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A Multimodality Analysis of Advertisements Indicating Consumers' Age

Analisis Multimodal Iklan Iklan yang mengindikasikan Usia Konsumen

1. Della Adilah --> Mahasiswa Fakultas Ilmu Budaya
2. Deny Arnos Kwary --> Dosen Fakultas Ilmu Budaya

Abstract

Different age groups may use different language features. It may also occur in TV advertisements containing products for particular age groups. Besides language, TV ad also consists of other modes such as color. This paper aims to show the similarities and differences in the language and in the colors used in ads of cough medicines for children and for adults and to reveal the relation between the use of language and colors with the target age groups of the ads. A pair of ads was analyzed: OB Herbal Junior and OB Herbal ads. Since an ad can consist of several modes, the analysis should use the multimodality concept. The modes are grouped into three, they are written language, spoken language, and color (Kress, 2010; Kress and van Leeuwen, 2006). The results show that the language and colors used in both ads have similarities and differences. In the case of language, both ads use the words redakan, batuk, and herbal. However, OB Herbal ad tends to use standard form, complex words and grammar, and more words compared to OB Herbal Junior ad which uses non-standard form and simple words and grammar. In addition, generally the colors in the OB Herbal Junior ad are more various, more colorful and brighter than those in the OB Herbal ad. Whereas, the OB Herbal ad uses the colors which are more vintage and softer than the colors in the OB Herbal Junior ad. It shows that the advertisers adjust the language and colors in the ads to indicate particular age groups.

Keyword : age-grading, language, multimodality, TV, advertisement, ,

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