

Analysis of Video Traveloka Advertisements Entitled “*Dari Monoton Jadi Seru-Seruan*” and “*Badri and Aldi*” Using Multimodal Discourse Theory

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ABSTRACT

In the marketing world, there are a lot of competitors who compete their business to become the number one. Thus, some companies want to make their product exist in the customer's mind by making a video advertisement which usually appears on television or social media platforms. By making video as the instrument of advertisement, usually some companies can share a particular message about their brand or product to their customer. The message is used to persuade the people who see the advertisement to buy their product. Commonly, the video advertisement contains elements of semiotic resources such as visual, audio, oral, spatial, linguistic, and gesture. Those elements help the audience to understand particular messages. In this thesis, the researcher aims to reflect the message of fun traveling moment in Traveloka video advertisements by looking at the elements of semiotic resources which are divided into two parts, they are verbal and non-verbal expression and find out the brand image of Traveloka video advertisement by looking at interrelatedness of the some semiotic resources. The researcher used two videos of Traveloka advertisements as the object of analysis, then the writer found out the verbal and non-verbal expressions which convey the message using the theories of Multimodal discourse and the writer interpreted the message using a descriptive qualitative research method. According to the researcher's analysis, she finds that both two videos of Traveloka advertisements reflect fun traveling moments which can be seen through the combination of some semiotic resources and find two brand images of Traveloka such as having quality time and seeking meaning of life.

Keywords: Advertisement, Verbal, Non Verbal, Semiotic, Traveloka, Multimodal

INTRODUCTION

Nowadays, some companies use marketing strategies with promotional tools such as video advertisement, posters, and brochures. The most important thing of advertisement is developing a big marketplace, so the companies can increase the level of the sale and help the company to communicate their product, especially to show the unique selling points. Another function of advertisement is changing consumer perception about particular products and creating some value. According to Chand (2018) there are ten roles of advertising in a promotion of a product but a few of the important function advertisements are as follows: first, it creates awareness of the product or services such as brand name and price. Secondly, advertisements are used not only to inform the target audience about the product, but also to persuade them to buy the product.

Furthermore, advertisement helps develop brand loyalty and create a brand image; in this case video advertisement of Traveloka can be a good example to build some brand image for the consumers. The brand image can be influenced by several factors such as the content of the advertising message and the character of the personality that endorses the brand. On the other

hand, brand image has a benefit to the consumers’ behavior since it can establish consumer’s general perception and feeling about a brand (Zhang, 2015).

Other than that, the existence of social media and video streaming websites is important to the audience and the companies. Thus, companies use some platform social media websites such as Instagram or Facebook, video streaming websites such as YouTube and television commercial breaks to publish their advertisement, since the platform makes it easier for the audience to watch the advertisement.

Therefore, placing the advertisement in social media is the best option for generation Z because they have a high mobility and high technology, so they have access to advertisements anywhere they are. This condition is suitable with companies who engage in travel and accommodation industry to place their advertisement in the video streaming website. Some travel and accommodation industries such as Traveloka, pegi-peggi, tiket.com use video advertisement to attract their prospective customers. In this research, the researcher chooses video advertisement of Traveloka in the YouTube platform as the object of investigation because Traveloka is the Indonesian’s third successful startup unicorn, of which got this status in July 2017. A company like this at least has a revenue of 1 billion USD and also Traveloka is the fastest growing unicorn company in the economy. Traveloka only needs 5 years to get the valuation of 1 billion USD (Artha, 2019).

Traveloka’s video advertising entitled “*Dari Monoton jadi Seru-Seruan*” (from monotonous to fun) which was uploaded in Traveloka’s official YouTube channel on September 27, 2018 has attracted my attention. The full version of this video advertisement was found in Ica Lawendatu YouTube channel who happens to be the film director of the video advertisement. He has a good sense of humor and has directed the production of other video advertisements in other big companies (Liswijayanti, 2017). This full version of this video is 02.01’ minutes long focusing on the same things about family matters.

The second video of Traveloka advertisement which attracted my attention is “*Badri & Aldi*”, which was uploaded in Traveloka’s official YouTube channel on December 4, 2015. The researcher is interested in this video advertisement because its storyboard is so amusing to the prospective audience. It tells about two businessmen who are traveling in Bangkok and meet a beautiful woman. They become fond of her, so they are looking for a way to win her heart. This video also has a duration of 04:13’ minutes long.

This advertisement is interesting because, first of all, it raises the common issue about people’s problems around the world, namely stagnation and lack of innovation in daily lives. Some people have found that what they have been doing every day is too boring. It is for that reason that these Traveloka’s video advertisements want to emphasize that people should become more innovative and creative. In this respect, Traveloka indirectly sends a message that their company is one of the online travel agencies which gives inspiration for every generation in Indonesia. Thus, Traveloka focuses on the issue of unpleasant traveling to become fun and convenient traveling. By doing so, Traveloka is telling its viewers that their software application could provide a good service to foreign as well as domestic tourists to find the best tourist destination. Therefore, this advertisement could be regarded as unique as this company does not only show its product but also shows its particular brand image through an interesting storyboard.

It is rare to find a travel advertisement which has such a particular image in that Traveloka challenged to address different content advertisements about being innovative. This image can be seen through the story of the video advertisement entitled “*Dari Monoton Jadi Seru-Seruan*” and “*Badri & Aldi*”. In addition, these two videos Traveloka want to tell its prospective audience that both of two videos, there are particular brand images such as having quality time with a special

person and seeking meaning of life, also the video advertisement emphasizes the value of fun moments.

This company wants to prove the brand image of Traveloka that talked about having quality time is important to establish a good relationship with closed people. It can be seen through a Traveloka video advertisement entitled “*Dari Monoton Jadi Seru-Seruan*” which uses family matter as the background of the story. There is a reason why Traveloka issues the brand image of having quality time with special people. The first reason, because having quality time is part of fun traveling through which people can establish good communication relationships with special people. Besides that, Traveloka wants to emphasize fun traveling as the background of this company and reminds the audience that people should establish good communication.

Therefore, this explanation is suitable to illustrate Traveloka as the first pioneer which engages in the field of travel and accommodation. In addition, the advertisement contains both verbal and non-verbal expressions. The verbal expressions are tagline, linguistic, and oral language. In addition, there is some non-verbal communication which people can see are gestural, visual, audio, and spatial. In analysing all of the components, the multimodal approach as suggested by Paltridge (2012) and Chan and Chia (2014) are useful.

METHOD

In this study, the researcher uses a qualitative approach to analyse the data because this research is dealing with verbal and non-verbal expression, this method is suitable to find out how the fun traveling moment is portrayed. Moreover, a qualitative approach is suitable with this research because this research needs more explanation to clarify a problem in more detail and depth to develop research questions, also it helps the researcher to interpret the data in video advertisement Schrier (2012, p.2-3).

Data for this study were taken from video advertisements of Traveloka in the official Traveloka YouTube channel, the researcher only used two videos Traveloka advertisements, then through the video advertisement only some prominent scenes that the researcher took as the source of data analysis. The data are in the forms of the images in the video, gesture and facial expressions, and the Indonesian conversation between each actor and actresses in the video advertisement.

FINDINGS AND DISCUSSION

The research questions of this study concern how is the brand image under the study created by the interrelatedness of the video advertisements’ semiotic resources and how the image of fun traveling reflected in the two videos Traveloka advertisements through six semiotic resources.

Fun Traveling as reflected through oral modes and supported by another mode

Through the two video analysis, the researcher found that the fun traveling moment can be seen by oral modes for example in the first video advertisements of Traveloka entitled “From Monotonous become fun”, there are some oral modes which can reflect fun traveling moments. The speech comes out from the scene when the young man has a perception about his father's life. He told his life story to the audience, his life story is tedious because his father is monotonous, and his father does not have any idea to create fun traveling moments with his family. It proofs when the audience can look at the figure 1



Figure 1

at that moment the young man said “*itu papaku namanya pak Mono teman-temannya sering panggil monoton soalnya papa jarang bergerak*” (he is my father his name is Mr. Mono, his friends always call him monotonous person because my father rarely moves), then the change in situation from monotonous to fun occurs when the young man said “*papa sekarang sudah berubah setiap hari banyak inspirasi*” (Now, daddy has changed, every day he has a lot of inspiration) those statements are supported by the visual image in the figure 2 and the figure 3



Figure 2



Figure 3

which shows that his father literally changed to become more innovative because he has already watched a Traveloka advertisement. As a proof in figure 4.2 and 4.3 Mr. Mono invites his family to have fun activities such as watching a movie together and having a dinner with fun attractions. Then, in the second video advertisements of Traveloka also showed how fun traveling moments can occur in the scene when Badri asked Aldi to book a flight ticket, at that moment, Badri said to Aldi “*mana handphone loe?*” (where is your phone?), through the statement Badri realized that Traveloka application in Aldi’s phone can help them to book the flight ticket so that their trip was fun without confusion of buying sudden tickets.

Fun Traveling as reflected through visual modes and supported by another modes

Then, in the second modes the researcher looks at the visual modes in the video Traveloka advertisements, in the visual modes the researcher looks at the colour, shape, and the activity that the character in the video advertisement does. In the first video advertisement, the researcher found fun traveling moment through visual mode in figure 4.4



Figure 4

Every year Mr. Mono and his family went to Puncak and they took photos together as the way to capture fun moments with their family. Then, capturing a fun moment is evident that those moments were very important for them, when they can spend time together. Moreover, the researcher also looked at the colour of the clothes that they wear in the first photo is a red T-shirt with the printed writing “*Puncak 2014*”, the printed writing on their clothes is aiming to give an information to the audience that at those years they went to the Puncak. Moreover, the red colour gives a meaning to the audience based on the eastern culture, it portrays strong enthusiasm and happiness. This colour is used to express their feeling for the first time when they went on the holiday, they were really excited.

Fun Traveling as reflected through gestural mode and supported by another modes

The third semiotic mode is gestural mode, in which the researcher looks at the facial expression in some characters, for example in the first video Traveloka advertisement, a fun moment can be seen when the young man told to the audience that his father has already changed and become more creative. The facial expression can be seen at figure 4.6 where his facial expression becomes happier compared to when he told about his father in figure 4.5, the researcher can look through the smile that is seen by the audience.



Figure 5



Figure 6

In the second video Traveloka advertisement also reflect fun traveling moment through the gestural mode for example in the figure 4.7 and figure 4.8 both of Badri and Aldi enjoy their moment with the tour guide in the park, it looks from the smile which gives to each other like Badri stares at the tour guide and gives a smile to her.



Figure 7



Figure 8

Fun Traveling reflected through spatial mode and supported by another modes

Another mode that can be reflected in fun traveling moments is spatial mode. According to Chan and Chia (2017), spatial modes explained about how the camera position and setting can influence a meaning from some text such as video. This can be seen at figure 9

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Figure 9

When Mr. Mono family went to the beach and they played sand together, through the figure above, the camera position is medium closed up which shows chest area up to their head, it aims that the audience can focus on the facial expression of Mr Mono’s wife and his son since their facial expression showed that she has fun traveling in the beach. Also, medium close up helps to emphasize the explanation about the statement “*papaku monoton jadi mau jalan-jalan*” (my daddy is monotonous, he wants to go out).

Then, the second video advertisement of Traveloka when the researcher found fun traveling through spatial modes in figure 10.



Figure 10

Figure 4.10 is divided into two parts, it aims to compare facial expression between Badri and Aldi. Moreover, the camera angle looks like extreme close up shoot where the audience can look at the actor eyes and mouth in very detail so they can interpret what the actor feels, their facial expression is represent the happiness moment and spatial mode helps to sharpen other modes such as gestural mode to deepen the meaning of fun traveling moment.

Fun Traveling through audio mode and supported by other modes

Fun Traveling moment can be reflected through audio mode, when the researcher look at the video Traveloka advertisement entitled “*Dari Monoton jadi Seru-Seruan*” in figure 11

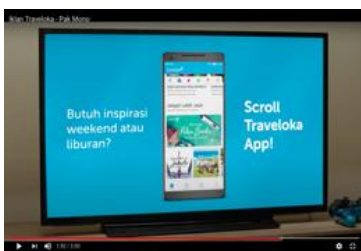


Figure 11

Based on figure 4.11, there is a voiceover to tell the audience about Traveloka, the voiceover is using woman voice since woman voice can give the signal to the audience, and it can give an assumption to the people that woman voice brings something exciting. Other than that, the woman voice becomes a source of inspiration for other people (Rodero et al, 2012) so that the presence of woman voice as audio mode supports oral mode in expressing “*butuh inspirasi liburan scroll aplikasi Traveloka*” (need holiday inspiration, scroll through the Traveloka

application). Thus the woman's voice is used as the way Traveloka takes the prospective customer's attention.

Then, the researcher found some brand image of Traveloka, it can be seen through the interrelation between six semiotic modes. Traveloka brand image based on the video advertisements is having quality time with close friend, as a proof in the figure 12



Figure 12

Through the visual modes, the audience can see that they spend time to have fun activities with the special people, for example watching movies in cinema, having dinner in the best restaurant, and playing sand on the beach with the family. Furthermore, there are other modes that support visual modes to create a brand image, it is spatial mode. This mode helps the video represent the image through the camera angle and camera position, for example when Mr. Mono watches a movie in the cinema. The camera angle is medium shot so that the audience can realise that Mr Mono and family are very excited to watch a 3D movie, of which can be seen through their gestures. Thus, according to the analysis using six semiotic modes, the figure above is focusing that Traveloka attaches importance to the value of togetherness with the family by creating intensive communication with family members.

Furthermore, the researcher found the second brand image that exist in video Traveloka advertisements, the brand image is seeking meaning of life, this brand image can be seen through figure 13



Figure 13

The picture above shows that Mr. Mono has a monotonous behaviour, he never did interesting activities, if the researcher analyse based on the visual mode, Mr. Mono all day never moved from his position even though his wife and his son do many kinds of activities such as shopping, and preparing their breakfast. As an important thing, Traveloka wants to emphasize the value of seeking meaning in life by understanding the changing process of Mr. Mono's behaviour. Then, his behaviour changes after he watches a Traveloka advertisement and the activity that his son does at home as seen in figure 14.

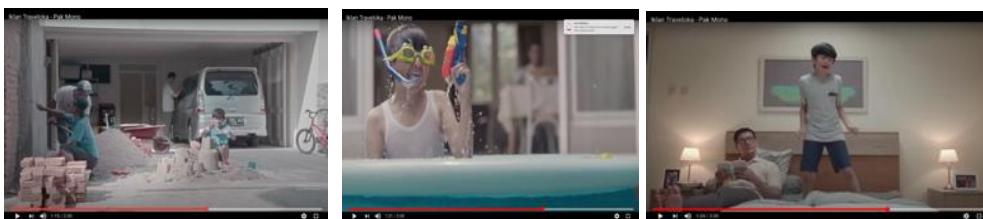


Figure 14

Because of his son's activities, so Mr. Mono can find the meaning of real life. Other than that picture above shows that his son can be happy by doing a simple activities at home such as plays sand, swims in the small rubber pool and jumps on the Mr. Mono’s bed. Thus, his son can inspiring Mr. Mono to become more creative. Also, according to the analysis, Traveloka gives a message to the audience that seeking the meaning of life is important because life is a choice either good or bad, for example in the Traveloka video advertisement, the choice is people who want to live in a monotonous behavior or people who want to share their inspiration through their enjoyable experience. But, it is different with the second video Traveloka advertisement, the brand image that comes out is about seeking meaning in life about how to have good competition. This can be seen init looks through the figure 15



Figure 15

when Badri and Aldi do many ways to compete for attention from the woman for example Badri gives an umbrella and Aldi wipes the woman’s sweat, but in the last video advertisement they are surprised because the woman turned out to have a boyfriend. After they got surprised, they laughed together and exchanged gifts with each other. Thus, the competition does not make people become enemies, but it causes someone to be creative to be better than his rivals.

CONCLUSION

In conclusion, according to finding and discussion in the previous chapter the researcher solves the problem, which the researcher wants to see the brand image through the interrelatedness of six semiotic resources and the researcher wants to reflect fun traveling moment in video Traveloka advertisement, the theory that the researcher uses is multimodal discourse. Then, the message that comes from video advertisement is used to persuade the prospective customer to install the application on their smartphone. Moreover, the video Traveloka advertisement can be analysed through verbal and non-verbal expression. Obviously, the verbal expression on video advertisement comes from the narration, then it is supported by non-verbal expression. Both of them are consistent enough to deliver the message to the audience throughout the video advertisement.

Then, both videos of Traveloka advertisement contain many semiotic resources such as oral, gestural, spatial, audio and visual mode that helps Traveloka convey its brand image as having quality time and seeking meaning in life. The oral modes in the first video advertisement acts as the main instrument for delivering the information in the narrative form, but the second video advertisement oral mode acts the main instrument in the conversation form. This mode conveys the message in the form of reality or facts, thus this mode has a highest position in the video advertisement because the story in this advertisement is mostly conveyed through the narration and conversation. Other than that, the visual and spatial modes are used to provide what the oral mode cannot provide such as image or visualizations to support the information it displays. For example, visual mode shows the movement of the object or individuals, and the spatial mode shows the camera position and how the objects are arranged in the video. Then the gestural mode is used to find out how the facial expression every character in this video gives an

interpretation of someone's feelings in the video, for example, the happiness moment can be seen through the facial expression of someone. The audio mode has a role as the supporting mode to help interpretation of oral mode since the audio mode can be seen through someone's intonation, besides that the audio mode can be interpreted by the atmosphere in video advertisement, for example, when the back sound is cheerful means that the video wants to show a fun moment.

Then the last of all, Traveloka video advertisement is formed and shaped by verbal and non-verbal elements such as visual, spatial, oral, gestural, and audio modes. Both video advertisements of Traveloka only have some written linguistic elements, thus this video uses oral mode as the main element, the oral mode is supported by the visualization of visual and spatial mode to make the advertisement work efficiently. This advertisement has a uniqueness because the advertisement promotes the Traveloka application using storyline in reality to communicate the message and get people to install the application. Thus, by analysing Traveloka's advertisement, I found the brand image and value that Traveloka wants to deliver. Here, the value that Traveloka wants to reflect through the video is offering fun traveling moments for everyone. Moreover, Traveloka also has a brand image that this company creates people seeking meaning in life and having quality time with the special people. These values are depicted throughout the video advertisement by enclosing the issue of a family whose father has a monotonous life and the issue of a business colleague who will have a business trip in Thailand.

The suggestion is given to the future researcher who has the same topic, the writer hopes that this study would be helpful for them. Thus, the writer has a recommendation for people who want to do research using Multimodal Discourse, the first recommendation, it should take a deeper understanding about each mode of multimodality and use a longer time to examine the meaning of a video commercial.

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