A MULTIMODAL ANALYSIS: CONSTRUING BEAUTY STANDARD IN SHAMPOO ADVERTISEMENT

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Abstract: Advertisement is a public media to promote a product or a service. Shampoo advertisements, especially the ones made for women, always show the advantages that the product gives to the customers. This study construed beauty standard in shampoo advertisements through the visual and linguistic elements, and found the differences in how they construe the beauty standard. This study used four different brands taken from Cosmopolitan magazine from 2016 to 2018. The brands are *Love, Beauty and Planet*, *Loreal Extraordinary Oil, Treseme* and *Garnier Fructis*. This study used the Multimodality approach using two modes, visual and linguistic elements. This study used Generic Structure Potential by Cheong (2004) to divide the linguistic and visual elements, then used Kress and Leeuwen's visual grammar to analyze the visual element (2006) and used Halliday's metafunction to analyze the linguistic elements (1978). Then this study analyzed the interplay of the visual and linguistic elements to construe beauty standards in society using O'Halloran SF-MDA (2008). The study shows that all of the shampoo advertisements have different ways to construe beauty standard in society through the visual and linguistic elements.

Keywords: *advertisement, beauty standard, multimodality, SF-MDA*

INTRODUCTION

Advertisement is an announcement in public for promoting something such as a product or service. The simplest way to describe advertising is drawing, notifying, or announcing something to people (Dyer, 2009). Advertisement is a way to promote

products in a public space. Text always occurs in many different media to advertise the product such as magazine, newspaper, and television where the product is presented to the costumer to buy (Goddard, 2001). The advertisement displays the visual and text when images show something that takes too long to read, writing displays something too hard to show, and the color highlights the important thing in the image (Kress, 2011). It shows the relation between the text and image to convey the meaning. The meaning inside the advertisement is revealed by seeing visuals and texts on those advertisements.

This study used shampoo advertisement as the subject to construe the beauty standard in shampoo advertisement. the advertisements are about women so that they have a connection with beauty standards in society. Advertising needs proper visualization of the product, so that the product can be promoted better. The combination between the text and image reveals the ideology of beauty standards in the advertisement. Beauty standard is the social standard to judge something related to beauty. Shampoo advertisement needs to do this because the purpose of advertising is for people to buy the product. By the visual and text, it reveals the beauty standard in that society. It answers the question why promotors use particular images and texts to make the buyers buy the product. The first impression is essential, so advertisements should use visuals and texts to catch the attention.

The study has several previous studies, the first previous study is from *Erna Fitria Ningsih*, *Albert Tallapessy* and *Riskia Setiarini* with the title *Construing Ideational Meaning in Electronics Devices Advertisement in Jawa Pos: a Systemic Functional Linguistic Multimodal Discourse Analysis*. This study used visual and linguistic elements in an electronic device advertisement to represent the message that the author wants to deliver and it construes ideational meaning in advertisements. This study used Systemic Functional Linguistics by Halliday and Generic Structure Potential by Cheong to help them answer provided research questions. This study found the interconnectedness between the visual and linguistic elements in the printed advertisement (Ningsih et al., 2014).

The second previous study is from *Jing Wang, Yanli Dai,* and *Lan Jiang* with the title *Multimodal Discourse Analysis of Interactive Meaning of Food Advertisement Printed in English*. This study used language and image to construct the meaning of a food advertisement in interactive meaning. This study used Systemic Functional

Linguistic by Halliday and Visual Grammar by Kress and Van Leeuwen. This study found languages and images create the overall meaning of discourse and achieve the best persuasion effect (Wang et al., 2014).

The third previous study is from *Heshem Suleiman Alyousef* with the title *A Multimodal Discourse Analysis of The Textual and Logical Relation in Marketing Texts Written by International Undergraduate Students.* The study investigated and compared thematic progression patterns and composition of information value in business marketing plans by seeing the visual and text in that plan. This study used Systemic Functional Linguistics by Halliday, the composition of information by Kress and Leeuwen, and System for Multimodal Discourse Analysis of Logico-semantic Relations by Martinec and Salway to reveal the meaning of the advertisement. This study found that the students can manage professional work practices and that the textual and logico-semantic relations which exist between the table and graph and relation between graph and text play a vital role in marketing discourse (Alyousef, 2016).

All the previous studies analyzed one meta-function to reveal the meaning while this study revealed three meta-functions through the visual and linguistic elements. This study found the interplay from the visual and linguistic elements to reveal the beauty standard in shampoo advertisement. The advertisement showed how beauty was displayed through the shampoo advertisement, so this study revealed the standard used to display how beauty should be in the society.

From the definition given, it is essential to study not only the linguistic aspects but also the visual images in the advertisement. This study used four different advertisements from four different brands. This study construe the beauty standard in shampoo advertisements and the differences in how advertisements construe the beauty standard in society by seeing the visual and linguistic elements in the advertisement. this study can give information about the development of linguistic in the multimodality approach.

REVIEW OF LITERATURE

According to Kress, Multimodality can be applied to analyze shampoo advertisements in meaning-making (2011). By seeing the visual and linguistic elements in the shampoo advertisements we can decide the meaning of the products. Multimodality

uses more than one mode in meaning making. It can use three modes; writing, image, and color. Images show something that takes too long to read, writing displays something that is too hard to show, and the color highlights the important thing in the image. Writing, image and color each has a semiotic duty and distinct potentials for meaning. When there is a sign, multimodality can tell us how the modes are used by seeing the color, the line drawn (Kress, 2011).

This theory is supported by Carey Jewitt. According to Jewitt, all modes make different meanings and the meanings are not always understood by the viewer (2001). Halliday's argues that in verbal interaction people have a disposal network of option which is related to semantic points (1978). Kress and Leeuwen proposed the visual elements using Halliday's three metafunctions; ideational, interpersonal, and textual. Kress and Leeuwen use representational, interactive, and compositional meaning to construe the meaning in visual elements (2006).

Systemic Functional Linguistics conveys a broad meaning to develop theories, descriptions, practices, and applications through the study of language. The usage of Systemic Functional Linguistics is to solve the problem of language, and to understand the function and similarities of the aspects (Halliday, 1978).

This study used Generic Structure Potential proposed by Cheong (2004) to divide the visual elements and the linguistic elements in the advertisement. According to Cheong, visual elements contain the lead, display, and emblem while the linguistic elements contain emblem, announcement, enhancer, tag, and call and visit information (2004). This study also used the interplay from O'Halloran (2008) with SF-MDA to reveal the beauty in the advertisement.

According to Sarwer beauty can be described as an individual's perspective of attractiveness which is influenced by the current cultural standard (2003). Grammar states that in this era, human obsession about beauty in modern society with the effort of being beautiful, there is a belief in society that people should be beautiful (2003).

METHOD

The qualitative method was implied for this study because the answers to all of the questions are in the data form and not in the numerical form. According to Neuman, qualitative method is a research method in which the report contains a rich description

and detailed explanation (2002). It is also supported by Silverman's theory about the qualitative method that the qualitative method can build links between social science and commitment between social science and the community (2016).

The data in this study are taken from Cosmopolitan Magazines which were distributed around the United States in 2016 to 2018. This study collected 17 shampoo advertisements from the magazines, but only uses four out of 17 because the advertisements suit the criteria of this study. The criteria are it should be a woman shampoo, since this study revealed the beauty standard in society so the advertisement should contain a woman. the product and the woman figure should be shown in the advertisement so we can see the hair. Those four advertisements are from four different brands, first is *Love, Beauty, and Planet* from Cosmopolitan April 2018, second *is Loreal Extraordinary Oil* from Cosmopolitan January 2016, third is *Tresemme* from Cosmopolitan July 2018 and Fourth is *Garnier Fructis* from Cosmopolitan June 2016.

This study used the theoretical framework from Cheong (2004) to classify the visual element and linguistic element in a shampoo advertisement. The visual element is analyzed through color, placement, size, frame, and information of value from Visual Grammar by Kress and van Leeuwen (2006). The linguistic element is analyzed through the Ideational meta-function proposed by Halliday (1978) and used the theoretical framework proposed by Butt et al. (2000). After finding the visual and linguistic elements, this study found the interplay between the visual and linguistic elements to reveal the beauty standard in the advertisement using the theoretical framework from O'Halloran (2008).

FINDINGS AND DISCUSSION

Findings

Generic Structure Potential

The following images are all the elements in the advertisement

Figure 1. GSP of Love Beauty and Planet
Source: Cosmopolitan April 2018

Figure 2 GSP of Loreal Extraordinary Oil
Source: Cosmopolitan January 2016

Figure 3 GSP of Treseme
Source: Cosmopolitan July 2018

Figure 4. Garnier Fructis Curl Nourish
Source: Cosmopolitan June 2016

Visual Element

Following the classification of visual and linguistic elements by Cheong in Generic Structure Potential, all of the advertisements have the Lead, and the model becomes the Locus of Attention (LoA). At the same time, the product is the Complement of LoA (Comp.LoA). The Lead consists of the Locus of Attention (LoA) and Complements to the Locus of Attention (Comp.LoA). There are salient elements in the Lead, and it is a unique quality that challenges reality or ideal size, color, and the rest of attention. The LoA holds the central idea of the advertisement (Cheong, 2004). The main focus is the model so that the viewers see the model at first then go to the product, and people eventually know about the product when they see the advertisement.

Linguistic Element

All of the advertisements have the primary and secondary announcements for the first information to be seen by the viewers. besides, all advertisements have enhancers to mention the ingredients inside the shampoo advertisement, so it helps the viewer know what product they use. All of the advertisements have an emblem to show the brand and the company which produces the product, and they also have tags as the additional information of the product. The least salient among other elements is call and visit information. This element is used to give the viewer a link through their website so the viewer can get further information related to the product.

All the advertisement has the process to convey the beauty standard in shampoo advertisement. The Advertisement 4 used relational process to reveal the meaning of the advertisement

Table 1. Result of Advertisement 4

Fructis Curl Nourish	(has)	3X moisture for defines stronger curls
Carrier	relational process: Attributive	Attribute

For the rest advertisements they use material process to show the meaning of the primary announcement.

Table 2. Result of Advertisement 1

Love Beauty and Planet	(do)	Nourished hair, glowing skin and little love for the planet.
actor	material process	goal

Table 3. Result of Advertisement 2

(you)	do	some damage
actor	material process	goal

Table 4. Result of Advertisement 3

Extraordinary Oil	eliminates	dry hair in just one wash
actor	material process	goal

Discussion

Representational Meaning. The representational meaning is related to the Participant, Process, and Circumstances that can be seen in those advertisements. All advertisements show the woman as a participant in the advertisement to show what beauty should be in society. Advertisement 1 shows a woman with black and wavy hair who brought the product, advertisement 2 shows a woman with straight blonde hair and the product is on the right, advertisement 3 shows a woman with blonde and braided hair and the product is on the right, and advertisement 4 shows a woman with the curly hair and

the product is also on the right. It indicates that beauty is not only with the specific characteristics of someone;iIt is broader than that.we can see through the advertisements that beauty covers all of the hair styles and colors. All the advertisements displayed different styles and types of hair to reveal how beauty should be in society. It means that beauty is not about a particular style or color of hair, it is about how healthy the hair is. therefore, they give the viewer a solution for all the hair problem to make the hair look beautiful.

All advertisements have the symbolic process to represent what the participant is or means (Kress & Leeuwen, 2006). Every kind of process has its participant roles. Once the process has been identified, the function of the participant roles can be seen easily in the context (Butt et al., 2000). All of the models are symbolic attributes because they are the most salient element compared to others and represent the value of the advertisement. There is the relational process from advertisement 4. This process's main characteristic is the participant's relation to its identity and description (Butt et al., 2000). Moreover, there is ellipsis in the statement, which means that the product has the formula to make the curly hair look beautiful. People with curly hair should not worry anymore about their appearance by stating the 3X moisture for defining stronger curls.

The other three use the material process to reveal the action or the doing, and this process answers the question 'What did participant do? (Butt et al., 2000). For advertisement 1, there is an ellipsis for the process, and it shows that the 'Love Beauty and Planet' can nourish your hair, glow your skin and little love for the planet., that means that this product offers the benefit to gain buyers. Also, it describes the beauty that they give to the buyer.

In advertisement 2, an ellipsis occurs in front of the sentence to ask the viewer to do some damage to their hair. The participant tells the viewer that they can do some damage to their hair because the product protects the viewer's hair, so it stays the way the viewer wants. As the first purpose of the advertisement to show the beauty from the hair, this statement supports the advertiser to show the beauty by doing some damage to the hair. After the damage, the product helps to repair it so the viewer will not worry anymore.

Advertisement 3 uses the material process to show the viewer that this product can eliminate dry hair that means that dry hair is one condition to make hair in bad shape. This product eliminates all of that hair and make the buyer more beautiful. Dry hair is one

problem that always appears in women's hair, so this product helps the viewer to make the viewer more beautiful.

All the advertisement has enhancers, and enhancers tell why this product is worth buying (Cheong, 2004). All of the advertisements use enhancers to say to the viewer about the product's ingredient to show that this product does what it claims so the viewers believe and use this product eventually to make their appearance much better. Also, the ingredients help the buyer to be beautiful, as the advertisements claim, so the enhancer explains the details about the product as what the advertiser purposes of gaining buyer. Those enhancers support the primary announcement to make people believe and consider buying the product.

We can conclude that there is not only one mode to construe the beauty standard among the society. the linguistic aspect in the advertisement has part to construe the beauty standard. This combination happens because the visual cannot deliver the meaning directly because of various interpretations, so the linguistic part is the way to provide the meaning. The beauty that the product gives to the viewer is one of the strategies to gain buyers as the purpose of the advertisement.

Interactional Meaning. The interactional meaning is the interaction between the participant and the viewer, and this takes part in modality, the gaze, and social distance (Kress & Leeuwen, 2006). Modality takes part in the color in each advertisement. Advertisement 1 uses a pink shade with low saturation to convey that this product is subtle (Kress & Leeuwen, 2006). Since the product is for women, this low saturation gives a calm look so that the viewer feels that. In comparison, advertisements 2 and 4 use yellow color, which has signifies purity (Kress & Leeuwen, 2006) to convey that this product gives pure benefit to the women's hair to be beautiful to gain buyers. advertisement 3 uses a value scale. It is black. Value is the greyscale, and it always has a symbolic meaning in all human lives (Kress & Leeuwen, 2006). This product can be seen to have substantial power for a woman with the beauty of their hair. Those colors all represent what the advertiser wants the viewer to see about the beauty in it.

In all advertisements, the participants look straight at the viewer with a smile, and this could mean that all those products want to have social relations with the viewer. Moreover, all of the participants look straight to the viewer, this participant's gaze demands something from the viewer (Kress & Leeuwen, 2006). The advertisement also

demands something from the reader to buy the product because they show how beauty looks in society by seeing the participant's gaze. Also, the social distance indicates that the advertisement wants intimacy in their interaction. For advertisement 1, the participant brought the product to clarify that the product gives the viewers what they want.

The linguistic elements in all advertisements indicate the specific problem of the hair that women always have. As for advertisement 2, this is for those who have dry hair, so they will not have to struggle with it anymore; advertisement 3 has confidence that the viewer should do more activity with their hair even though it can damage the hair, but this product protects it. For advertisement 4, women with curly hair will not have a problem anymore because this product moistures their hair. It proves that all advertisements have direct interaction to deliver the meaning about the beauty that they give to the viewer.

Compositional Meaning. Compositional meaning relates to the information of value, salience, and framing. According to Kress, information value is the placement of the elements (2006). For advertisement 1, the participant is on the right of the advertisement so does the product. In that case, the participant brought the product, and the linguistic element is in the right, which makes it side by side, which means that the visual and the linguistics have the same position to deliver the value of beauty. For the advertisement 2 and 4, the participant and the product are sides by the side in the same size. However, advertisement 2 has two pages, the right one is the participant, and the left one is the product and the linguistic part. It indicates the Given and New position for the visual and linguistic element. The Given is on the right page to show something that the viewer has already known, which is the participant as the main focus of the advertisement, while the right page is New to show the viewer something that they do not know by showing text and product. This way makes the viewer understand the product, and also the advertiser can display the beauty that the product gives to the buyer. For advertisement 3, the participant and the linguistic part are in the center. The center position is the first attention to the viewer when they see the advertisement. The linguistic and visual elements have the same portion to deliver the beauty standard to the viewer, so they understand and consider buying the product.

All of the background colors of those advertisements use the same color as the product color. It can be said that the participant is the most salient element among the

other elements. The product color and the background color are blended, so the participant is the first thing that caught the viewer's attention. The participant is the main element that attracts the viewer to see. By this, it can be said that the participant is the representation of the product, which gives the beauty representation that the product provides to the buyer when they use the product.

CONCLUSIONS AND SUGGESTIONS
Conclusions

The findings and discussion above can conclude all the advertisements have visual elements such as the LoA and the Comp.LoA. The LoA is the participant and the comp.LoA is the product. These two elements are the representation of the product. There are primary and secondary announcements for all the advertisements to deliver the meaning to support the visual elements for the linguistic element. Those advertisements also have enhancers to mention the ingredients inside the product. Tag, call and visit information, and the emblem are seen in those advertisements.

All the advertisements show the linguistic and visual elements that work together to construe society's beauty standard through their products. It can be seen through the representational meaning from the participant, process, and circumstances, interactive meaning from modality, gaze, and social distance, and the last one is compositional meaning from the information value, framing, and salience. To conclude, those advertisements use visual and linguistic elements to construe society's beauty standard as their strategy to gain buyers from the advertisement.

Suggestions

Because of the limited sources, future research is suggested to use another advertisement to find the meaning and the beauty standard in the advertisement. Future research can also use the other terms to find the meaning inside the advertisement because beauty is not the only term that appears on shampoo advertisements or other advertisements. There are many things to do with the multimodal approach because it uses two modes to find meaning.

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