

Verbal, Visual, and Gestural Expressions of Social Criticism for Antisocial Behavior of Indonesian People in an *A Mild* Video Commercial

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ABSTRACT

Video commercials are an essential tool in advertising nowadays. Many Products right now use video commercials as their main tool to advertise their product; cigarettes are not an exception. However, since they cannot display the products in the commercials due to the rules in Indonesia, cigarette companies use creative methods to advertise their product. Instead, the companies use verbal, visual and gestural expressions to deliver the messages of what the companies want to say. In this thesis, I aim to discover how social criticism of the anti-social behavior of Indonesian people is portrayed through verbal, visual and gestural expressions in *A mild* video commercials. I used Multimodal Discourse Analysis, social criticism, and antisocial behavior theory to help analyze the data. Next, I analyze each piece of data in accordance with each mode and connect it with the social criticism message. Based on my analysis, I found out that the message of the social criticism in the video commercials can be seen through the linguistic mode, visual mode, and gestural mode. In conclusion, using social criticism in video commercials is an effective way for companies to give messages to viewers.

Keywords: Commercial video; verbal; visual and gestural expressions; social criticism; anti-social behavior; Multimodal Discourse Analysis.

INTRODUCTION

Companies must use advertising to persuade consumers to purchase their goods. According to Danesi, it derives from the Latin word “advertere,” which means “to focus one’s attention to” (2004, p. 256). This indicates that the purpose of advertising is to persuade the audience to purchase the promoted goods. There are many different ways to advertise. According to Danesi (2004), advertising can take the shape of billboards, posters, and video clips on television, the internet, and social media sites like Youtube, as well as in magazines and newspapers. In fact, YouTube videos have lately overtaken all other forms of advertising in popularity, claims Miller (2011). Because Danesi claims that “Internet advertisers utilize visuals, music, and numerous visual approaches to increase the efficacy of their messaging”(2004, p.259), a lot of businesses today use social media channels like Youtube for advertising their goods.

A video commercial that attracts my attention is one of *A mild* video commercials for cigarettes. It uses intriguing strategies to raise brand recognition. The *A Mild* video commercials that I am interested in is *A mild Bukan Main* version. The phrase “bukan main” is used in the slogan. The use of appealing visuals and attention-grabbing language in this commercial helps viewers quickly identify the items.

Because of the limitations on how cigarettes may be promoted without providing a visual of the item, cigarette advertisements are usually innovative. They often use a kind of social campaign in promoting their product indirectly. In this case, *A Mild* uses societal criticism as a way to raise its brand recognition and indirectly persuade viewers to purchase their product. According to Shadily (1983), “social criticism” focuses on societal issues. It implies that social criticism examines how people behave in social situations and if their actions are consistent with societal norms. Social critique benefits society since it encourages how individuals should regard one another (Gibson, 2012). In this paper, I would like to analyze how verbal, visual and gestural expressions in *A Mild* commercial video 2021 portray the idea of social criticism. In my analysis, I use Paltridge theory of Multimodal Discourse Analysis (2012).

Paltridge (2012) writes that Multimodal Discourse Analysis (MDA) is often used for analyzing advertisements in printed and digital media, such as television, posters, billboards and others. This occurs because advertisements usually use verbal and visual techniques to persuade the audience to buy the product (Danesi, 2004). It means that advertisements use various elements, for example text and images. These elements are called “semiotic resources” (Paltridge, 2012, p.170). MDA cannot be separated with semiotic modes. According to Kress, a semiotic mode is “a socially shaped and culturally given semiotic resource for making meaning” (2010, p.79). There are a number of semiotic modes. Quoting Anstey and Bull, Chan and Chia (2017) reveals that there are six semiotic modes, namely, linguistic (verbal), audio, spatial, oral, visual, and gestural mode. In this paper, I use three modes only, that is, verbal, visual, and gestural. These modes are found in the video commercials.

METHODS

The method I use in this study is Schreier’s (2012) descriptive qualitative research method. The data are taken from *A mild Bukan Main* version 2021 video commercials. They are the semiotic resources, in the forms of linguistic, visual, and gestural mode

FINDINGS AND DISCUSSION

Verbal Expression in *A mild Bukan Main* terbaru 2021

The Trans 7 TV (Televisions) emblem, which identifies the TV station where the video commercials are shown, is the first linguistic mode to appear in the video commercials. There are two additional written messages displayed at the bottom right. The first is the Go Ahead catchphrase, which was used in a recent modest video ad. The video watermark is the second one. The word “Vidio” refers to a live streaming app in Indonesia that offers a variety of content, including sports, movies, TV series, and more. From the beginning of the video ads until just before the last scene, these three linguistic modes are present.

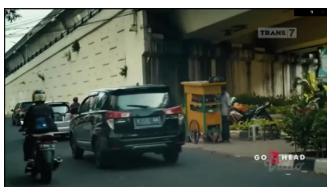


Figure 1



Figure 2

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The Trans 7 TV (Televisions) emblem, which identifies the TV station where the video advertisements air, is the first vocal element to be heard in the commercials. Two additional written texts are displayed in the bottom right corner. The first is the “Go Ahead” catchphrase, which has been included in recent modest video commercials. The video watermark comes in second. In Indonesia, a live streaming app by the name of Video offers a variety of shows, including sports, movies, TV episodes, and more. These three spoken components may be heard throughout the whole video commercial, up until the last scene.

Visual and Gestural Expression in *A Mild Bukan Main Terbaru 2021*

Images, objects, colors, and locations are the visual mode, according to Chan and Chia (2017). While human movement, speed, stillness, and bodily movement make up the gestural mode (Chan and Chia, 2017). The street scene in Indonesia opens the opening sequence of *A Mild Bukan Main Terbaru 2021* Full Version 60s version 1. This car’s portrayal, in my opinion, condemns individuals for acting carelessly, as seen by the driver’s unconventional attitude. This careless conduct may be seen as antisocial since it may annoy other motorists. Therefore, this scene exemplifies terrible behavior that viewers shouldn’t imitate.



Figure 3



Figure 4



Figure 5

From my perspective, in this scene, *A mild* wants to show the viewers the social criticism in public places. It is directed to the couple wearing pink shirts because they block the way from other people in the elevator by doing romantic behavior on one stair. This shows that the people behind them wearing glasses cannot pass through the elevator.

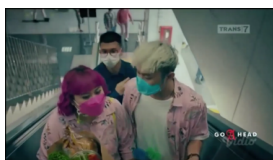


Figure 6

Social critique may be seen in the third scene as a person slouches at the desk while others work to clear the street of leaves. This is anti-social behavior because it deteriorates the relationship between the person lounging around and his neighbors, who are all sweeping the leaves off the street. This will have an impact on the person because, in the future, the neighbors will not help him too if he ever finds himself in a difficult situation.



Figure 7

In my opinion, this scenario contains a number of social criticisms. It first shows while the elderly woman is attempting to pack her large cabin with her belongings. Naturally, she wastes a lot of time doing this, making the folks behind her in line wait. When the elderly woman tries to shift her upper body, the bag in her hands collides with the man wearing glasses who is seated in front of her. The man on the plane feels uneasy about the scenario because of this conduct. Despite the fact that the audience was unable to see his facial expressions, it is likely that the man was as startled by the bags colliding with his face as would be expected of any other individual in a similar circumstance.

When the elderly woman tries to bring a grocery bag into the cabin, the third-social criticism is shown. Because the shopping bag cannot be closed, the food inside slips out when it is placed in the cabin, which causes the elderly woman to become alarmed. The elderly woman's numerous rude actions annoy other individuals in the line. When the older woman is being intensely stared at by the man wearing three different colored coats, it is anti-social behavior. The man's face suggests that he is annoyed with the elderly woman and is trying to contain his rage. Behind him, a woman with a pink hat tilts her head to the left to see what transpired. This demonstrates that the elderly woman's actions are certainly upsetting to the other passengers.

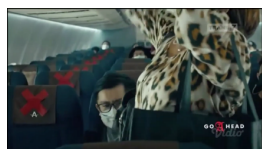


Figure 8

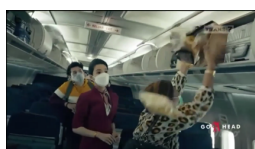


Figure 9

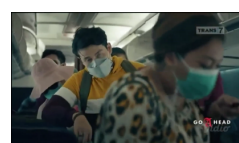


Figure 10

The societal criticism first arises in the fourth scene, which follows the abrupt halt of the vehicle. It is demonstrated that in addition to the bajaj, other vehicles following the bajaj, such as automobiles and motorcycles, also traverse this tight roadway. Following the passenger's discharge from the Bajaj, the incident is again repeated. This time, the scene demonstrates how the bajaj's decision to halt in the center of the road has resulted in significant traffic in the otherwise tiny street. There were several motorbikes and automobiles parked in the roadway in lengthy lines, as evidenced by the heavy traffic. The houses in the nearby villages are not very large and, for the most part, have the same architectural style.



Figure 11



Figure 12

In the fifth scene, the young man in the yellow-and-white striped shirt attempts to ask the men if they can offer them a seat. Sadly, the guys in the blue and white shirts appear to indicate to the young man with their hands that they are still engaged in business and must remain seated. The hand signal that the men in blue and white shirts give to the young men demonstrates this. It is the curly guy's turn to request a seat next, but the man in the red jacket responds in the same way as the blue man next to him. The men indicate that they are not yet done with their business by making hand signals. The two young men then leave, upset with their behavior, and wait in front of the food courts, waiting for the remaining open seats. The two men's actions here are antisocial behavior.

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The two men's arrogant occupation of the chairs is the reason for the backlash. Despite the fact that they are already eating and drinking, they appear to regard the food court, which is a public location, as if it were their home where they could do as they pleased. Other individuals who are in need of a seat to eat and drink comfortably are disturbed by this behavior. It is also preferable if the waitress makes an effort to remind the males that there are other patrons looking for seats, so they shouldn't occupy them for an extended period of time.



Figure 13



Figure 14



Figure 15

The brand logo, the website domain, and the warning below are displayed in the seventh and last scene of the video commercials. There is a large "A" letter that is visually appealingly colored red and relates to the *A mild* cigarette brands. Then, in the bottom left warning, there is an image of a person's neck, apparently that of an elderly guy with dark skin and a gaping wound in the center. The perforated throat in this image suggests "throat cancer."



Figure 16

CONCLUSIONS

Finally, it should be noted that both verbal and visual expressions of anti-social conduct convey social criticism. The verbal language in the video commercials primarily conveys the notion of shock at the individuals who refuse to modify their anti-social conduct. In the meantime, the visual expression clarifies the social criticism that has been made in the spoken articulation of the video advertisements through the use of gestures and body language. *A mild* clever marketing tactic for promoting cigarettes is the exploitation of societal criticism in these video commercials. This marketing plan has had great success. It may be observed by the company's rising earnings (PT. Sampoerna, the manufacturer of "A mild" cigarettes), according to Puspitasari (2021). This is why what *A mild* accomplished in their video commercials was a new move in the marketing of cigarettes. By using social criticism as one of the components in the cigarette video advertisements, *A mild's* advanced study makes sure that the advertising industry keeps becoming better.

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