar study.

A. Conclusion

This study has provided answers to research questions regarding the role of multimodal in building culinary advertisements on Instagram Havilla Tea through the application of Bull & Anstey (2018) theory to analyze the elements of multimodal semiotic systems. The results of the analysis, it was found that there were three multimodal semiotic systems in six advertising posts on Havilla Tea's Instagram. The six data are divided into two categories: first, Image and Caption; second, Image, Caption, and Music. Three of the data are still images, while the second three include two still images and one video.

The combination of elements of the multimodal semiotic system in building culinary advertisements on Havilla Tea's Instagram is effective in delivering messages as well as building product identity. Visual reinforces branding through visual aesthetics, and linguistics provides detailed information and reinforces emotional messages through language. Audio adds an emotional dimension and creates an atmosphere in accordance with the message conveyed.

In conclusion, this research data was collected through observation of advertising posts on the Havilla Tea Instagram account, focusing on explaining the relationship between the elements of the multimodal semiotic system building the advertisement. The selection and use of these multimodal semiotic modes or systems, whether linguistic, visual, or audio, are proven to help convey messages as well as meaning and information about the advertisement and make the advertisement more interesting than using only one mode. These findings enrich our understanding of how multimodal elements collaboratively build complex and engaging advertisements.

B. Suggestion

Based on the insights gained from this research on multimodal analysis of culinary advertisements, it is suggested that in the future it can provide more understanding to readers who want to explore more deeply the theory of Multimodal analysis. Exploring the theory with diverse data sources such as advertisements with different platforms and types, can produce more varied data and expand coverage.

The limitations of this research are analyzing culinary advertisements with only one multimodal theory, and the multimodal semiotic system obtained is only three, there are, linguistic, visual, and audio. In addition, this research only focuses on posts in the feed on the Havilla Tea Instagram account, which posts in stories or highlights are not analyzed. This research also only focuses on images or video posts and text in captions, while the text in interactive comments is not included because researchers only want to see how

multimodal elements build culinary advertisements and the meaning of each multimodal element contributes to building the overall meaning of the advertisement.

Therefore, the current researcher suggests that future researchers can find more semiotic systems and consider exploring other things that exist in advertisements and also on social media Instagram. In addition, it is suggested that future research efforts could find other multimodal semiotic systems. This multimodal analysis has the potential to further reveal the meaning conveyed through the elements of multimodal semiotic systems, thus providing valuable insights for students and future researchers. Analyzing the relationship between the elements of multimodal semiotic systems is a dynamic field, and future research can contribute to expanding knowledge.

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CURRICULUM VITAE



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APPENDIX

Data Visual analysis transition zoom in and faded in



Faded in transition in last scene



Zoom in transition in opening scene

Data analysis multimodal

Data 1



No.	Semiotic System	Code and Convention	Making Meaning element	Role of Making Meaning element	Contribution of Specific Codes and Conventions to Role of Element and Overall Meaning of Text (Whole)
1.	Visual	Colour Saturation, tone. Shape: symbol	<ul style="list-style-type: none"> - Color combinations. - Illustrated image of the Bali woman on the product logo - Illustration of tea plants on the product logo 	<ul style="list-style-type: none"> - Indications of local products in Indonesia - The type of tea used. - Product categories 	<p>The yellow color on the product logo as a tea category marker.</p> <p>The tone used is dark with a black background function to keep the audience focused only on the image in the middle.</p> <p>An illustration of the Bali woman on the product logo as a symbol that the product is indigenous Indonesia. Illustration of white flowers as symbols of the type used in the product.</p>

No	Semiotic System	Code and Convention	Making Meaning Element	Role of Making Meaning Element	Contribution of Specific Codes and Conventions to Role of Element and Overall Meaning of Text (Whole)
1.	Visual	Shape: Symbol Color lighting Framing Close Up	<ul style="list-style-type: none"> - Product image - Roses. - Herbs. - Cups. - Background color combination 	<p>Product Display</p> <p>Indication that the product is suitable for Women.</p> <p>Ingredients contained in the product.</p> <p>Product Representation</p>	<p>Product image display, framing close up shows the main star. An image of herbs as a symbol of the ingredients contained in the product. A combination of colors on the background that uses pink marble representation of the product, lighting that highlights from the right side and shines like a blast of morning sunlight either. Pictures of cups give the impression of the right time to drink tea.</p>
2.	Linguistic	Phrase part of speech: Verb, noun, adjective	<p>Product name</p> <p>Caption post</p>	<p>Provides information about the product</p>	<p>"Queensberry Voyage" as a product name that serves as a noun-shaped identity and product identification.</p> <p>The phrase in the form of the caption of the post provides information as an explanation or invitation to taste the Queensberry Voyage tea. In the phrase there are adjectives "exquisite" and "unique" whose use gives the impression of this tea so special and different.</p>

					<p>The focus of the camera aims to direct the attention of the consumer.</p> <p>The brand logo is also a symbol of brand identity itself.</p>
2.	Linguistic	Phrases and clause	Caption on post	Provides information about images	<p>The caption of the post is a phrase consisting of two clauses that illustrate that drinking tea can provide a warm and cozy feeling like a hug. The second clause means that tea is an opportunity to find calmness as well as peace in a life full of chaos or stress.</p>

Data 4



No	Semiotic System	Code and convention	Making Meaning Element	Role of Making Meaning Element	Contribution of Specific Codes and Conventions to Role of Element and Overall Meaning of Text (Whole)
1.	Visual	Color Tone Lighting Saturation Symbol	- Background color combination -Product image Spices -Brand logo	- Direct the focus and make the main content stand out - Product display - Describes the ingredients in the product - reinforces brand identity	The color combination on the background uses a dark green color to give a soothing and natural impression in accordance with the main tea. The background color also plays a role to direct the focus on the main content of herbs describing the ingredients used in the product. The brand logo on the top right serves to strengthen the brand identity.
2.	Linguistic	Phrase Clauses Speech act	- Post caption -Hashtag	-Provide product information -Increase audience engagement, reach and interaction	The sentence in the post caption is a clause that explains the product "The Arca - Serenitea" is a combination of green tea with a mixture of flowers, fruits, and certain other herbal ingredients. The combination gives a calm and refreshing impression according to the description that uses the adjectives "soothing" and "relaxing". Explains the product name, "Serenitea" which comes from the word "Serenity". Reflects the characteristics of the drink which provides a calming experience in accordance with the concept of calm and peace contained in the word "serenity". Hashtags such as #blended #greentea #havillatea #serenitea #TheArca which plays a role in

					increasing consumer engagement and interaction, also makes it easier to search for audience attention.
3.	Audio	Volume and audibility	Inspirational Piano Music-serenity	- Create a product-appropriate ambiance and convey product identity.	The use of soothing, inspirational music has the aim of creating a calm atmosphere with serenity music that has a soft melody and calm melody, as well as soothing nature sounds. Serves to convey a calm and peaceful impression as in the product description which offers a relaxing and refreshing experience.

Data 5



No	Semiotic System	Code and convention	Making Meaning Element	Role of Making Meaning Element	Contribution of Specific Codes and Conventions to Role of Element and Overall Meaning of Text (Whole)
1.	Visual	Color Tone Saturation Symbol	- Background color combination -Product image -Herbs -Brand logo	- Direct the focus and make the main content stand out - Product display - Describes the ingredients in the product - reinforces brand identity	The combination of cream and yellowish-brown colors creates an atmosphere that matches the purpose of the product, which is relaxation and gives a warm impression. serves to direct focus and make the main content stand out. Product photos act as product displays. The use of property herbs in the picture as a visualization of the ingredients used in the product. The brand logo on the top left acts as a brand identity.
2.	Linguistic	Phrase Clauses Speech act	- Post caption	-Giving the information of product.	The text in the post caption provides information about chamomile which is the main ingredient in The Citta tea category variant “Chamomile Bouquet”. The sentence also gives an overview to the audience to recognize the plant, then in the next sentence adds information about the aroma and taste of chamomile with the sentence. provides information about the benefits of chamomile which is the main ingredient of the product. emphasizes that chamomile has calming properties and is often consumed to help relaxation and sleep.

3.	Audio	Volume and audibility	Relax a wave-chamomile dreaming music	-Creates a product-appropriate ambience and conveys the product's identity.	The use of the Relax a wave-chamomile dreaming music backsound creates an atmosphere that matches the product description and also conveys the product identity. The background music is directly related to the calming nature of chamomile with the soft music helping to create an atmosphere that supports the main ad about chamomile as a tea that helps relax the body and mind.
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Data 6



No	Semiotic System	Code and convention	Making Meaning Element	Role of Making Meaning Element	Contribution of Specific Codes and Conventions to Role of Element and Overall Meaning of Text (Whole)
1.	Visual	<ul style="list-style-type: none"> - Symbol - Color - Editing 	<ul style="list-style-type: none"> - Product pictures - Color combination - Editing - Brand Logo 	<ul style="list-style-type: none"> - Product display - Reflect product identity and visual consistency 	<p>The advertising video is a collection of several photos where each scene in the form of photos shows various products from the Havilla Tea brand. Using transitions, at the beginning of the scene is a smooth zoom in on the image of a collection of Havilla Tea products then the text “Tea is the way of life” appears with the Typewriter Effect transition.</p> <p>Then in the final scene, which uses the Fade In transition for the words “Happy International Tea Day” with a background photo of tea spice products. conveys its main message of celebrating the diversity of tea and inviting audiences to celebrate international tea day.</p> <p>The brand logo in the initial scene plays a role in strengthening the brand identity.</p> <p>The movement from scene to scene is also adjusted to the beat of the song used.</p>
2.	Linguistic		<ul style="list-style-type: none"> - Brand Name - Text in video - Text in post caption 	<ul style="list-style-type: none"> - Product identity -Provides information related to the content 	<p>“Havilla Tea” is a noun that acts as a product identity. The text in the video is in the form of the phrase “Tea is the way of life” which has in the context of the advertising video is that drinking the is not just a daily routine, but is part of a way of life</p>

					that provides comfort every moment. Then the text in the caption has the phrase “Happy International Tea Day 2023!” in the form of a greeting or greeting for the celebration of international tea day.
3.	Audio		-Obituary by Alexander Desplat	Create an atmosphere in line with the content	The use of back sound in the advertising video is also used to switch scenes according to the tempo and beat of the song. It creates a soothing and alluring atmosphere.