A multimodal analysis of Pepsi advertisement video in YouTube

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Abstract. This research explores multimodal analysis of Pepsi advertisements on YouTube and focuses on semioticsystem based on Anstey and Bull's theory. This theory applied to three Pepsi advertisements using a qualitative descriptive method. The goal is to understand how the semiotic system in Pepsi advertisements conveys messages and builds a strong brand image. The research collected a total of 95 data points from the three advertisements. Linguistic analysis recorded 17 data points, visual analysis gathered 27 data points, audio analysis included 10 data, gestural analysis recorded 32 data points, spatial analysis included 9 data points. By combining these aspects together, this study provides an understanding of how Pepsi advertising conveys messages and builds a dynamic and modern brand image.

Keywords: Advertisement, Discourse, Multimodal, Pepsi, Semiotic System.

1. INTRODUCTION

Anstey and Bull (2010)) explain that multimodal literacy means using different ways of communicating like linguistic, audio, visual, and gestures, and spatial works together to conveys messages. In advertising, these different elements work together to create a unified and convincing story that persuades the audience. Kress and van Leeuwen(2001) emphasize that multimodal discourse analysis looks at how different forms of communication, like text, images, and sounds, come together to create meaning, especially in advertisements. This means that ads use various elements to convey their message effectively. Bateman (2012) points out that using multiple semiotic modes in advertising not only increases the ability to communicate effectively but also deepens the emotional impact on the audience. This means that a combination of different elements in ads can make them more emotionally engaging and impactful.

Additionally, Chen (as cited in Al Fajri, 2018) explains multimodal as the study of how verbal and visual elements interact to create various types and degrees of dialogic engagement and involvement in a textbook. This concept has broader implications in text analysis, where multimodality refers to an "analytical procedure" that merges linguistic tools, like Systemic Functional Linguistics (SFL), with techniques for analyzing visual elements. Essentially, when a text uses both verbal and nonverbal modes, it requires a multimodal approach to fully understand its structure and meaning.

Advertisements rely heavily on language that is clear, memorable, and convincing to encourage consumers to buy and use a product. Whether in print or electronic media advertisement are perceived symbolically on a daily basis. This suggests that advertising can represent the extent to which a melody reflects an essential value and demonstrates form (Sugiharti, 2018). The choice of language is crucial in marketing because an engaging description can drive sales. Besides language, other elements like images, sounds, or gestures can also play a significant role in persuading consumers (Turhan and Okan, 2017). Advertisements are inherently complex texts, incorporating both written and visual elements to convey their messages. This complexity makes it important to use multimodal analysis, which examines various modes like verbal, visual, and aural to understand the full impact of an advertisement. Studying these modes helps to uncover the deeper meanings and strategies used in ads (Kress and van Leeuwen, as cited in Bo, 2018). In short, to fully grasp the persuasive power of an advertisement, it's essential to analyze how these different components work together.

Three previous studies employed multimodal discourse analysis, with each study examining different types of advertisements. Although employing the same analytical methodology, the research varies in its use of data sources. The first one analyzed Pantene Indonesian advertisements. The second study specifically focused on the Tokopedia X BTS advertisement, while the third study delved into an Aqua advertisement. However, this study obtains its data from a Pepsi advertisement video that is accessible on YouTube. The usage of different data sources in each study provides a diverse viewpoint on the utilization of multimodal features in different advertising cases.

This research has some fundamental differences compared to previous studies. First, the object of this research focuses on Pepsi advertisements on YouTube, which may not have been specifically studied before. Most previous studies have focused on other media such as television or print media. Second, this research is relevant to recent developments in technology and social media. YouTube is a very popular platform and has great influence in digital marketing today, so my research offers relevant and up-to- date insights. Third, this research used the most recent Pepsi advertisements on YouTube as the primary data, providing a fresh perspective compared to previous studies that may have used older data or from different sources.

2. LITERATURE REVIEW

According to Anstey and Bull (2018), the reality of multimodal texts is that they are produced for particular purposes, audiences and contexts, through the combination of at least two semiotic systems, often by a group of people, each contributing particular expertise. They are disseminated by a range of technologies, sometimes several, simultaneously.

Teaching and learning about multimodal texts and semiotic systems dynamically require an understanding of how texts are produced and consumed it means like multimodal texts are texts that use various modes of communication such as words, images, sounds, gestures, and layout. Meanwhile, Semiotic systems are systems of signs and symbols used for communication, where each mode has its own rules for creating and interpreting meaning. Both are related because understanding and teaching multimodal texts requires knowledge of how these texts are created and how they are interpreted or understood. Production refers to the problem-solving and collaborative nature of producing multimodal texts for authentic purposes and contexts must be foregrounded

whereas consuming is used to describe the reading process because once again the term reading has historical associations with the written word and paper technology (Anstey and Bull, 2018:88).

3. METHODS

Creswell (2017) defines research design as the plans and procedures used to collect and analyze data in detail. This study employs a qualitative approach, focusing onanalyzing the semiotic system in Pepsi's YouTube video advertisements. Qualitative research emphasizes processes over results or products, using descriptive methods to achieve its objectives. In this type of qualitative research focuses on collecting and analyzing non-numeric data. Instead of using statistical or numerical data to draw conclusions, qualitative research uses descriptive data such as written or spoken words, observations, and detailed descriptions. This approach aims to understand concepts, experiences, and social phenomena in depth by examining the richness and complexity of the data through language and narrative forms.

In the context of this research analysis, multimodal discourse is applied to three Pepsi YouTube advertisements using the semiotic system of Anstey and Bull (2018). This analysis examine how various modes such as visual, audio, gestural, spatial, and linguistic interact to shape advertising messages. Thus, this research not only describes the elements in advertising, but also explores how these elements work together to create meaning and influence audience perceptions. This approach is relevant considering that modern advertising often relies on a combination of various modalities to convey complex messages and attract audience attention.

4. RESULT AND DISCUSSION

1.1. Semiotic System Used in Pepsi Advertisements on YouTube

This chapter will discuss the research question that has been written in the previous chapter. This research will examine what are the semiotic system use in the Pepsi advertisement on Youtube and how does each of elements of semiotic system as a unity convey meaning through Pepsi advertisement on Youtube. Semiotic system analysis has five elements namely: linguistic analysis, visual analysis, audio analysis, gestural analysis, and spatial analysis. In this study the data that will be used in scene from the Family Meals. Better with Pepsi :30s (2023) total data 28, the second This is a Pepsi Home :31s (2023) total data 33, the third Add Fizz to Your Feast :30s (2022) total data 34.

Table 1. Table of Total Data

Semiotic System	PE1	PE2	PE3	Total Data
Linguistic Analysis	5	9	3	17
Visual Analysis	10	5	12	27

Audio Analysis	3	3	4	**10**
Gestural Analysis	8	13	11	**32**
Spatial Analysis	2	3	4	**9**
Total				**95**

a) Linguistic Analysis

Table 2. Table of Linguistic Analysis

Code	Transcription	Scene
PE1S7	*narrator : With Pepsi, family meals go from basic to better*	

The sentence in PE1S7 *"family meals went from basic to better"* uses the word *"better"* instead of *"good"* because *"better"* is the comparative form of *"good"* which is more appropriate for indicating an increase or improvement from one state to another. In this sentence, *"basic"* describes a simple initial situation, while *"better"* shows that the situation has been improved. This sentence structure is designed to show transformation, where "go from A to B" is generally used to describe a change or move from one state to another. In an advertising context, the use of the word *"better"* is more effective in conveying the message that there is a significant improvement in quality when using the product. *"Better"* gives a stronger impression and attracts attention, emphasizing that Pepsi is able to add real value to the family dining experience, improving from ordinary to better. Thus, the word *"better"* in this sentence effectively conveys a strong and clear advertising message that Pepsi brings positive change to family meals.

b) Visual Analysis

Table 3. Table of Visual Analysis

Code	Scene
PE1S12	

The Pepsi emblem or logo in PE1S12 is very prominent in these images. The logo consists of a circle with three main colors: red, white, and blue. According to Cerrato (2012), red is a color that symbolizes anger and blood so, it is often associated

with energy, war, danger, strength, power, determination and passion. Which means, red is a color that is very emotionally intense and shows courage. In the context of product or business promotion, red is able to attract attention with its contrasting colors and stimulate people to make quick decisions to buy the product. However, in a business context red is suitable to be an accent color only because too much red can be overwhelming. So, it can generate a positive or negative response. A touch of red in a product or business website shows energy and passion for the business (p.4-5).

c) Audio Analysis

Table 4. Table of Audio Analysis

Code		Scene
PE1S3	*"sound of opening can"*	

In the PE1S3, a person is opening a can of Pepsi. The sound heard here will start with the distinctive sound of the lid being removed, a sharp *"pssst"* sound as the pressure inside the can is released. This sound is usually followed by the small sound of carbonated gas bubbles appearing on the surface of the drink. This sound provides a refreshing effect and invites you to enjoy the drink immediately. Placing the Pepsi can in the middle of the frame in the first image is a carefully thought out marketing strategy to maximize the visual impact and the message it wants to convey. Placing the can in the middle of the frame naturally draws the viewer's attention directly to the product, making it the center of attention in the scene.

d) Gesture Analysis

Table 5. Table of Gesture Analysis

Code	Scene
PE1S8	

In the PE1S8 the actor is looking at each other with another actor, holding a Pepsi glass in his hand. His facial expression shows enthusiasm and enjoyment of what he has eaten, with his mouth full of food or chewing and eyes focused on the other person. The hand gesture of casually holding the glass suggests comfort and pleasure in the situation. The combination of these facial expressions and hand gestures creates an intimate and playful atmosphere, showing that Pepsi is part of a fun social moment.

e) Spatial Analysis

Table 6. Table of Spatial Analysis

Code	Scene
PE1S6	

According to Anstey and Bull (2018), spatial analysis includes the layout of objects and spaces. The dining table is in the center of the frame with colorful dishes andPepsi clearly visible. The characters around the table show togetherness and happiness, directing the gaze to the center of the table. The backdrop of the restaurant with neon lighting and waiter activity adds a modern and dynamic feel, while the strategic placementof Pepsi reinforces the brand image.

5. CONCLUSION

Multimodal discourse analysis of Pepsi advertisement shows that the main focus is on gesture analysis which has the largest total data, which is 32 data. This shows that facial expressions and movements and other gestural elements are highly prioritized in conveying messages. Linguistic analysis is also quite significant with a total of 17 data, which shows the words used in the advertisement, both in the form of written text and dialogue spoken by the narrator. Visual analysis is also quite significant with a total of 27 data, which shows the use of images and other visual elements is very important in conveying messages. However, audio analysis only has 10 data, and spatial analysis is the least with 9 data. Thus, this Pepsi advertisement emphasizes the use of gestures and body movements as the main elements in communicating with the audience.

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