
A Multimodality Analysis of Advertisements Indicating Consumers' Age

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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.

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

Introduction

Considering the phenomenon of language variation, there are several factors that can cause it, and one of them is age. Thomas et al. (2004, p.114) suggest that 'age has often been studied as one of the factors that locates us in society and causes language variation.' According to Coulmas (2005, p.54), speech is one of the characteristics exposing age-grading which differentiates one age group from the others. In grouping the age of people, Sigelman and Rider (2015, p.5) divide age groups into four: childhood, adolescence, adulthood, and elderly.

According to Downes (1998), the indication of language variation in different age-groups can be seen from the different speech features, including pitch, word structure, grammar, and vocabulary. Besides, the use of standard and non-standard forms also differentiates age groups. Holmes (2008) adds that as people get older their speech becomes gradually more standard, and later it will become less standard and is characterized by the emergence of non-standard form. This will be experienced by the elderly. Therefore, in this case, we can compare the language used by children and adults.

Realizing that children and adults use different speech features, advertisements aiming at children and adults may also use different speech features. Since the target markets are different, the variety of language used is also different to emphasize that the products offered are for specific target markets.

In a commercial, the advertiser does not only use words to communicate or promote their products, but also use symbols. Since an advertisement can consist of words and images, the analysis of an advertisement should use the multimodality concept. Accordingly, this study used multimodality analysis since the writer tried to analyze the multimode in advertisements. The modes are grouped into three, they are written language, spoken language, and color (Kress, 2010; Kress and van Leeuwen, 2006).

There are other researchers conducted studies related to this study. Triristina (2012) analyzed verbal and visual communication used in cigarette advertisement billboards in Surabaya by using multimodality concept. Besides, Amalia (2014) examined the different speech features of four different age groups in

Javanese Indonesian bilingual community including pitch, morphological features, syntactical features and lexical items. Then Wahyudi (2015) investigated the choice of words and visualization in advertisements indicating consumers' gender by using multimodality concept.

Using multimodality concept, this study focuses on how the use of language and colors relates to the target age groups of the advertisements, in this case children and adults. This paper aims to show how age affects the use of verbal and visual resources in advertisements and how they combine and complement one another to convey meanings. This might also be useful for advertisers in choosing proper words to promote their products in order to reach the specific target markets' attention and for producers to examine the ads for their products.

Literature Review

Language and Age

Age is a biological fact that has characteristics and is associated with a wide variety of things. People may use a language differently from others because of many factors. One of the factors is age. Holmes (2008) states that this language variation occurs at levels of linguistic analysis such as sounds, word-structure (or morphology), grammar (or syntax), as well as vocabulary or word choice.

In the feature of sound, it is clear to distinguish voice of different age groups: children, adolescents, adults, and elderly. One which can be noticed easily is pitch. The pitch of children's voice is higher than older people (Thomas et al. 2004, p.124). In addition, the word structure and grammar used by older people and younger people also have differences. Younger people tend to simplify words by omitting the affixes. For example, they will say *makan* instead of *memakan* which consists of prefix *me-* followed by *makan*. They also prefer to omit some words and shorten a sentence to make it simpler. It is different from older people who tend to use more complete and more complex structure than them. Stackhouse et al. (2007, p.131) states that adults routinely use longer sentences than children. Moreover, it is also supported by Coupland et al. (1991 in Thomas & Wareing 1999, p.98) who argue that children have characteristics of speech style including the use of simpler sentences, which is different from adults who use more complex one. Moreover, by the increasing age of a person, it is assumed that one will have more complex vocabulary and in great quantities.

Another linguistic features that differ particular age groups are the use of standard and non-standard forms. Children tend to use more non-standard or vernacular in speaking, different from adults who tend to use standard form. Holmes (2008) argues that as people get older their speech becomes gradually more standard, and later it will be less standard again and is characterized by the emergence of non-standard form.

TV Advertisements

Advertising is a medium for promoting goods or services. Media in an advertisement are variegated. The form starts from print media such as newspapers and magazines to television media or the internet. Each mode is different in every media. In the print media, only text and pictures appear to illustrate the ad campaign.

Generally, writing ads on print media use written language marked with the surface being used as paper, three-dimensional letters, and by points of light on a screen (Cook, 2001). Whereas in television media, there are modes such as music, voice of the narrator, pictures, moving images, and posts containing language that make advertising on television has the advantage for the promotion of a product.

In an advertisement where there are many modes, 'a word or image may be used symbolically to represent something else entirely, something with which it has certain features in common' (Marshall & Werndly, 2002). They also state that stereotypical images of people are usually used in advertising. All this is merely to persuade the audience or consumer to buy and consume the product advertised.

Multimodality

Multimodality is associated with a variety of modes in an advertisement. Each of the modes contained within an advertisement has each meaning and is interconnected to each other. As used for analyzing verbal, visual, symbolic, and other semiotic resources, multimodality is useful for analyzing modes. The

modes can be divided into written language, spoken language, and colors (Kress and van Leeuwen, 2006; Kress, 2010).

Kress and van Leeuwen (2006, p.1) developed the multimodality concept from Michael Halliday's theory of Systemic Functional Grammar that focuses on text. It is a part of a social semiotic approach to language called systemic functional linguistics. Halliday argues that people use language to make meaning, emphasizing the social functions they are put to. Therefore, Kress (2010, p.87) adopted the semiotic approach of Halliday in which there are three functions, they are ideational function, interpersonal function, and textual function.

In multimodality analysis Kress (2010) states that color has an important role to highlight and frame specific aspects of the overall message. A color may convey meaning in two primary ways - natural associations and psychological (or cultural) symbolism ("Color Symbolism Theories," 2015). Besides color, image, writing, and speech contained in an advertisement are also influential modes. Image shows what takes too long to read. While language names what would be difficult to show. Generally, language can be divided into two, they are written and spoken language. They are used in the advertisement because they can affect consumer's thought.

Method

In this research, the writer used qualitative approach in analyzing the data. Bernard and Ryan (2010, p.10) state that qualitative research has a broad range of data including five forms: physical objects, still images, sounds, moving images (video), and written words. Since the writer analyzes videos, this approach is appropriate for this study. A video consists of various types of texts that are related to multimodality.

This research obtained the data from Indonesian TV advertisements. In order to make more focused research, the writer used purposive sampling to take a sample. The criteria used in taking the sample are as follows: (1) the advertisements contain multimodality aspects, e.g. writing, speech, and colors, (2) the products advertised should be from the same manufacturer, (3) the products are aimed at particular age groups.

Considering those criteria, the writer chose one pair of advertisements. The products advertised chosen were OB Herbal Junior and OH Herbal ads which are manufactured by Deltomed Laboratories. Both products are medicines used to relieve cough and to soothe sore throat. The contents of both products are from natural ingredients. Therefore, they are known as herbal medicines. However, they are formulated for different age groups. OB Herbal Junior is for children, while OH Herbal is for adults. They are distinguished due to the different compositions and dosage for children and for adults.

In collecting the data, the writer downloaded the TV advertisements from YouTube. The writer copied the link address of the videos that appeared in the YouTube page and then pasted it in the address box of the website <http://www.videograbby.com/>. After that, the video was automatically downloaded. Then the writer made the transcriptions of the two advertisements. In the multimodality transcription, the data can be divided into several parts including scene, shot (Camiciottoli & Fortanet-Gomez, 2015, p.217), time, landscape, gestures, written language, spoken language, and color (Domingo, 2011, p.224).

After collecting the data, the writer analyzed them. Firstly, the writer compared the language used in TV advertisements of products for children and for adults. The language analyzed consists of written and spoken languages. Then, the writer compared the other modes used in both advertisements, including why certain colors dominate the setting or the advertisements. Actually not only that, but also convey implicit meanings or functions of those aspects in the advertisement. Then after analyzing the multimodality features, the writer interpreted the result to find out the relation between the use of language and colors with the target age groups of the advertisements. The writer also compared them with the theories.

Results and Discussion

The Comparison of the Written Language

In comparing the written language used in OB Herbal Junior and OB Herbal commercials, the words used are recapitulated as in Table 1.

Table 1: The written words used in OB Herbal Junior and OB Herbal advertisements

OB Herbal Junior	OB Herbal
Jahe	100%
Daun	Ekstrak
Mint	Alami
Jeruk	OB
Nipis	Herbal (2)
Akar	Redakan
Manis	Batuk
Cara	Dengan
Herbal	Yang
Redakan	
Batuk	
Baru	
Total: 12	Total: 9

As we can see in Table 1, some differences are found between the written language used in OB Herbal Junior and OB Herbal advertisements. The first difference is the total of words. Written words in OB Herbal Junior have more number (4:3) than those in OB Herbal.

However, the same words are found in the two advertisements, they are *redakan*, *batuk*, and *herbal*. This indicates that OB Herbal Junior and OB Herbal medicines have the same purpose, to relieve cough and to soothe sore throat. In addition, the contents of the medicines are from natural or herbal ingredients. Accordingly, those words are used to emphasize that these two products are cough medicines that contain herbal ingredients. Although there are same words, most of the words chosen are different. The different words include *jahe*, *daun*, *mint*, *jeruk*, *nipis*, *akar*, *manis*, *cara*, and *baru* in OB Herbal Junior ad and *100%*, *ekstrak*, *alami*, *OB*, *dengan*, and *yang* in OB Herbal ad.

In OB Herbal Junior ad, the natural ingredients is presented in detail. Since OB Herbal Junior contains *jahe*, *daun mint*, *jeruk nipis*, and *akar manis*, the natural ingredients are described in four phrases containing seven words. On the contrary, the herbal ingredients in OB Herbal advertisements are only explained in general in three words, *100%*, *ekstrak*, and *alami*. It is indicated by the use of word *alami* which already covers the natural ingredients. The detail explanation is actually addressed to parents, especially mother, to tell the contents of the medicine. This is important since parents decide what medicine appropriate for the children. Accordingly, parents must ensure that the contents of the medicine for their children are safe. That is why the advertiser mentions all the herbal ingredients clearly. Different from OB Herbal advertisement, the herbal ingredients are only explained in general because adults will already know what *alami* means and what it contains. Moreover, they can choose their own medicine. So, the word *alami* itself is already adequate without being accompanied by the details.

Another difference is the use of words *dengan* and *yang* in OB Herbal advertisement. Those are conjunction. The phrase containing the conjunction is "*redakan batuk dengan yang herbal*". This means, the advertisement of products for adults uses conjunction to extend the phrase. The use of conjunction shows a complexity. However, this is not used in OB Herbal Junior advertisement. This is in accordance with Stackhouse et al. (2007, p.131) who state that adults routinely use longer sentences than children. Moreover, it is also supported by Coupland et al. (1991 in Thomas & Wareing 1999, p.98) who argue that children have characteristics of speech style including the use of simpler sentences, which is different from adults who use more complex one.

The Comparison of the Spoken Language

Besides the written language, there is also spoken language used in OB Herbal Junior and OB Herbal advertisements. The writer collects the spoken words used in both advertisements in the Table 2.

Table 2: The spoken words used in OB Herbal Junior and OB Herbal advertisements

OB Herbal Junior	OB Herbal
Alam	Dulu
Banyak	Begitu
Manfaatnya	Batuk (3)
Rafa	Segala
Liat	Macam
Tuh	Obat
Ada	Saya (3)
Burung	Coba
Di	Tapi
Sana	Efeknya
Oh	Malah
Iya	Mengganggu
Anak (2)	Aktivitas
Batuk (3)	Kini
Minum	Beralih (2)
OB (3)	Ke (2)
Herbal (5)	OB (3)
Junior (2)	Herbal (4)
Dari	Nggak
Tanaman	Perlu
Membantu	Khawatir
Redakan (2)	Terbuat
Hmmm	Dari
Enak	Ramuan
Baik	Alami (2)
Untuk	Berkhasiat
Cara	Dan
	Diproses
	Secara
	Modern
	Redakan (2)
	Hangatkan
	Tenggorokan
	Yang (2)
	Yuk
	Dengan
Total: 27	Total: 36

As shown in the Table 2, there are similarity and differences between the spoken language in OB Herbal Junior and OB Herbal advertisements. The data show the use of same spoken words in the two advertisements, they are *batuk*, *OB*, *herbal*, *dari*, and *redakan*. These words are used to show the audiences that OB Herbal Junior and OB Herbal medicines can relieve cough by the ingredients of the medicines that are taken from herbs. The word *OB* here is also presented as the name of the products; OB Herbal Junior and OB Herbal.

However, the total of spoken words used in OB Herbal ad have more number (4:3) than those used in OB Herbal Junior ad. It contrasts with the written words where the number of words used in OB Herbal Junior is bigger than in OB Herbal. This indicates that adults have more vocabulary and speak more than children do. This is supported by Thurman and Fiorello (2008, p.137) claiming that vocabulary increases with age. Accordingly, older people's vocabulary is greater than younger people's vocabulary.

The next clear difference is at the level of word-structure. Based on the words shown in the table, OB Herbal uses more complex word-structure than OB Herbal Junior. There are nine words formed from

stems followed or preceded by affixes in OB Herbal advertisement. They are *(me-)ganggu*, *(ber-)alih*, *(ter-)buat*, *(ber-)khasiat*, *(di-)proses*, *efek(-nya)*, *ramu(-an)*, *reda(-kan)*, and *hangat(-kan)*. While in OB Herbal Junior, there are only four complex words. The words are *(me-)bantu*, *manfaat(-nya)*, *tanam(-an)*, and *reda(-kan)*. It indicates that the advertiser used more complex words in the advertisement of product for adults than for children. This is consistent with what Holmes (2008) said that adults tend to use complex word-structure as compared to younger people who more like to simplify the words by omitting affixes.

Based on the affixations, in OB Herbal ad there are five words belonging to inflection and four words belonging to derivation (5:4). Whereas, in OB Herbal Junior ad there are only three words that belong to inflection and a word of derivation (3:1). It can be seen that in OB Herbal ad, which is for adults, the proportion of derivation is 80%; whereas, the proportion of derivation in OB Herbal Junior ad, which indicates children, is only 33%. Therefore, the derivations used in OB Herbal ad have more number than in OB Herbal Junior ad. Since derivations create new words, this means that OB Herbal ad indicates adults who have more vocabularies than children do. Thurman and Fiorello (2008, p.137) also support that older people have more vocabularies than younger people.

In the level of grammar, OB Herbal ad tend to use sentences rather than phrases or single word. However, in OB Herbal Junior the speakers tend to use phrases or single word rather than sentences. The spoken language in OB Herbal ad consists of five sentences and two phrases (5:2). Conversely, in OB Herbal Junior advertisement, the speakers use phrases or incomplete sentences more than sentences. Although both advertisements contain sentences and phrases, the sentences and phrases in OB Herbal ad belong to the complex ones while in OB Herbal Junior ad they are only simple. According to Stackhouse et al. (2007, p.131), adults routinely use longer sentences than children. In addition, the phrase *Anak batuk?* also shows the use of question. Like what Coupland et al. (1991 in Thomas & Wareing, 1999, p.98) say, children have characteristics of speech style including more questions. This indicates that the use of particular language style in these two advertisements is supported by the theories.

In addition, OB Herbal ad also shows the use of conjunctions in order to extend or combine phrases or clauses. The conjunctions include *begitu*, *tapi*, *dan*, *dengan*, and *yang*. The use of conjunctions shows that the advertisement of the product for adults wants to extend or combine phrases or clauses. It indicates adults who often extend phrase or sentence by adding conjunction in it because conjunction shows a complexity. Yet, OB Herbal Junior ad does not contain any conjunction in the spoken language used. This is in line with Stackhouse et al. (2007, p.131) who argue that adults use longer sentences than children.

The next difference comes from the choice of words. OB Herbal Junior ad uses some non-standard form indicated by the use of words *liat*, *tuh*, and *hmmm*. *Liat* is from the word *lihat*, and *tuh* is from *itu*. On the contrary, the use of standard form appears in OB Herbal ad shown by the use of *saya*. However, there are also non-standard language found. It uses *nggak* instead of *tidak* and *yuk* instead of *ayo*. Although both use non-standard form, OB Herbal Junior ad has more number than OB Herbal ad. Since OB Herbal Junior ad contains product for children, this is supported by Holmes (2008) who argues that children tend to use more non-standard, while adults tend to use standard form.

The Comparison of the Colors

Besides language, color also has an important role in advertisement. As stated by Kress (2010), it is useful to highlight and frame specific aspects of the overall message. In OB Herbal Junior and OB Herbal, there are many colors found, whether dominating the ads or not.

Based on the advertisements, OB Herbal Junior ad uses more various colors than OB Herbal ad does. OB Herbal Junior ad has 11 different colors, while OB Herbal ad has only 7 different colors. The colors in OB Herbal Junior ad are green, dark brown, white, yellow, black, grey, orange, pink, blue, beige, and brown. The colors in OB Herbal ad are black, yellow, green, blue, brown, white, and beige. The colors used in OB Herbal Junior ad can be considered as bright, while the colors used in OB Herbal ad tend to be vintage. So, OB Herbal Junior ad is more colorful than OB Herbal ad. Since children like colorful colors, the advertisement containing product for them also uses many different colorful colors. This is supported by Fife et al. (1998, p.41) that children like colorful things because they look more fun and are eye-catching.

OB Herbal Junior and OB Herbal also have the same colors. The same colors include blue, brown, white, beige, black, yellow, and green. However, the blue and beige colors rarely appear, while white, black, yellow, and green often appear. This is because they are also the colors used on the products. The white color is presented as the background behind the medicine's name in OB Herbal and as the font color of the medicine's name in OB Herbal Junior. Black represents the color of the bottles and the syrup to show that these medicines are herbal. In addition, yellow and green also appear as the colors on the products' labels. They are also used to show that these medicines are herbal, so that the colors adjust to the colors of herbs.

Besides, there are also different colors found between the two ads. The colors in OB Herbal Junior ad that do not appear in OB Herbal ad are dark brown, grey, orange, and pink. The dark brown here is the color of the trees because the background of advertisement takes place in a forest. The grey, orange, and pink are also used because they appear in the bottle label of OB Herbal Junior medicine.

The color most dominating the two ads is green. This is because they are herbal medicines, so the color chosen represents nature which is the main ingredients of the medicines. Green is made by mixing blue and yellow colors. Green is a color seen everywhere in nature. Green are the color of grass, trees, and plants ("green," 2015). More importantly, it is also claimed that green has a power of healing that can soothe pain ("Color & Culture Matters," 2015)

Black and white are other dominant colors used in OB Herbal Junior and OB Herbal. Black is defined as the absence of light. It is totally dark. It can have meaning as angry feeling or something wicked or hopeless ("black," 2015). Perhaps it is used to depict cough because cough is an illness, and an illness is something bad all people stay away from. White means purity. It indicates the recovery from cough.

Other dominant colors in OB Herbal Junior are yellow and orange. They are very bright and eye-catching that children like them. In addition, another dominant color in OB Herbal is brown. In color psychology, brown is 'honest, genuine and sincere. It relates to the hardworking, the industrious and reliable, with both feet planted firmly on the ground' ("The Color Brown," 2015). This is in accordance with adults who tend to have those characteristics.

Interpretation of the Results

Based on the results, the use of different language and color relates to the target age groups of the advertisements, in this case children and adults. The language used in the advertisements is adjusted to the particular ages as already explained above. That is used to indicate that the products are aimed at particular age groups, children and adults. In addition, the colors also represent particular age groups because children and adults have different preference of color. Children like colorful and bright color while adults like softer color that is not too colorful. We can see that there is relation between the use of language and colors with the target age groups of the advertisements: children and adults. It can be seen from the use of written language, spoken language, and colors in both advertisements that can be associated to convey meanings. In this case, OB Herbal Junior, which is formulated for children, has more number of non-standard form and less standard form than OB Herbal ad does. It also uses more simple word structure than the complex one. The use of those characteristics of language representing children in the ad is supported by the use of various colors which are bright and colorful. In contrary, OB Herbal ad containing product for adults uses more standard form, conjunctions, and complex structure in their language than OB Herbal Junior does. The characteristics of adults in OB Herbal ad are supported by the use of vintage (brown) and other soft colors such as soft yellow and soft blue in the ad that represents the color preference of adults. The advertisers seem good in depicting and indicating particular age groups in the advertisements. Accordingly, age affects the use of verbal and visual resources in advertisements, and they combine and complement one another to convey meanings.

Conclusion

As we know, children and adults have different style in producing language. Besides in everyday life, it can also be seen in media, such as TV advertisements. In TV ads, some brands provides a product formulated for particular ages. Since the target consumers are different, the advertiser also differentiates the ads verbally and visually. This analysis includes one pair of ads of Deltomed Laboratories which were

analyzed. The ads are OB Herbal Junior and OB Herbal. Since an ad can consist of words and images, the analysis here used the multimodality concept. The results show that language and colors used in OB Herbal Junior and OB Herbal ads have similarities and differences. In the case of language, OB Herbal ad tend to use more standard form, complex word-structure and grammar than OB Herbal Junior ad which uses more non-standard form and simple structures. In addition, the language used also has its own implicit meanings. These characteristics of language are also supported by the use of colors in each ad. The colors used in OB Herbal Junior ad are more various, colorful and brighter than those in OB Herbal ad. OB Herbal tend to use vintage and softer colors. It shows that the advertisers adjust the language and colors to indicate particular age groups.

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