



## A Study of Multimodal of BMW 7 Series Advertisement

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### Abstract

This research aims to analyze multimodal of BMW 7 series by using semiotic analysis. The writer use advertisement through video youtube, namely BMW 7 series advertisement with the title Autonomous Driving- Nothing to Fear. The analysis in this study used a multimodal analysis and semiotic system focusing on five aspects, they are linguistics analysis, visual, audio, gestural, and spatial. This research used qualitative research. The data was taken by downloading from youtube. The data analyzing used some steps such as the linguistic, visual, audio, gesture, and spatial in the advertisement, interpreting the codes, writing the findings, and concluding the results. The result of the research found two images as visual appearances, they are the model of advertising and visual of product. In analyzing multimodal of BMW 7 series video, the message of advertisement can reach to the viewers easily. The advertisement was designed simple and so entertaining.

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## Intoduction

Language has the great roles in human's lives because it is used as a means of communication among the member of society and Language is much more than a system of communication, Ramlan, R. (2018). Language in Advertising is a message. It offers a product addressed to the public. Alot of product advertisements appear in people's lives, such as advertisements of beauty products, health products, household products, products food and beverages, to all kinds of daily necessities for society is offered in advertising today. This clearly shows that advertising is present in the midst of society to make an offer the products needed. Morissan (2010) defined advertising as any form of non-personal communication about an organization, its products, services, or ideas paid for by a known sponsor. The purpose of advertisement is to persuade or convince people to use or buy the products. Advertising language can influence and persuade consumers to buy products through language, image or picture, sound, or gesture. As explained by (Eynullaeva, 2018), advertisement contains a complex meaning. The complexities of meaning are very important to learn multimodal in an advertisement; since multimodal analysis aims to understand the power and meaning of a text containing several modes such as verbal, visual, and aural (Kress & Lueewen, cited in Bo, 2018).

Today many variety of products is present in society by continuously updating advertising their products for the competition, such as car products. This product is very easy to find in the community. BMW is one famous product that is in demand by people. As growing company, BMW keeps inovating and producing sophisticated car, one of them is BMW 7 series. Based on the need of modern society, BMW introduced a new product by using advertisement on youtube. The advertisement conveys messages using verbal and non verbal language . Therefore, in order to obtain the aims and objectives the message, the advertisement describes each type of multimodal multimodal analysis and semiotic system focusing on five aspects, they are linguistics analysis, visual, audio, gestural, and spatial.

The kinds of research on multimodal advertising have been carried out by some experts, such as Sinar (2013) examined the composition of Sariayu Martha Tilaar's advertisement text by using the theoretical framework of Functional Systemic Linguistics (LSF) by Halliday. Eka (2018) analyzed the data using CDA and semiotic analysis Toyota, Mercedes-Benz and BMW produced in 2017. And Sari (2017) in her article based on the poster phenomenon Indonesian coffee product advertisement using an actor's advertising model famous from South Korea. This reserach analyze BMW 7 series advertisement from youtube that have never been reserached. This reserach aims is to analyze multimodal of BMW 7 series by using semiotic analysis.

## **Review of Literature**

### **Multimodal**

Multimodal refers to the way people communicate using different modes at the same time (Kress & van Leeuwen, 1996). It means that multimodal can be said as media communication that accommodates someone's thoughts to convey aspirations towards the general public. Kress and Leeuwen (2001) made definition for multimodal as use some semiotic fashion in design product, or semiotic event together, and in a certain way these modes are combined for strengthen, complement, or exist in a certain order. In 2006 Kress and Leeuwen introduced a theory available for analyzing media discourse namely grammar of visual design. It gives a schame in understanding and analyzing visual images, and the interaction between verbal and visual components in media discourses. Having some definitions, it can be concluded that multimodal is how a person when communicating allows using more than one mode, not only visual but also verbal by placing more attention on other modes of communication such as the visual mode of images, gesture, gaze, posture, colour, typography, composition etc. The important role of images in newspapers, magazines, public relations materials, advertisements and various kinds of books is noted (Kress & Van Leeuwen: 1996). They also stress that "the visual component of a text is an independently organized and structured message, connected to the written component, but not necessarily dependent on it, that is, they are neither fully conflated, nor entirely opposed.

### **Advertisement**

Morissan (2010) defined advertising as any form of non-personal communication about an organization, its products, services, or ideas paid for by a known sponsor. The word "paid" in this definition indicates the fact that space or time for an advertising message to generally be purchased. The word non-personal means an advertisement involving mass media (TV, radio, magazines, newspapers) that can send messages to a large number of people groups of individuals at the same time. Advertising or advertising is a form of promotion that paid, and non-personal through several media, such as radio, print, direct email or mail, presentation and promotion of ideas, goods or services by an identified sponsor (Assauri, 2012: 239). Advertisements can be interesting to consumers because they are displayed on mass media. The content of the advertisement can be understood and accepted by consumers. In addition, sometimes advertisements also display public figures such as artists, endorsers, racers, athletes, and so on so that advertisements become media quite attractive and effective promotion.

## BMW Car

BMW is a car which produces in Munich, Germany. BMW stands for Bavarian Motor Works. The word *Motor* which is an acronym between 2 articulations in both languages, is the key to the success of every process BMW production. The products of BMW produced from year to year always change in each series from design, engine, to technology. BMW produced from time to time still has a characteristic that is an identity from BMW. BMW cars have special features that are not touch and very elegant care when driving. On the basis of that's why a slogan emerged from them, namely *the ultimate driving machine*. This results from the relationship between the car and the driver, where they have reached a harmonious journey of life together. The newest product from BMW is BMW 7 series with self driving car technology.

## Method

The methof of this researche was qualitative descriptive. The result was in the form of an explanation which described the multimodal analysis using a semiotic approach in BMW 7 series advertisement. These data were texts, images, sounds, and gestures found in BMW advertisement video. The multimodal analysis model was developed from a combination of multimodal theory (Anstey, M., & Bull, 2010) and multimodal analysis by Kress & Van Leeuwen. There were some stapes used in analizing the data, for instance, analyzing the linguistic, visual, audio, gesture, and spatial in the advertisement, interpreting the codes, writing the findings, and concluding the results. The data was taken by downloading from youtube and choosing the best advertisement from BMW 7 series. The researcher captured each advertisement video scene consisting of an image, written text, and logo brands in getting the data. Then, the researcher transcribed and identified the text and visual information found in the advertisement. Then, the data analyzed by using the theories above.

## Findings

*The source of data and data is a video of BMW car advertisement from youtube with the title Autonomous Driving- Nothing to Fear. BMW the famous cars in the world. This car is produced in Munich, Germany. BMW 7 series is the most expensive car that has special features. It is not touch and very elegant care when driving.*



Figure 1. BMW 7 Serie

The BMW 7 Series is a full-size line of luxury cars produced by BMW. The 7 Series is BMW's most luxurious car series and is only available in sedan or limousine versions. The 7 series is usually used by BMW to introduce its latest technologies before being introduced to other the BMW series. The result from analyzing the data are:

### Linguistic Analysis

The title of BMW 7 series car advertisement from video is *the future of driving*. The advertisement used written language. The words The Future of Driving can be seen at the end of the video. This title means that BMW 7 series was designed as the future car. It eas also develoved by using *self driving car* technology. So the car can drive automatically.



Figure 2. The Title of Advertisemnet

### Visual Analysis

The advertisement duration is 40 second. The BMW 7 series car advertisement features an autonomous car that is being tested driving in the middle of the forest, through the dark night. The advertisement consists of two images as visual appearances, they are the model of advertising and visual of product. In the dark night, there is a ghost figure following the car. While

doing test in the middle of the forest at night, this car actually met a ghost. The ghost represents a model of advertising and the car represents visual of product.



Ghost as Model of advertising



Visual of Product

Figure 3. Visual Appearance

### Audio Analysis

The advertisement opens with a BMW 7 Series car speeding through the forest, through the dark night. At first it was normal, but then the music sounded like in a horror movie, so the situation became scary. The audio in this advertisement is in the form of acoustic music played. There were 2 acoustic musics. The first is Creepy music, it is intended to make the night atmosphere more tense plus the presence of ghosts in the middle of the forest. It was getting more and more tense, the car windows and rearview mirrors seemed to freeze, indicating that something strange was happening in the area. And the second is relaxing music, it indicates that things have calmed down again.

### Gesture Analysis

Body movement and speed, and facial expressions are the gesture of the participants (Raharjo, 2020). The gesture in this advertisement comes from the activities of participant in responding to product, which is very curious and impressed. While the car was driving in the middle forest, suddently the car is stopped by the ghost. She is standing in the middle of the road. With a sinister

face and glowing eyes, the ghost then walked over to the front passenger door and touched the door-handle and opened the car door. When she wanted to scare the driver, she was very surprised. Realizing that no one was in the car,. Realizing no one in the car, she is so scared and then she is screaming in fear and running away from the car.



Figure 4. Gesture Analysis

### Spatial

Virtual grammar describes grammatically meaning through bodies, movements and interactions with objects. For example, text consisting of writing and pictures, multimodal meaning systems formed verbally through writing and visually through images that can represent various social experiences. In this advertisement, the composing of images has represented harmony between image distances. The written point about car is the words *Autonomous Driving Test Vehicle* as a supporting message that is located in the center of the back of the car.



Figure 5. Spatial of Image



## Discussion

The BMW series 7 advertisement is wrapped in simple and interesting way. The sentence was supported by Kress & Lueewen in Bo (2018), they stated that multimodal analysis aims to understand the power and meaning of a text containing several modes such as verbal, visual, and aural. The advertisement is very entertaining to watch and use images, language, gesture and sound. The Advertisement has verbal elements and visual elements. There is no conversation in the advertisement. Because the model is ghost who is following the car which is driving test in the dark of forest. There aren't sentence arranging. There are only some words in the first and end of the advertisement. The words are *The Future Car* and *Antonomous Driving Test Vehicle* as the tagline of the advertisement. *The Future Car* has meaning as self driving car which become everyone's dream in the future. And *Antonomous Driving Test Vehicle* has meaning as driving test car to know the product advantages. The product offered to society is BMW series 7 as newest product from BMW company.

Placement of images on BMW 7 series advertisement has significant meaning because the company is trying to attract attention viewer by placing a model image of a ghost in action as the center of the advertisement by displaying the image. By having ghost as a model of this advertisement gives deep message to the viewer, the message is BMW 7 series as sophisticated car in the world and as the future car. By using technology of antonomous driving everyone can drive a car, even if they can't drive. So, people can just sit back and enjoy the ride, or you can do other work while on the road.

## Conclusion

Advertising is a way to persuade and convince people by giving information needed through language and accompanied by images so that consumers like, choose, and then buy the item being advertised. The advertisement duration is 40 second. The BMW 7 series car advertisement features an self-driving car that is being tested driving in the middle of the forest, through the dark night with the ghost as a model. The advertisement recently released, promoting the automaker's latest advancements in the not-so-spooky world of autonomous vehicle tech. The advertisement consists of two images as visual appearances, they are the model of advertising and visual of product. In analyzing multimodal of BMW 7 series video, the message of advertisement can reach to the viewers easily. The advertisement was designed simple and so



entertaining. Multimodal semiotic system is shown in BMW 7 series advertisement. It combines five multimodal semiotic system, they are linguistics analysis, visual analysis, audio analysis, gestur and spatial.

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