

CHAPTER 1

INTRODUCTION

1.1 Background of the Study

In order to get successful in selling products, marketing is one of the necessary elements. When producers can make innovative ones, but if they do not know how to market the products, everything will be useless. They will not get any success. In other case people who cannot make any productions or service may be successful in marketing and may get high profit, even higher than the producers. Therefore, there are distributor companies whose main jobs is to market the product.

An entrepreneur has to be able to create an innovative products or services and also have to be able to do a market research and make a marketing plan .In addition, modern marketing departments can be organized in a number of ways. Some companies are organized by functional specialization; others focus on geography and regionalization. Still others emphasize product and brand-management or market segment management. Some companies establish a matrix organization consisting of both product and market managers. Some companies have strong corporate marketing, others have limited corporate marketing, and still others place marketing only in the

divisions (Kotler, 2000). Based on the quotation above, it is clear that emphasizing product and brand management is very crucial.

Therefore, as a young entrepreneur, the writer who has started her business by producing cassava chips and also corn chips want to conduct a study on the brand that the writer uses. The writer wants to make an analysis based on the multimodality theory. It is about the existence of various modes representing visually as the illustrations or the designs found in the textbooks(Kress, 2010)According to him multimodality includes images/drawings, writing, font design and placement, familial and cultural connections to students' lives, relative size of images/writing, and the use of color to express meaning.

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). This study will focus on the nonverbal communication through the brand that the writer uses for her products. The writer believes that marketing is the most crucial this time. Marketing is seen as a task to stimulating and finding buyers which involves in a product development, pricing, contribution and even the communication(Kotler, 2000) Therefore, it is important for a marketing to has an ability to communicate well to deliver message they want to give.

A study on multimodality that involves the interaction between verbal and visual components in various discourses has been done. This study learns advertising discourse which is one of the discourses where multimodal analysis is used quite frequently. The result shows that the advertisements set “ideals” for the perfect “look” in the eye, by concentrating on the “eyelashes”. They also set “ideals” verbally. It provides a linguistic frame to interact with the visual frame (Baykal, 2016). However, this study will see the multimodality of the brand image, not the oral advertisement.

This study focuses on the customers’ perception on the multimodality aspects in the Pipik’s brands..

1.2 Field of the Study

The field of this study is applied linguistics, which relates to entrepreneurship.

1.3 SCOPE OF THE STUDY

This research focuses on the customers’ perception on the multimodality aspects of the brand. It will gain the data on the participants’ perception on the brand image.

1.4 RESEARCH QUESTIONS

The Researcher formulates a as follows:

- What are the customers’ perceptions on the aspects of multimodality in the Pipik’s brand image?

1.5 OBJECTIVE OF THE STUDY

Regarding to the problem mentioned, this research is conducted to achieve the following objective:

1. To find out the participants' perceptions on the aspects of multimodality in the Pipik's brand image

1.6 SIGNIFICANCE OF THE STUDY

This study may be used as reference for both the writer and other business owners to develop brand image based on the findings of this study. It also can be used as a reference for studies on multimodality.

1.7 Definition of Term

1. Customers' Perception is the way customers perceive the products which involves the recognition and interpretation of stimuli which register to our senses
2. Multimodality is a theory which looks at the many different modes that people use to communicate with each other and to express themselves. This theory is relevant as an increase in technology tools, and associated access to multimedia composing software, has led to people being able to easily use many modes in art, writing, music, and dance and every-day interactions with each other (Kress, 2010)

3. a brand is a "name, term, sign, symbol, or design, or collection combination, which is recognized to identify the goods and services of one seller or group of sellers and to distinguish it from others (AMA as cited in (Wijaya, 2013))

