

CHAPTER I

INTRODUCTION

1.1 Background of the Study

These days, technological developments take part in every part of human's life. Technology in the era of globalization has opened the opportunity for people to catch up with the developing of the ever world sophistication. Technology opens a lot of opportunities for people to market its products or services using the Internet, usually called e-commerce, one of the chances for business purposes to communicate, promote, and sell goods and services from sellers to buyers.

This marketing and selling system through the Internet can reach the whole world at the same time. Even without having an office or place of business, online shopping can also be done for 24 hours without stopping. Through a computer unit or smartphone connected to the internet, the seller can market their products. Marketing with promotional strategies through the Internet, especially with social media, can increase global sales and does not require expensive marketing costs. In this selling buying transaction, the buyer will find it easy to gather information about the products they want to buy because they do not have to find time to meet in person.

According to the data from the Ministry of Communications and Information (Kominfo) of the Republic of Indonesia (Kominfo, 2018), statistics show that in 2017, 143.260.000 million people were accessing the internet in Indonesia.

With over 140 million Internet users, Indonesia is one of the largest online markets worldwide. Even two out of five netizens claim to change their smartphone and even laptops to the higher version in these past years. Nowadays more and more people are buying goods not because of necessities but because of the trend. Consumptive action is not only based on needs but also leads to the fulfillment of desire. In addition of desire, an advertisement also takes part in sales by creating impressive ads with good language as well as an interesting design that would interest the buyers.

Technology and language use are related since language has a very important role for human. Through language, human can form a social group in society, and use language as a mean of fulfilling their needs to live and interact with others. An overview that explains how important languages are (oral or written) often ignores other elements that depend on the generation of language use in social interaction. It is a nonverbal language and other visual means because there are many successful works because of the relation between language (text), nonverbal language and other visual media.

In Systemic Functional Linguistic Theory, a text is a unit of use and limited as a functional language in a social context (Halliday, 1978). Multimodality emphasizes that all means of communication either verbal or nonverbal plays an important role in causing meaning because language contains meaning that is informative content (Halloran & Smith, 2010).

Trends in doing business through the internet shows that entrepreneurs should use technology as one media to promote or sell their products. The higher number of social media users, the more it shall encourage a business owner to see it as an opportunity. Consequently, buying and selling activity can be done wherever and whenever through gadgets by utilizing the internet.

1.2 Field of the Study

This research aims at knowing how to increase the product image in advertising, which it is believed that advertisement designs are related to the role of multimodality including verbal and nonverbal communication. Advertising design mentioned here are: images, color, design which is necessary to know the respondents perceive about the role of multimodal advertisement to show and help potential buyers to imagine the reality of the products through picture in online advertising, since the writer is majoring in Englishpreneurship at Faculty of Language and Arts.

1.3 Scope of the Study

This research focuses on finding out the important role of Multimodal Advertisement in promoting products containing the product image through social media. The indicator of success is based on how the seller offers his goods through an attractive advertisement.

1.4 Research Question

The writer formulates the problem of this research as follows:

- What is Englishpreneurship students' perception on the role of multimodal advertisement to increase product image through social media?

1.5 Objective of the Study

In accordance with the problem mentioned, the objective of the study is:

- To find out Englishpreneurship students' perception on the role of multimodal advertisement to increase product image through social media.

1.6 Significance of the Study

This study can be used as a guideline for future researchers that concern themselves with multimodality and relate it to advertising in social media as well as how to make a marketing plan to increase the product sales. Since consumers prefer to do online shopping nowadays, it is important to know how advertisement could attract them. Multimodality becomes one of many ways to attract potential consumers with advertising through various multimodal media. Hopefully, for business world, this study can be a future reference for those who are interested in the multimodal advertisement

1.7 Definition of Terms

a. Multimodality

According to Kress Van Leeuwen (2010), as cited in Liu & Languages, 2015), multimodality is defined as “the diverse ways in which multiple resources (language, visual images or sound, etc.) are co-deployed and co-contextualized in the making of a text-specific meaning.” Multimodality focuses on processes of making meaning through design and interpretation.

b. Social Media

Social media is internet-based; it is very accessible and plays an important role in communication and interaction with others. Today, marketing practices through social media begin to develop and are used as a product marketing tool to promote products. Social media is a gathering place for people who want to share information and places to interact with other friends online. Among the social media growing very rapidly in the country of Indonesia, two of them are Facebook and Instagram.

c. Advertisement

Advertising is any form of non-personal presentation and promotion of ideas, a goods or services by a particular sponsor to be paid. Costs of Ads can be “an effective way to spread messages, whether to build brand preference or to educate people” (Kotler, 2000). An advertisement is a foundation for selling activities that companies can use to direct persuasive communication on the targeted purchases

and communities by introducing a product through existing media. It is supposed to be more persuasive for people in high mode advertisement

