

## CHAPTER IV

### FINDINGS AND DISCUSSIONS

In this chapter, the writer will explain the result of the respondent's answer to multimodal in an advertisement to increase products image through social media. The data gathering used close-ended questionnaire with Likert Scale. The advertisement used here in this study is the writer's advertisement on Instagram, named Remercié.

#### 4.1 The Advertisement

The advertisement concept is using multimodal to describe a better communication practice in verbal and nonverbal communication. Multimodal in advertisement mentioned here is composed by its advertisement design containing text, pictures, font, and color to send a message, and this mixing of methods of modalities is called multimodality. In this research, the writer is about to know the Englishpreneurship students' perception on the role of multimodal advertisement in increasing products image through social media. The advertisement used in this research owned by the writer



**Figure 1**  
Instagram

**remercié - craft specialist**  
( paper flower • paper cutting • backdrop • hamper )  
📍 Semarang, Central Java  
order by WA / LINE : 081234823917  
🌱 work on passionate dream 🌸🌿



**Figure 2**  
A brief of products, and contacts on bio



**Figure 3**  
Real products

LET AL THAT YOU DO, BE DONE IN LOVE



**Figure 4**  
text to explaining



**Figure 5**  
Layout design to make it interesting



**Figure 6**  
Hashtag on caption

## 4.2 Descriptive Result

The higher the means, the better they reflect the respondents' level of perception, while the lower the means suggest otherwise. So overall it can be illustrated as follows:

$> 3 = \textit{positive}$

$= 3 = \textit{neutral}$

$< 3 = \textit{negative}$

Both of the variable tables show the results of the questionnaires. The writer found that the mean of the responses are above 3 meaning that overall respondents perceived positively about the use of multimodal elements in the advertisement. As can be seen, the accumulation mean score of the responses is 4.24. See the calculation below:

$$\text{MEANS TOTAL} = \frac{\text{mean } 1+2+3+4+5+6+7+8+9+10}{10} = \frac{42.39}{10} = 4.24$$

All of the means score average is 4.24 which indicated a positive response.

The questionnaires consist of 10 statements and 5 options, here is the questionnaires distributed to 60 students and the results are as follows:

Table 5

## Questionnaire Result of Variable PR

**Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std. Deviation
Saya tahu tentang multimodal	60	4	5	4.55	.502
Multimodal terdiri dari komponen visual dan linguistik, untuk membuat suatu pesan lebih jelas yang berfokus pada menginterpretasi sebuah pesan melalui desain	60	4	5	4.60	.494
Multimodal mendeskripsikan arti dan makna secara jelas dalam bentuk teks, linguistik, dan visual dalam suatu pesan yang ingin disampaikan	60	4	5	4.50	.504
Multimodal bertujuan menafsir kata-kata verbal, membaca gambar, dan memahami teks	60	4	5	4.62	.490
Multimodal membuat pesan lebih mudah disampaikan karena adanya konsep semiotika	60	4	5	4.55	.502
Multimodal untuk beriklan bertujuan untuk membuat komunikasi menggunakan banyak mode guna mendapatkan pengaruh iklan dengan baik	60	4	5	4.45	.502
Desain multimodal pada iklan mempengaruhi minat dan daya tarik konsumen kepada suatu produk	60	2	5	3.48	1.242
Iklan yang menarik adalah iklan yang menampilkan keterangan berupa text, gambar, dan suara	60	2	5	3.92	1.062
Iklan yang memberikan gambar nyata sebuah produk akan lebih terpercaya	60	4	5	4.47	.503
Menurut saya, aplikasi sosial media seperti instagram merupakan media yang tepat untuk beriklan secara multimodal	60	1	5	3.25	1.480
Valid N (listwise)	60				

Each detail of the statements of respondents' perception about the multimodal advertisement is explained below:

### 4.3 Questionnaire Result

The research objective of this research is Englishpreneurship student's perception about the role of multimodal in an advertisement in increasing product image through social media. This research aimed at finding out the extent of multimodal design an advertisement and the effect of multimodal advertisement through social media in the product image, for Englishpreneurship students at Soegijapranata Catholic University.

#### 4.3.1 Statement 1

The first statement is "*Saya tahu tentang multimodal*" ("*I know what is multimodal*"). The first statement is aimed to find out whether or not the respondents understand multimodal. The result revealed that the minimum score of statement number one is 4 and the maximum score is 5.

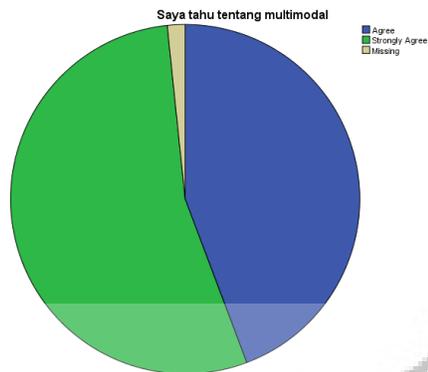
**Table 7**

Students' Perception towards Statement 1

#### Statistics

Saya tahu tentang multimodal

N	Valid	60
	Missing	1
Mean		4.55
Median		5.00
Mode		5
Std. Deviation		.502



**Chart 1**

Chart of Students' Perception towards Statement 1

The result shows that 54% of respondents choose strongly agree, while 44% of respondents choose to agree. It could be concluded from the result that they know and understand multimodal.

#### 4.3.2 Statement 2

Statement number two is "*Multimodal terdiri dari komponen visual dan linguistic, untuk membuat suatu pesan lebih jelas yang berfokus pada menginterpretasi sebuah pesan melalui desain*" ("*Multimodal contains visual and linguistic components to make clear messages, focusing on design interpretation*").

This question is aimed to find out if the respondents know about the component of multimodal which they can interpret from the advertisements.. The result revealed that the minimum score of statement number one is 4 and the maximum score is 5.

**Table 9**

Students' Perception towards Statement 2

**Statistics**

Multimodal terdiri dari komponen visual dan linguistik, untuk membuat suatu pesan lebih jelas yang berfokus pada menginterpretasi sebuah pesan melalui desain

N	Valid	60
	Missing	1
Mean		4.60
Median		5.00
Mode		5
Std. Deviation		.494

Multimodal terdiri dari komponen visual dan linguistik, untuk membuat suatu pesan lebih jelas yang berfokus pada menginterpretasi sebuah pesan melalui desain

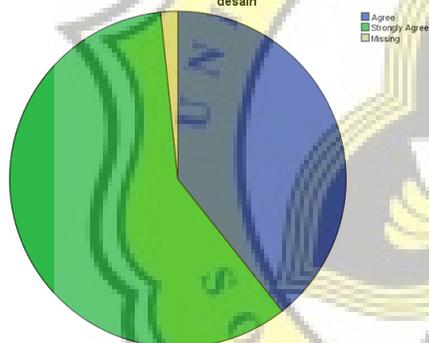
**Chart 2**

Chart of Students' Perception towards Statement 2

The chart shows that 36% of respondents strongly agree, while 24% of respondents choose to agree. It can be concluded that they are clearly accepted and understand what the components of the multimodal advertisement which is designed in multimodal style. They are all understand what the advertisement is going to be delivered and that multimodal advertisement design contains visual and linguistic components.

### 4.3.3 Statement 3

Statement number three is “*multimodal mendeskripsikan arti dan makna secara jelas dalam bentuk teks, linguistik, dan visual dalam suatu pesan yang ingin disampaikan*” (“*multimodal describes meaning in such modes as texts, linguistic, and visual in a message to be conveyed*”). This question is aimed to find out if the component of multimodal advertisement includes text, linguistic, and visual. Multimodal elements make meaning by combining all elements because all the elements should work together to create a whole new meaning of a text, for example in the picture books, using only image and text, or for video and multimedia, where image, gesture, movement, words, and sound all work together to create a unified meaning. The result revealed that the minimum score of statement number one is 4 and the maximum score is 5. Hereby is the result:

**Table 11**  
Students' Perception towards Statement 3

**Statistics**

Multimodal mendeskripsikan arti dan makna secara jelas dalam bentuk teks, linguistik, dan visual dalam suatu pesan yang ingin disampaikan

N	Valid	60
	Missing	1
Mean		4.50
Median		4.50
Mode		4 <sup>a</sup>
Std. Deviation		.504

a. Multiple modes exist. The smallest value is shown



**Chart 3**

Chart of Students' Perception towards Statement 3

From the result, it can be stated that 50% respondents strongly agree and another 50% suggesting their positive perception that multimodal advertisement makes meaning beyond its images because all the elements, including linguistic and visual elements all together, create meanings

#### 4.3.4 Statement 4

Statement number four is "*Multimodal bertujuan menafsir kata-kata verbal, membaca gambar dan memahami teks*" ("*multimodal aims to interpret texts, picture, and words*"). This question is aimed to find out if the advertising which mostly shows large pictures and short texts having a communicative power of conveying the message. The result revealed that the minimum score of statement number one is 4 and the maximum score is 5.

**Table 13**

Students' Perception towards Statement 4

**Statistics**

Multimodal bertujuan menafsir kata-kata verbal, membaca gambar, dan memahami teks

N	Valid	60
	Missing	1
Mean		4.62
Median		5.00
Mode		5
Std. Deviation		.490

From the table above, the data show that the mean of the fourth statement is 4.62, which also indicates a very positive response.

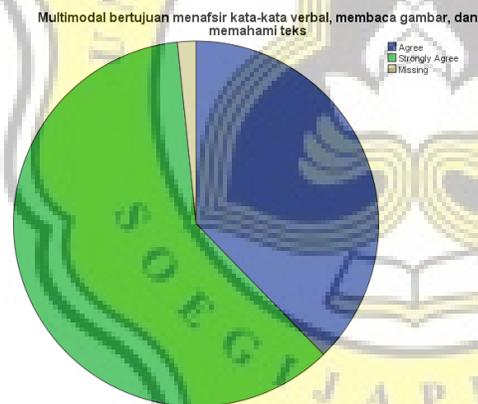
**Chart 4**

Chart of Students' Perception towards Statement 4

The result revealed that more than half of the respondents strongly agree that multimodality advertisements have been created to make an interaction between the different kinds of semiotics modes in communicating advertisement message.

With this result, it can be good feedback for the researcher who runs a business and who advertise their products in a multimodal fashion which combines visual, words and audio to communicate their products.

#### 4.3.5 Statement 5

The fifth statement is aimed to find out if the semiotic concept of multimodality is based on the belief that the interpretation of meaning is not only understood through language. The statement is “*Multimodal membuat pesan lebih mudah disampaikan karena adanya konsep semiotika*” (“*multimodal makes the message easily understood because there is a concept of semiotics*”), The result revealed that the minimum score of statement number one is 4 and the maximum score is 5.

**Table 15**

Students' Perception towards Statement 5

**Statistics**

Multimodal membuat pesan lebih mudah disampaikan karena adanya konsep semiotika

N	Valid	60
	Missing	1
Mean		4.55
Median		5.00
Mode		5
Std. Deviation		.502



**Chart 5**

Chart of Students' Perception towards Statement 5

The result revealed that the majority of respondents agree that semiotics concepts are used to make meaning, there are more than 50% of respondents strongly agree with the statement. From the result above, it can be concluded that semiotics could make a conceptual framework and analyze meaning.

#### 4.3.6 Statement 6

Statement number six is *“Multimodal untuk beriklan bertujuan untuk membuat komunikasi menggunakan banyak mode guna mendapatkan pengaruh iklan dengan baik”* (*“multimodal in advertisement aims to make a communication using many modes, to get a better effect of the advertisement”*). This question is aimed to find out if students' perception about the role of multimodal in any media, including image, text, and sound. The result revealed that the minimum score of statement number one is 4 and the maximum score is 5. The students' perception is:

**Table 17**

Students' Perception towards Statement 6

**Statistics**

Multimodal untuk beriklan bertujuan untuk membuat komunikasi menggunakan banyak mode guna mendapatkan pengaruh iklan dengan baik

N	Valid	60
	Missing	1
Mean		4.45
Median		4.00
Mode		4
Std. Deviation		.502

Multimodal untuk beriklan bertujuan untuk membuat komunikasi menggunakan banyak mode guna mendapatkan pengaruh iklan dengan baik

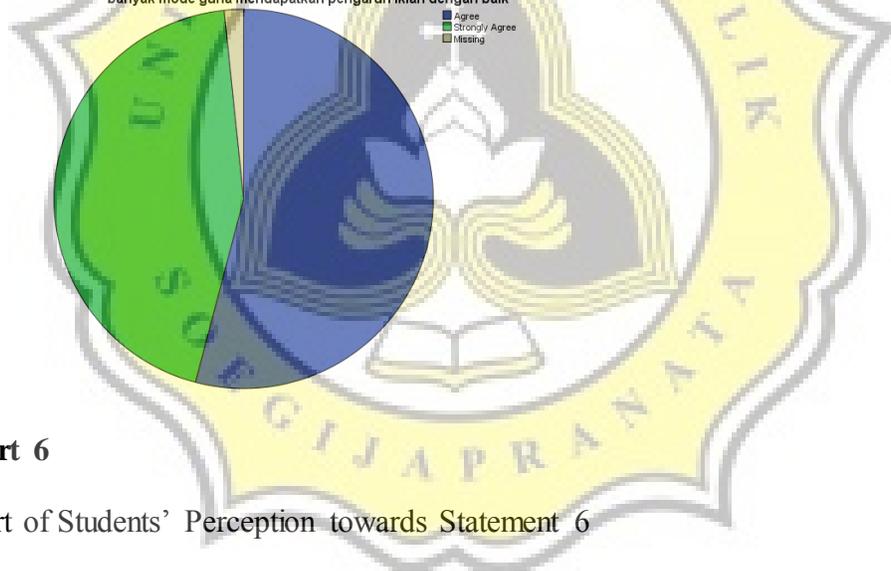
**Chart 6**

Chart of Students' Perception towards Statement 6

The chart shows that 54% respondents agree, while 44% respondents strongly agree that multimodal have a better contribution to advertisement design, and also about the rest of the others agreed with students, it is because multimodality focuses on processes of making meaning through design and interpretation and make it easier to understand, and multimodal take a big contribution in multimodal design.

### 4.3.7 Statement 7

Statement number seven is “*Desain multimodal pada iklan mempengaruhi minat dan daya tarik konsumen kepada suatu produk*” (“*multimodal design affects consumers’ interest and attraction to products*”). This question is aimed to find out that interesting design will attract a customer. The result revealed that the minimum score of statement number one is 2 and the maximum score is 5. The result of the seventh statement is attached below as follows :

**Table 19**

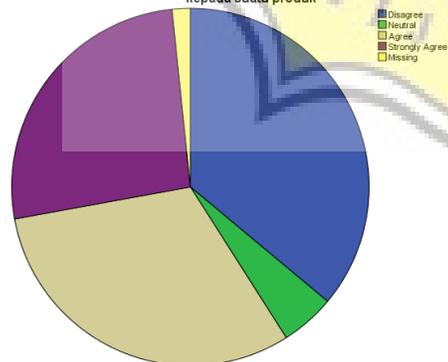
Students’ Perception towards Statement 7

**Statistics**

Desain multimodal pada iklan mempengaruhi minat dan daya tarik konsumen kepada suatu produk

N	Valid	60
	Missing	1
Mean		3.48
Median		4.00
Mode		2
Std. Deviation		1.242

Desain multimodal pada iklan mempengaruhi minat dan daya tarik konsumen kepada suatu produk



**Chart 7**

Chart of Students’ Perception towards Statement 7

From the result above, shows that 26% of respondents choose strongly agree, 31% choose neutral, while 5% of respondents choose neutral, and the other 22% respondents choose to disagree. Overall it can be accumulated as a positive response. It can be assumed that multimodal in design has the power to attract people's interest. Visual content marketing has grown from trend to the most effective internet marketing for business, and the impact visual content brings online marketing campaign to communicate their products.

#### 4.3.8 Statement 8

Statement number eight is *“Iklan yang menarik adalah iklan yang menampilkan keterangan berupa teks, gambar dan suara”* (“a good advertisement shows a good combination of images, text, and audio”). This question is aimed to find out if multimodal in advertisement could be more interesting, because the components combination of multimodal will be more impressive rather than only monochrome.

**Table 21**

Students' Perception towards Statement 8

**Statistics**

Iklan yang menarik adalah  
iklan yang menampilkan  
keterangan berupa text,  
gambar, dan suara

N	Valid	60
	Missing	1
Mean		3.92
Median		4.00
Mode		4
Std. Deviation		1.062



**Chart 8**

Chart of Students' Perception towards Statement 8

The table shows that the eighth statement has a minimum score 2 and the maximum score 5, the results show that most respondents by 48 agree, while 31% respondents strongly agree, and the other 20% disagree. The writer assumed that many of them agree that multimodal texts make meaning behind its images because all the elements should work together to create a whole new meaning of a text. The messages are often over-generalized by being associated with a given perceptual object itself. It is necessary for analyzing images to account not only for the cultural norms but also for the difference in perceptual qualities.

#### 4.3.9 Statement 9

Statement number nine is *"Iklan yang memberikan gambar nyata sebuah prodak akan lebih terpercaya"* (*"advertisement that provides a real image of a*

*product will be more reliable"*). The statement is aimed to find out that online shops which provide real product images in their advertisement are considered as trusted shops.

**Table 23**

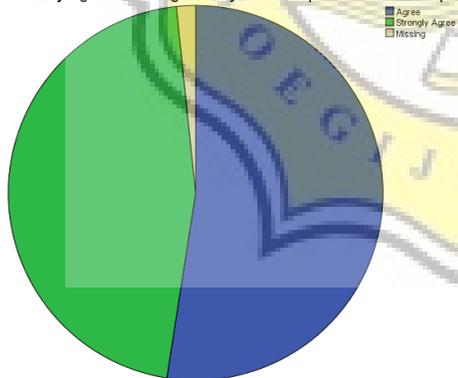
Students' Perception towards Statement 9

**Statistics**

Iklan yang memberikan gambar nyata sebuah produk akan lebih terpercaya

N	Valid	60
	Missing	1
Mean		4.47
Median		4.00
Mode		4
Std. Deviation		.503

Iklan yang memberikan gambar nyata sebuah produk akan lebih terpercaya



**Chart 9**

Chart of Students' Perception towards Statement 9

The result revealed that the minimum score of statement number one is 4 and the maximum score is 5. Very positive response indicates that multimodal advertisement could describe the product in detail by showing a real picture of the product.

#### 4.6.4 Statement 10

Statement number ten is “*Menurut saya, aplikasi social media seperti Instagram merupakan media yang tepat untuk beriklan secara multimodal*” (“*in my opinion, social media like Instagram are the right media to advertise on a multimodal mode*”), the tenth statements is aimed to find out about what the respondent think about social media such as Instagram, to advertise and sell products.

**Table 25**

Students' Perception towards Statement 10

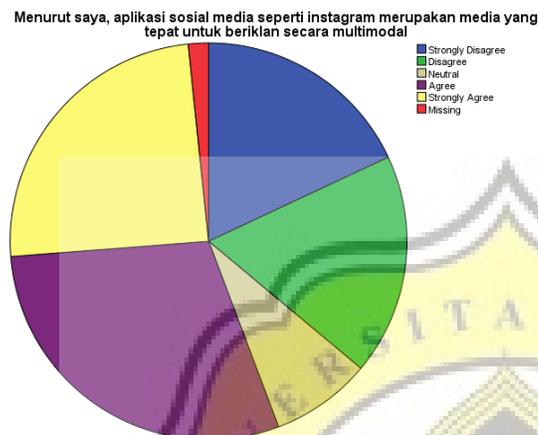
##### Statistics

Menurut saya, aplikasi sosial media seperti instagram merupakan media yang tepat untuk beriklan secara multimodal

N	Valid	60
	Missing	1
Mean		3.25
Median		4.00
Mode		4
Std. Deviation		1.480

The mean score of the tenth statement can be considered as positive a positive response because the mean is  $>3$ , the minimum score of statement number

one is 1 and the maximum score is 5. Since statement number 10 has the lowest mean, here is the chart:



**Chart 10**

Chart of Students' Perception towards Statement 10

The chart shows that 25% of respondents choose strongly agree, while 30% respondents choose to agree, 8% respondents are neutral, 18% respondents choose to disagree, and the rest 18% choose strongly disagree.

From the result above, it can be assumed that respondents still agreed if media social is a good place to market their products in a multimodal advertisement nowadays. But for the others, maybe they like another media or another way to see advertising. Visual images persuade in regards to the need for the increasing popularity of the visual medium in the circulation of information in modern times. More specifically, the highlighted positive effects of visual which rationalize the growing connection between visual advertisements in contemporary times.

#### 4.4 Discussion

In this part, the researcher would like to discuss the purposes to find out Englishpreneurship students' perception on the role of multimodality to increase the product image. To find out the answers to the formulations of the problems in this research, the writer has distributed a questionnaire to 60 students conducted in Faculty of Language and Arts, Soegijapranata Catholic University on October 29<sup>th</sup>, 2018. From the questionnaire could be known whether the respondents' perception tend to be positive or negative by the means average.

From the total means score of the first variable indicates that the role of multimodal referring to the technology globalization, multimodal has taken a contribution in product sales. Multimodal has provided many great opportunities in advertising design as product promotion that is more colorful than just monochrome. A multimodal component consists of multiple resources as language, visual images or sound, and it will give a better image to a product since people not only see by one modal. Multimodal has made it easier for visual and linguistic components for advertisements, however, it is instructive to note that interpretation of images by each individual is different from one to another, and it is very nature subjective, and one image can carry multiple messages depending on the nature of the visually interpreting culture.

The scores indicate that respondents' perception on this variable is positive, but the writer found some respondents' disagree with some of the statements. 22 respondents disagree with the multimodal design could affect consumers' interest and

attraction to a products, 12 respondents disagree with a statements that state if a good advertisement it always shows a good combination of images, text, and audio, 22 respondents disagree about their opinion if social media like Instagram are the right media to advertise on a multimodal mode. The researcher thought if the disagree respondent is made sense, because everyone has their own perception towards media social as a place to do buying, and so on about the design on an advertisement.

Overall, the researcher can conclude that multimodal takes a very important role in marketing while people choose to shop via online. That means that both multimodal and social media has a good perception and good power for selling. Rather than advertise in media mass, nowadays internet selling is the best choices.

The usage of social media as a marketing tool can simplify the process of delivering information faster. The factors that impress that person to buy online is the advertisement via online. With social media, the seller can reach their target market and their product can be known faster. The power of marketing via online itself has a chance to grow in the future, and it will be greater than now.