



Intersemiotic Complementary of Visual and Verbal Signs in Ikea Ads: Interpersonal meaning perspective

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ABSTRAK

The purpose of this research is to determine the interpersonal meaning and intersemiotic complementarity in an international brand commercial. The commercial was found on Instagram's social media and also on their official website, which can also be viewed on Pinterest. The paper undertakes a multimodal discourse analysis of an international brand, IKEA's advertisement, using Kress & Van Leeuwen's Visual Grammar as the theoretical framework and Royce's inter-semiotic complementarity theory. Since advertisement is mainly to explain, both their pictures and verbal texts. Therefore, pictures, as an important component of advertisement, also can encourage and help readers to actively and effectively understand what the advertiser really wants to convey. Participants, processes (active, reactionary, etc.), circumstance, and other factors are studied in the study of ideational aspects. The study elucidates the functions of images in meaning interpretation and clarifies the relationships between images and verbal text. The study has highlighted the functions of images in meaning interpretation and clarifies the relationships between images and verbal words. From the results of the research, the two images promote the same pillow, but use different methods. In figure 1 the dominant theme is health issues, namely the illegal use of sleeping pills. Whereas in figure 2 the issue taken is a social issue, where it's okay to be single as long as you have something that makes you comfortable and can love yourself first.

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1. Introduction

Advertisements are progressively infiltrating people's daily and playing a greater role in their life. Advertisements can be found anywhere at any time, whether through old media tools like newspapers, books, or letters, or modern media tools like television, computers, or mobile phones, as if advertising has become one of the fundamental aspects of human society. There are two types of advertisements based on their purposes: commercial and public service advertisements. The former usually promotes items and services with the goal of making a profit. Meanwhile, the latter is designed to offer public information and has a public-interest perspective (Shuting Liu, 2019).

Multimodality is a term that refers to how people communicate using multiple modes at the same time (Kress and van Leeuwen, 1996), which can be defined as applying some semiotic fashion in design product, or semiotic event together, and in a way that this mode merges into—strengthen, complement, or exist in a certain order" (Kress and van Leeuwen, 2001). Multimodality is also conceivable, according to Wikipedia, and is a "technical term that" tries to show that "we have been using diverse semiotics all this time to communicate that meaning" (Iedema, 2003). While, Chen (2010), is "understanding how semiotic sources" such as verbal and visual can be employed to achieve the types and levels of dialogic engagement, involvement dialogical (*italics from Researcher*) in a textbook."

SFG (Systemic Functional Grammar) is a theoretical framework that is based on the theory of social semiotics. Halliday points out: "In a functional grammar, a language is interpreted as a system of meanings, accompanied by forms through which the meanings can be realized. So it can be said

that SFG is concerned about. On the means of realizing language functions. In language and human communication, there are three meta-functions: The ideational function, the interpersonal function, and the textual function.

Kress and van Leeuwen saw images as having all three metafunctions, ideational /logical, interpersonal, and textual, based on Halliday (1994, 2004), who

looked at grammar not as a norm but as a source to construct and deliver meaning. This research will focus on the interpersonal meaning of the visual and linguistic elements of such advertisements is required to gain a complete understanding of their meaning. Royce (2001) suggested a descriptive framework for analyzing multimodal texts, particularly those mixing words and images, for this purpose. He uses visual grammar and Halliday's three metafunctions (1994). (Kress and Leeuwen, 1996). In a piece of literature, both visuals and texts tend to work together to elicit a single meaning for the readers/viewers, according to Royce. This is referred to as intersemiotic complementarity (Royce, 2001).

This research uses a qualitative method. It is used to explain how data is created in the form of visual and verbal texts to generate interpersonal meaning. The primary data is two advertisement by IKEA found in their Instagram (https://www.instagram.com/ikea_id/?hl=en) and website (<https://www.ikea.com/>).

IKEA is a worldwide business based in the Netherlands that manufactures and distributes readily available furniture, kitchen equipment, and home furnishings, as well as other items and services. The company is famed for its modernist designs for various appliances and furniture, as well as its interior design work, which is frequently connected with an eco-friendly minimalism.

This uses Royce's (2001) intersemiotic complementarity framework, which visual grammar (Kress and Leeuwen, 1996).

The image, or image, can have a variety of interactions with verbal, or written, words. According to Barthes (cited in Kress and van Leeuwen, 2006: 18), verbal adds to expands visual meaning, and vice versa. We must understand the art of reading pictures, as something long cannot be properly expressed by a thousand words. At the very least, if we learn and understand this analysis tool, we will be able to describe images, illustrations, paintings, and designs more accurately.

According to Kress and van Leeuwen, the meaning of the image in particular, as well as semiotic other modes, was always tied to, and dependent on, the meaning of the text audibly for Barthes. Meanwhile, for Kress and van Leeuwen, the visual component of text, images, is a message generated and governed independently, related to but not dependent (slash from Researcher) on the verbal text. Chen (2010) proposed four heteroglossic dimension types. Martin and White (quoted in Chen, 2010) discovered that 'voice,' or the visual message provided, might conflict with 'voice,' or audibly conveyed signals.

2. Method

A literature review is a research method that involves collecting, examining, and analyzing written sources such as books, journal articles, reports, and other academic works relevant to the research topic. Its main purpose is to provide a strong theoretical foundation, identify previous studies to avoid duplication, highlight research gaps, and build a conceptual framework to guide the study. By reviewing existing knowledge, researchers can better justify their research focus, formulate hypotheses, and strengthen the overall validity of their work.

3. Result and Discussion

This part are divided into two parts: interpersonal realization of visual and verbal signs and their complementarity. The first section explains how each sign expresses the interpersonal relationship between the image or text, and the readers, while the second section explains how the two function together to achieve the same purpose. The interpersonal meaning viewed language is used to communicate with others, to form and sustain connections with them, to influence other people's behavior, to convey one's own thoughts about the world, and to elicit or change other people's opinions.

3.1 Visual Sign

In terms of Visual Code, there are five aspects that have been identified as contributing to the build. Interpersonal relationships between the image and the viewer. The types of social distance are: visual contact, social distance, involvement, power, and modality. Each of the images seen in Kress and Leeuwen's visual grammar theory will be addressed, based on the features of the images.

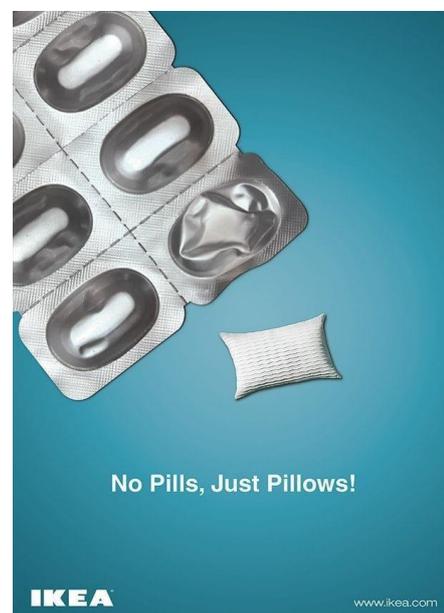


Figure 1



Figure 2

3.1.1. Visual Contact

In figure 1, there is a strip of medicine (4 capsules visible) which the author says is indicated as a sleeping pill, and a pillow. In this advertising poster there is the words "NO PILLS, JUST PILLOW" This poster was deliberately made without using a model or actor by the designer. According to the author, this is an idea that is bold enough to be different, but still conveys the meaning of a product being offered. It is easy to get the audience's attention, then the audience or viewer who sees this ad will mean that "we can sleep well without having to take sleeping pills, but only by having a comfortable pillow." Why use "medicine" as a tool for promotion? According to the author, the selection of these pills corresponds to the word "pillow" which has the same letters as P-I-L-L, so that it has rhymes, and is easy to pronounce. In addition, it also mentions cases of rampant sleeping pills which are

consumed illegally by people who have insomnia. So with this issue, the IKEA brand created a pillow that is claimed to be comfortable to use to make consumers' sleep more quality.

In figure 2, we can see something different from figure 1. That is, the IKEA brand uses a model to promote its products. It's still the same, namely pillows, this time the IKEA brand is promoting their pillows at the moment of "Single's Day." In figure 2, a female model is seen hugging her pillow comfortably, while looking at the non-camera. According to the author, this angle was chosen deliberately, because being a "single" is not entirely fun. This can be seen from the model's facial expression, which only gives a slight smile while pointing his face at the window (possibly). The model's gaze is also not completely filled with happiness, but rather an "accepting" look. In this case, "accepting" yourself, according to the moment Single's Day. This is also supported by the caption factor on the photo, namely "Satu satu aku sayang aku, Saatnya Cintai Diri Sendiri di Single's Day Kali Ini." Which means I love me first, it's Time to Love Yourself on Single's Day This Time. IKEA wants the audience to realize the importance of loving theirself, and in this context, pillows are made as a substitute for a partner's property.

3.1.2. Sosial Distance

In figure 1, the photo is taken far away, or not close up. Using the angle from above. The top angle was chosen because the photo object seems to be placed in a flat place, with a plain blue background. The size of the pillow is made according to the size of the pills, because in this case the pillow is used as a substitute for pills to get a good night's sleep. The distance between the pillow and the pills also adjusts to the distance between the pills in the package that are still intact.

In figure 2, the photo is taken close-up. By showing the face to the shoulders of the model. (Kress and Leeuwen, 2006), where the head and the shoulders of the subject are visible, the audience can capture detailed facial expressions. In figure 2, using a side photo angle with the model not facing the camera, but looking at the window. Taking pictures also only focuses on the model and the pillow he is holding. The background is deliberately unclear so that the audience's focus is only on the

model and the pillow she is hugging. There is no distance between the model and the pillow, because the model hugs the pillow tightly, like her partner.

3.1.3. Involvement

In figure 1, because it does not use a model. But only using the property as the object of the photo, so the selected angle is

the top angle, or using the top shot technique. The term "top shot" refers to catching the product from above. It's usually utilized to depict a bird's-eye view of a product from above. However, as new styles emerge, there has been an advancement in the shot known as the Flat Lay. The top shot, which is commonly used in flat lay photography, is a good angle for any product with a variety of sizes and shapes because it captures everything in the package. However, in this case, only one product is offered, namely pillows. Meanwhile, pills only act as a trigger.

In figure 2, even though the items offered are the same. But the way of delivery and the story in the photos are very different. In figure 2 there is a woman hugging a pillow while smiling slightly at the window. The angle taken is a side angle, with a close-up size. The side angle is when the camera is off to the side of the subject in this view, but his body is turned away. Psychologically, people who see the poster will automatically be able to tell what the model feels with a faint smile. Coupled with the caption Single's Day which makes the setting clearer. Then focus only on the model and pillow, indicating that the audience only needs to focus on those 2 objects, regardless of the background.

3.1.4. Power Relation

There is a sense of equilibrium between the things in both photographs. Then there is a balanced relationship between the two objects, with nothing being superior or inferior. It was taken to express equality between the image's subjects and the viewers. Between the viewers and the participants shown, there is no power differential. This angel also ties the spectator to the feelings of the photo's depicted

participant. This implies that we should love ourselves and that being single is fine. Because a comfortable pillow is a source of comfort. Both image used portrait layout. The portrait or vertical layout or layout of an image, document, or device is referred to as portrait orientation. A page in portrait orientation is taller than it is wide, which is common in letters, documents, and other text-based documents.

3.2.1 Modality

In Figure 1, as discussed above. That taking photos of objects using a high angle, where the image looks very clear. The light blue background is used because it is a neutral color, blue is also the color of the IKEA branding. It is a color that promotes feelings of trust, honesty, loyalty, and self-assurance. It reduces tension and promotes a sense of calm, serenity, and relaxation. It is the color of responsibility and trust. "Light blue is associated with

health, improvement, calm, understanding, and gentleness," according to Color Wheel Pro. Then for the color of the pills, it is white. Because it is a drug color standard. The color of the pillow is also white, because it matches the color of the pills. In addition, white also has the meaning of cleanliness, purity, and minimalism.

In figure 2, take the object from the left angle and only focus on the object. The model is wearing a t-shirt in gray. Where these clothes are often used when we are relaxing at home. The color gray stands for the color of neutrality and balance in color psychology. Its color meaning is most likely derived from the fact that it is a shade between white and black. Grey, on the other hand, has a negative connotation, especially when it comes to depression and loss. Fits with the model's facial expression or mimic which shows a thin smile without facing the camera. But in this case it can be treated by hugging a comfortable pillow.

3.2 Visual and Verbal Codes in Intersemiotic Interaction

If we look at the caption "NO PILLS, JUST PILLOW!" in figure 1, we will notice that it's a command line. Where we should not use sleeping pills to sleep, but instead offer (offer image) where the IKEA brand offers a comfy pillow that can improve our sleep quality, without the need for sleeping pills, of course. In terms of the image's vocal language, a declarative sentence is

employed to entice viewers to consider the health effects of using sleeping medications. As a result, the image's visual and verbal language work together to address the topic issue of not taking sleeping medications. However, having a comfy pillow that can improve sleep quality is better.

In figure 2, the caption uses Indonesian, namely "Satu satu aku sayang aku, Saatnya Cintai Diri Sendiri di Single's Day Kali Ini." Which means I love me first, it's Time to Love Yourself on Single's Day This Time. IKEA wants the audience to realize the importance of loving their-self, and in this context, pillows are made as a partner's property. This sentence is a declarative sentence in which a narrative is also implied. One one I love you is a play on a children's song whose original lyrics are 'One One I Love Mother', which means that the first person we have to love is mother. But here the context is replaced with 'I' or 'aku.' where the meaning is on this Single Day we must love ourselves first. The issue brought here is that having a partner is not mandatory. But having something that makes us comfortable is a must. In this context, the IKEA brand offers a comfortable pillow that you can hug and accompany you on Single Day.

4. Conclusion

Based on the analysis that has been done, it can be concluded that the five aspects of visual contact consist of: visual contact, social distance, involvement, power relations, and modality are work together. To ensure that the depictions are consistent and precise, the photographs are often of high modality. The high modality has been proven in terms of framing, visualization, lighting, and color depth. High modality visuals are more authentic and have a greater influence

on viewers, increasing the likelihood of influencing their actions. Declarative sentences are employed in the speech text of advertising with verbal interpersonal elements. People may start asking themselves questions about the topic presented and may come up with their own new thoughts on current concerns as a result of the producers' organization of the verbal material, rather than reading someone else's solutions to the problems without ego. Finally, these images are often of high modality, indicating that they are accurate and trustworthy. These photographs are all high-modality in terms of representation and contextualization, with thorough environment descriptions and fine background settings. High-modality images are more truthful and can leave a stronger impact on readers, boosting the chances of affecting their actions.

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