

Product Placement of Samsung Galaxy Note 5 in “Ariana Grande-Focus” Music Video

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ABSTRACT

Product placement is one of popular advertisement methods, which, broadly, compile different purposes from two or more parties into one project then achieve each of parties' purpose. Samsung is one of many companies that use the method. Samsung launched Samsung Note 5 and advertised it through a music video from Ariana Grande's song "Focus". Samsung chose it because by that time Ariana Grande is one of the great musicians that has a lot of fans, where Ariana Grande also launched her new music video of her song. This study has a purpose to identify how both kinds of expressions in the music video, verbal expressions and nonverbal expressions, can collaborate as the union to be used as product placement for an advertisement, in this case is product placement of Samsung Galaxy Note 5 in "Ariana Grande-Focus" Music Video. The data in this study include the lyrics of the music and the scene capture of the music video. In fact, many aspects and details are important to put in to be elaborated as advertisement, which are divided into two types as well, verbal and nonverbal expressions. At the end it is successfully advertised.

Keywords: semiotics, product placement, verbal communication, nonverbal communication, music video, advertisement

INTRODUCTION

Product placement is one of the most impactful advertisements, it's a form of advertising which seeks to influence media audiences without any awareness of influencing (Patton, 2014). The writer believes that product placement is the best way to promote a product because it increases the visibility of the product naturally through placement activity such as the name, product, brand, packaging, or the symbol of the product. It can be done through certain media. Product placement also known as embedded advertising, which can make the audience remember the brand while stimulating purchase. It will be more efficient for advertisement techniques to intensify the sales of the product, which is the product shown in such media with a natural impression, the existence of the product seems to be the part of the story of the film or shows. When it comes to seem natural, the audience will be more doubtless about the product and they can identify the image of the information as well as absorb information about the product being displayed. By these things above, the writer chose to analyze the product placement of Samsung Galaxy Note 5 in Ariana Grande's music video by title 'Focus'.

Ariana Grande is an American singer, songwriter, and actress. She isn't as legendary as other female singers, but she is consistent about her career. Grande is not only good in singing but also in acting, it's proven by she started in the 2008 Broadway musical *13* (Richard, 2021). After that Grande rose to fame for some of her roles in many shows from 2010 until 2014. As said in the Vogue interview, Grande has a healthy vocal technique having learned to mimic Celine Dion. Grande learned

how to make it sound like she was belting and being loud without actually belting and being loud (Vogue, 2019). The writer believes that everyone knows and listens to Ariana Grande, considering her age is still as average as young people who are really up to date with the development of music nowadays. Also, Grande's music is related to what is happening today, Grande once had PTSD and then healed that wound by making music. That makes the writer believe that so many people nowadays are listening to her music, then the writer chose one of Grande's music videos for the research. 'Focus' is just one of Grande's music. And there is a Samsung Galaxy Note 5 on it. Grande uses it for showing her confidence and accepting about herself.

'Focus' tells us to focus on someone on a deeper level. Grande asks the audience about finding out someone neither their appearance nor preferences, because she wants to become one as a human being to one another. The more humans realize how much they have in common, the more humans will listen to each other. In the lyrics, Grande tells that she is confident with herself and will go with her own self no matter what, and so Grande wants people to be. With the phone on the music video, it supports Grande's ideas like when to do the selfies and by using the phone also it will increase our confidence.

From all of the above, the writer believes that a lot of people already watched the music video of Ariana Grande's song, 'Focus', so does the product placement. It is a success, as the viewer on YouTube of the music video is already 927,388,691 viewers since October 2015 (YouTube). It means over nine hundred million people already saw the Samsung Galaxy Note 5 in the video.

Dyer (1993) said that inside a music video, there are verbal and nonverbal expressions. The use of nonverbal signs is then replaced by visual signs. Visual signs in a video clip can be seen from the approximate age, appearance, expression, background, and so on, while song lyrics are verbal signs. Each of these verbal and visual signs contains meaning. The various kinds of signs can be studied using semiotics. Semiotics is the study of symbols and signs. For everyone who watches a video clip, each person has a different interpretation of the relationship between the song and the video clip. Therefore, understanding the meaning of the song lyrics and seeing the visualization in the video clip can help song lovers know the message of the songwriter or the singer who sang the song. The writer used Paltridge (2012). to understand the meaning in the video clip and to explain the visualization in the video clip.

Based on the explanation above, the writer is of the opinion that product placement is one of the better ways to do an advertisement nowadays (Warsewicz & Kulykovets, 2017) Furthermore, this research will analyze a music video because, in some music videos, it consists of an advertisement, clips, and lyrics that contain meanings to analyze the verbal and nonverbal language. Based on the reason that it consists of an advertisement for the Samsung Galaxy Note 5, this thesis uses the lyrics and clips from the video as the data to study its verbal and non-verbal communication. As has been stated, the writer was curious to analyze the ways how the music video presents the product placement of the Samsung galaxy note 5.

I analyzed the topic using some of theories of Multimodal Discourse Analysis approach. The approach is on how the combination of different modes (multimodality) in a single form of media such as advertisement or newspaper text is able to not only create meaning, but also to convey that meaning towards the readers or audience. I will use the modes that can be found in the video. Those modes are the gestures, facial expressions, and verbal expressions that are produced by the participants in the video. Those can be found from the advertisement video will help me in analyzing

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how verbal and nonverbal expressions can be as union to be a product placement in the advertisement. The product placement is the main focus of my research and enabled me to answer the research questions, so the reader can understand better how multimodality is reflected in Ariana Grande-Focus Music Video to create the meaning that the video conveyed.

METHOD

This research was conducted using the qualitative content analysis method by Schreier (Schreier, 2012) since this research sought to describe the creation of meaning in the product placement by the music video of *Ariana Grande-Focus*. In terms of identifying and interpreting the data, the writer relies more on qualitative-descriptive. The approach is qualitative because, even though the result of the data is in the form of numbers, that result is interpreted in the form of sentences. It is descriptive because the variable of the research already exists, the writer does not have to create it. The writer just describes the variable systematically and accurately. However, in terms of looking for the frequency of the verbal and nonverbal communication and also the selling impact of the Samsung Galaxy Note 5, the writer relies more on a quantitative approach.

The sources of the data in this research are the music video of Ariana Grande-Focus and also the lyrics themselves. The video can be accessed from Ariana Grande’s YouTube channel (https://www.youtube.com/watch?v=lf_wVfwfp8). In the music video, we can see all of the gestures and the product that Ariana uses, which is the Samsung Galaxy Note 5. From the lyrics, we can see that she tries to persuade the audience with the words ‘focus on me’, not only for her purpose of the song but also for the advertisement of the phone. It seems like asking the audience to focus on the phone too. The writer analyze this study based on all of the aspects of the music video, start from the lyrics, the gesture of Ariana, facial expressions, the background colors.

The writer collects the data in three steps. First of all, the writer watches the music video many times then reads the lyrics of the song. Finally, the writer analyzes by taking a sample of the video and also the lyrics by using the theory of multimodality such as gesture, facial expressions, voice, and appearance and also verbal communication as previously presented in chapter 2. The writer collected those data because they were used to deliver the messages to stand out indirectly.

The data were collected through careful review and in order to complete the data collection, some steps were needed to be taken. First, the writer was watching the music videos several times. Second, the writer read and understood the lyrics of the song Ariana Grande-Focus. Finally, the writer took the sample of the music video and lyrics such as the screenshot from music videos and the important part from the lyrics to be analyzed.

Each screenshot was given names as figure 1, figure 2, until figure N (up to the limit), the writer had to do this step in order to classify what element of communication that appears in the figure. For the lyrics it was given names as text 1, text 2, until text N (up to the limit), selection of the text of the lyrics that present a product placement will be taken out and analyzed to find out the verbal expression that appears in the selection lyrics. To answer the research questions which was to find the verbal and non-verbal expression in the music video of Ariana Grande-Focus and the lyrics, and also how the verbal and non-verbal expressions interrelatedly used to represent the product placement are to the screenshots and the lyrics have to be analyzed first. The data will be put inside the table that consists

of three columns. The left column was filled with the data, the middle column was to divide whether the data is verbal or non-verbal communication, and the last column was the explanation of how the verbal and non-verbal communications are used in the product placement. The writer picked the selective lyrics which relate to product placement, whether it presents the product placement itself or not. The selected image which has been captured will be combined with the selective lyrics then finally it will solve the problem in this study. The writer gives the name of its element according to Paltridge (2012). In the data there will be a screenshot and lyrics. After the writer has successfully identified all elements in the lyrics and screenshots, then, the next job is to analyze how the elements are used in the product placement.

ANALYSIS AND FINDINGS

The analysis and findings of my research is to solve the problem of my research, how Samsung used product placement through Ariana Grande-Focus Music Video by multiple modes to create the meaning. The writer focuses on the music video and also the lyrics. It shows how both components combine into one with different purpose of different parties.

From the lyrics, also called as verbal expression, we can see that there is an implicit message. Ariana Grande wants to deliver a message about self-confidence. Through that thing, Samsung is there to support Grande's confidence. Grande tell the audience that she knows many people are judging and comparing Samsung with another phone company, for an example is Apple. By those lyrics, Grande doesn't really care about people's opinion. She believes what inside herself, and also what she uses. She engages people to do the same as her, to believe in themselves instead of listening other people's opinion. Inside the lyrics itself, she asks the audience to look at people deeper rather than just see people from their appearance only. So at the end she convinces people once again saying 'focus on me' many times.

For supporting Grande's message in the lyrics, the phone of Samsung Galaxy Note 5 is shown up. These are the nonverbal expressions. Grande holds the phone by singing the lyrics itself. Grande's gestures are persuading people to use Samsung as their confidence too. Also we can see from Grande's clothes and the color of the background of the music video. The colors are pink and purple, as we know that those are Samsung's default colors, the gradients of pink and purple. Not only the background and clothes but also Grande's makeup along the music video. Grande always uses pink and purple eyeshadows and pink color of lipstick in her makeup. These are some of the screen captured of the music video of Ariana Grande-Focus. Light blue cloth, shoes and earrings were white, and the color of the background is the gradient of Samsung general wallpaper (Samsung n.d). Appearance theory once again explained the pictures with non-verbal communication.



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In the beginning of the music video, Ariana shows the Samsung Galaxy Note 5, it's nonverbal expression (Artifacts) because it used the image to show that Ariana used that phone. We will see the background of the image also gradation of pink color, which is one of the variant colors and also the original gradient colors of Samsung Galaxy Note 5 (Appearance). The verbal expression that popped in this figure is the first verse lyrics “*hey*” which means Ariana is calling the audience to look at the music video.

This gradient of colour on the music video is still the original colour of Samsung Galaxy Note 5's wallpaper. There are purple and pink, also white or silver are the gradation. Silver can be seen as one of the variant colors of Samsung Galaxy Note 5, which are actually gold, black, blue, white, silver, and pink. It began to let the audience know more about the product placement itself, which is since all of the colors are representative of Samsung Galaxy Note 5. The verbal expression that appears in this figure, the chorus lyric which is “*Focus on me*” while the gestures of the dancer are pointing in one direction which means you should focus in just one point, means this music video.

In the music video, the part when Ariana made her lips like that, or just showed more of her lips, the lyrics are “I can tell you're curious, it's written on your lips”. Grande wants to emphasize that most of the people only want to know more about someone. They don't really care about one another but just to fulfill their wants to know, then tell it to the other person. It is identified as multimodality, as the complete aspect of it and also the choice of color completes the non-verbal communication that use purple color, grey hair, and black clothes that represent the variant colors of Samsung galaxy Note 5. Also there are lyrics “put them all away”, as it is multimodality, Grande spreads her arms like want to throw them all away, such as in her lyrics of the song ‘put them all away’. It's like she uses the phone on her own and she doesn't really care about the other's opinion. With language and also body language she creates a meaning to tell the audience that put those bad opinions about Samsung now and just get your own Samsung. Another one, while singing the chorus lyrics “*Focus on me*” and the body language that appeared is taking a selfie. Means that whatever the situation is, the audience has to be focused on the music video because she is showing the advertisement.

CONCLUSION

Product placement in a music video is something that simple but needs a lot of details to put on. To be meaningful, people have to put more effort into the music video to deliver what they really mean. This is a really good idea because how two parties elaborate many different things into one purpose. In this case, Ariana Grande's music video with Samsung. It is a good thing since people don't have to see advertisements to be advertised, but by only seeing a music video people can get 2 different things at the same time.

From the lyrics, which are verbal expressions, explicitly, it means that choosing Samsung is the best choice and nobody will regret it even though there will be many better products in the future. It also increases the confidence of self if using the product. At the end, the lyrics asked to stay focused on the music video also to the product.

On the nonverbal expressions side, there are many more things that give impact to it. Starts from using the phone directly to show the product, using the pen as the feature to writing the title of the music video also Ariana's signature, the gradient colour of the background and the costumes is Samsung's basic colour, and the gesture of Ariana herself on the music video that persuade people to watch the video intensely.

The writer can say that this cooperation is successful because they can elaborate each other in many aspects, how advertisement can be done in every way especially in a music video which basically not for advertisement but it can be done greatly, and also successfully learn how verbal expressions, nonverbal expressions, and multimodal can elaborate to be one union.

After knowing the result of the study from product placement in a music video, the writer wants to give some suggestions as the following. The result of this study can be used as reference for both parties, who want to make music videos and the company who wants to use product placement as their advertisement. The writer hopes that people also are able to increase their knowledge about product placement, also the elements inside it like verbal and nonverbal expressions which influence the advertisement. The most important thing in this product placement is to make the product blend into something as natural as possible.

Beside all of those above, the writer hopes that there will be other researchers who will complete or criticize this study and make it better, even perfect. It is interesting honestly to observe the aspect of a music video that can be an advertisement, especially product placement.

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