

A multimodal analysis of family representation in *Lifebuoy* online advertisements

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ABSTRACT

Communication can be done not only through spoken or written language, but also visual texts. The use of visual and verbal modes is commonly found in advertisements. The purpose of this study is to investigate the visual and verbal representation of family in *Lifebuoy* online advertisements and the signification of the representation. This study employs a qualitative approach supported by simple descriptive quantification. The data for this study are several *Lifebuoy* online advertisements uploaded from 2012 to 2015 that are taken from <https://www.facebook.com/lifebuoy/>. The analysis focuses on the visual and verbal representation of family in the advertisements. In order to identify the visual representation, this study uses visual grammar as proposed by Kress and van Leeuwen (2006). The verbal representation is examined by using transitivity system as proposed by Halliday (1994). The findings show that family is represented as an active and affectionate group of people who are caring and willing to take care of each other.

Keywords: *Family representation, multimodal discourse analysis, online advertisements*

INTRODUCTION

Nowadays, advertisements are easy to find, especially in public spaces. Advertisements are announcement in a public medium to promote a service, product, event, or even job vacancy (Bull, 2014). According to Dyer (1982), advertisements aim to give information, draw attention, and notify somebody of something. This kind of communication is used by companies to communicate and transfer their messages to potential customers. Through advertisements, a company can attract customers by showing the tagline of the products, which is commonly supported by visual elements. Thus, it can be inferred that advertisements are made to attract potential customers to buy their products by publicizing and promoting them.

Advertisements apparently have a strong influence on consumers. According to Williamson (2007), advertisements are unavoidable part of everyone's life. People can find advertisements on several media such as YouTube, Spotify, TV, public transportation, cinema, online games, magazines, internet, and phone application. Advertisements aim to get

the reader to buy the products. To attract people's attention to buy their products, a company usually uses a specific model of the product to raise the brand image. If the effort is successful, it will make the consumers feel that the brand is reliable and trustworthy.

Advertisements can attract people's attention if they are delivered attractively. One way to make good advertisements is to choose appropriate models for specific products. Advertisements that contain both verbal and visual elements to represent the nature of the product can attract consumers to buy their products. For example, the advertisements of cigarette can use men as the model. In contrast, for cosmetic products, a company can use women as the model. For toys products, a company can use children as the model. In the present study, the image of a family in health and body care products is the focus of representation analysis in the advertisement.

Representation in advertisements becomes an issue that may attract researchers to investigate it. Some studies have investigated the representation of people in the media in

various modes. Some previous studies used verbal analysis to investigate the representation of people in online news media and online articles (Ramdhani, 2015; Lukman, 2015). Additionally, the studies on visual analysis have been conducted to investigate the representation in a television advertisement and print advertisement (Novitri, 2013; Winara, 2015; Chung, 2012, Akbar 2011; Rubio-Hernández, 2010; Damayanthi, 2015). Moreover, both the verbal and visual analyses have also been conducted to investigate the representation in online advertisements, in comic books, and in television advertisements (Aryani, 2012; Puspawati, 2013; Pratiwi, 2013; Hermawan & Ardhernas, 2015).

As mentioned above, the verbal and visual representations of people in advertisements have been conducted. Firstly, the verbal and visual representations of women are found in the advertisement of the detergent product and a comic book (Aryani, 2012; Pratiwi, 2013). Secondly, the verbal and visual representation of men is found in men's grooming products (Puspawati, 2013). Lastly, the verbal and visual representations of children

are found in the advertisements of 3 Indie+ cellular phone operators and *Lembaga Perlindungan Anak* online advertisements (Hermawan & Ardhernas, 2015; Noorshaqienna, 2017). There is also a study that has investigated the representation of family by using Barthes' signification theory (Damayanthi, 2015). The result shows that visually families are mostly represented as healthy, clean, happy and good family. Meanwhile, based on the verbal analysis, families are represented as family who wants to protect their family members.

Considering those points above, since the previous studies investigated the representation of people as men, women, and children, the present study focuses on the representation of people as a family, which has not been widely studied by many researchers. The present study employs transitivity by Halliday (1994) and visual grammar by Kress and van Leeuwen (2006) to see how family is represented visually and verbally, specifically in *Lifebuoy* print advertisement.

The present study analyzes the selected *Lifebuoy* print advertisements as one example of health and body care

products. *Lifebuoy* is the world's number one selling antibacterial soap, sold in nearly 60 countries. According to Top Brand Award, *Lifebuoy* soap is ranked first as the highest-selling product in Indonesia from 2015 to 2019. From a linguistic point of view, it can be seen that *Lifebuoy* advertisements represent the same thing over time. *Lifebuoy* advertisements display visual elements that depicted family. The finding of this study is expected to contribute to the analysis of family representation in online advertisements.

METHODOLOGY

In order to analyze the visual and verbal representation of family in *Lifebuoy* online advertisements, the present study employs a qualitative approach since the data are in the form of pictures. Bogdan and Biklen (2007) state that a qualitative method deals with words and pictures, not numbers. Additionally, a qualitative method is a kind of interpretive research that indicates the result of the research is based on the researcher's perspective and interpretation (Cresswell, 2012).

In relation to the present study, multimodal discourse analysis is used to see the representation of family through

the use of visual and verbal modes. Multimodal discourse analysis is a procedure of analysis that involves the interaction of other semiotic resources such as spoken and written language, gesture, dress, architecture, lighting, movement, gaze, camera angle (O'Halloran et al., 2011). Furthermore, in order to identify the visual representation, this study uses visual grammar as proposed by Kress and van Leeuwen (2006). The verbal representation is examined by using transitivity system as proposed by Halliday (1994).

The data for this study are several *Lifebuoy* online advertisements uploaded from 2012 to 2015 that are taken from <https://www.facebook.com/lifebuoy/>.

The data are collected using purposive sampling. Purposive sampling is a strategy in which particular persons, settings, or events are chosen for relevant information (Maxwell, 2005). Since the main goal is to focus on a specific object, the data are intentionally selected on *Lifebuoy* online advertisements, which depicted a family.

There are fifteen *Lifebuoy* online advertisements chosen as the data (see Appendix). This study aims to analyze the visual and verbal representation of family in chosen *Lifebuoy* online advertisements. *Lifebuoy* is the world's number one selling antibacterial soap, sold in nearly 60 countries. *Lifebuoy* products aim to make a difference by creating quality, affordable products, and promoting healthy hygiene habits. The advertisements were chosen since they use the image of a family, which has not been widely studied. The data are chosen to enrich the literature regarding the representation of family in online advertisements through multimodal discourse analysis.

In analyzing the data, the analysis of the selected *Lifebuoy* online advertisements is divided into visual and verbal analysis. The data for the study are in the form of the visual and verbal texts of selected *Lifebuoy* online advertisements. The visual texts are the images of the advertisements that use family as the model. Meanwhile, the verbal texts are the words and sentences written in the advertisements. The selected data were then analyzed by using visual grammar by Kress and van

Leeuwen (2006) to reveal the visual representation, and transitivity by Halliday (1994) to reveal the verbal representation of family in *Lifebuoy* online advertisements.

In analyzing the visual modes, the data were analyzed by using visual grammar by Kress van Leeuwen (2006) to find the representational meaning in the advertisements. The visual analysis is presented in the form of a table (see Table 1). The first step of the analysis is describing the image, such as the object, background, and situation. The second step is analyzing the representational meaning through narrative and conceptual processes.

In terms of verbal modes, the theory of transitivity by Halliday (1994) is used to see how family is represented in the advertisements. The verbal analysis is presented in the form of a table (see Table 1). Transitivity analysis is essential to determine what kind of process and participant are dominant in the advertisements. Each verbal element of the selected *Lifebuoy* soap advertisements is categorized, whether it belongs to material, behavioral, mental, verbal, relational, existential, or meteorological processes. The

participants and circumstances are also analyzed. Furthermore, the findings are obtained based on the relationship between the visual and verbal texts. The example of the analysis is represented in Table 1 and Table 2.

Table 1. The example of visual analysis of Lifebuoy advertisement


Visual Analysis
 <p style="font-size: small; text-align: center;">Setelah memasak pastikan untuk mencuci tangan dengan Lifebuoy Hand Wash Kitchen Fresh agar tangan Moms dan Si Kecil bersih dan tidak berbau</p>
<p>Description: The image shows family members consisting of daughter and mother. The image shows the mother cutting vegetables, specifically carrots. Meanwhile, the daughter is standing next to her mother to see her cutting carrots. The image takes place in the kitchen. The mother wears a white shirt and a pink apron. Meanwhile, the daughter wears a purple shirt and a pink apron.</p>
<p>Representational meaning: The image contains an action-transactional-unidirectional. The mother and daughter are the actors, and the vegetables are the goal. The action process is indicated by the vegetables that the mother cuts and the daughter that sees the process of cutting the vegetables. The vector can be drawn from the mother's hand to the vegetables. This image shows that the mother as a family member takes care of a family errand, especially in cooking. Moreover, since the image takes place in the kitchen, it contains a locative circumstance. This image also contains a circumstance of accompaniment since the participants do not relate to each other. The image contains an analytical process in which the mother and daughter are the carriers, and all that they wear are the possessive attributes. Both mother and daughter wear the apron as the typical outfit that people wear in the kitchen.</p>

Table 2 The Example of Verbal Analysis in *Lifebuoy* Online advertisements

Verbal Analysis
 “Setelah memasak pastikan untuk mencuci tangan dengan lifebuoy handwash kitchen fresh agar tangan Moms dan Si Kecil menjadi bersih dan tidak berbau.”

Setelah memasak	pastikan	Untuk mencuci	tangan	dengan lifebuoy handwash kitchen fresh
After cooking	be sure	to wash	hands	with <i>Lifebuoy</i> Handwash Kitchen Fresh

Circumstances: time	-	Material	Goal	Circumstance: manner
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agar	tangan Moms dan Si Kecil	menjadi	bersih dan tidak berbau
so that	Moms and Si Kecil’s hand	is	clean and odorless

-	Token	Identifying	Value
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Based on the verbal text above, the word “*Moms dan Si Kecil*” represent mother and daughter as family members. “*Moms dan Si Kecil*” as family members is a token. The verbal text “*agar tangan Moms dan Si Kecil menjadi bersih dan tidak berbau*” is the identifying (intensive) process. Furthermore, the words “*menjadi bersih dan tidak berbau*” establish the identity for *Lifebuoy* Handwash Kitchen Fresh. In the context of the advertisements, the text wants to show the effect that will happen if they wash their hands with *Lifebuoy* Handwash kitchen after cooking. By doing hand washing after cooking, it will make a good impact on health. This advertisement indicated the cleanliness of family members.

FINDINGS AND DISCUSSION

This section presents the findings and discussions of the study that elaborate visual and verbal representation of family in *Lifebuoy* online advertisements.

The Representation of Family

This section presents the findings of how a family is visually and verbally represented in fifteen *Lifebuoy* online advertisements. The data were analyzed by using visual grammar by Kress and van Leeuwen (2006) to investigate the

visual text, and transitivity by Halliday (1994) to analyze the verbal text. The findings show that family is represented as an active and affectionate group of people who are caring and willing to take care of each other. Further explanations of the findings are elaborated in the following section.

General Findings of Visual Representation

This section aims to report how family is represented visually in selected *Lifebuoy* online advertisements. The analysis of the visual text is obtained

through ideational meaning in visual grammar. The result shows that the representational meaning is realized through narrative and conceptual processes. The dominant processes of the representational meaning are presented in Table 3.

Meanwhile, the reactional process is indicated by the gaze of the reactor to the phenomenon (Kress & van Leeuwen, 2006). The participants are represented as doing something to or for each other when the vector connects the participants. Vectors are imaginary

Table 3 The Dominant Processes of the Representational Meaning

Representational Meaning	Frequency	Percentage
Narrative Representation	Action	8
	Reactional	6
Subtotal	14	48.28%
Conceptual Representation	Analytical	1
	5	51.72%
	Symbolical	-
	Classificational	-
Subtotal	15	51.72%
Total	29	100%

Generally, the result of the analysis on *Lifebuoy* online advertisements shows that in terms of narrative representation, the dominant process that occurs is the action process. Meanwhile, in terms of conceptual process, the dominant process that occurs is the analytical process. The explanations of the findings are elaborated in the following section.

Narrative Representation

There are two types of processes in narrative representation: action and reactional processes. The action process is identified by the vector drawn from the actor to the goal.

lines that may be formed by bodies, limbs, tools, and the direction of glance, which show that the represented participants are in action (Kress & van Leeuwen, 2006).

Table 4 shows the visual processes of the advertisements. The dominant type of action process that occurs in the advertisements is the process of action-transactional-unidirectional. Meanwhile, the dominant type of reactional process that occurs in the advertisements is the process of reactional-transactional.

Table 4 The Visual Processes of the Advertisements

Narrative Representation		Frequency	Percentage
Action	Transactional unidirectional	7	50%
	Non-transactional	1	7.14%
Reactional	Transactional	6	42.86%
	Non-transactional	-	-
Total		14	100%

The interpretation of processes shows that both action and reactional processes indicate an affectionate relation of the family. The affectionate relation is interpreted from the dominant interactions that are mostly transactional, which shows the interaction that is transacted by two participants. The interaction suggests intimacy and nurture. The intimacy is exemplified in Figure 1 in which a mother hugs the daughter tightly.



Figure 1 *Lifebuoy* Online advertisements #11

Another example of the intimate relationship between mother and child

is presented in Figure 2. Figure 2 displays a son who kisses his mother. The action of the son who kisses his mom indicates an affectionate relationship.



Figure 2 *Lifebuoy* Online advertisements #12

Secondly, nurture is exemplified in Figure 3 in which a mother helps her daughter to wash her hands before eating. Nurture can be understood as care for and protect somebody or something while they are growing and developing (Oxford Advanced Learner's Dictionary, 2019). This act of

a mother could help the child develop a good habit while the child is growing.



Figure 3 *Lifebuoy* Online advertisements #7

There are circumstances found in narrative representation. Table 5 shows that in terms of circumstances, the dominant type of circumstance that occurs is locative circumstance since most of the advertisements take place in several specific places. The circumstances of a narrative process are presented in Table 5.

Table 5 The Circumstances in Narrative Process

Narrative Representation		
Circumstances	Action	Reaction
Locative	6	6
Accompaniment	1	0
Means	0	0

Table 5 shows the dominant circumstance that occurs is a locative circumstance. Locative circumstance indicates the presence of a family boundary since most of the advertisements take place around the

house such as in the kitchen, house yard, living room, and bathroom. The location of the activities shows that the house is the best place to build a family relationship.

Family is a group of people living under one roof and usually under one head. According to Wahy (2012), family is the first and foremost educational environment for children to get an education and guidance. Thus, parents should be able to give an excellent education for children's behavior development from an early age. Another definition of family is stated by Zabriskie and McCormick (2001), they see that families are goal-directed, self-correcting, dynamic, interconnected systems that both affect and are affected by their environment and by qualities within the family itself. The words goal-directed, self-correcting, dynamic, and interconnected could give a family a sense of life. Thus, it is only a good family that makes a house as 'a home' (Zabriskie & McCormick, 2001).

Action process

Action process is realized through a vector that is formed by the body parts or tools of the represented participants

(Kress & van Leeuwen, 2006). The represented participant who shows the vector is called an *actor*. Meanwhile, the represented participant in which the vectors are addressed is called a *goal* (Kress & van Leeuwen, 2006). In addition, the action process can be categorized as *unidirectional* when the vector connects the actor and the goal. Meanwhile, the process is categorized as *bidirectional* when the participant in an image fulfills a double role as actor and goal (Kress & van Leeuwen, 2006).

This study shows that eight action processes are identified, involving seven action-transactional-unidirectional processes and one action-non-transactional process. Figure 4 shows an example of the action-transactional-unidirectional process. Meanwhile, Figure 5 shows an example of the action-non-transactional process.

The image contains an action-transactional-unidirectional process since there are *actor* and a *goal* in the image. The action has a positive nuance since the action that is done by the mother and son indicates affection. This image shows a son who kisses his mother. The son acts as the actor and his mother as the goal. The action-transactional-unidirectional process is indicated by the vector drawn from the son's nose that touches the mother's nose. The action of the son that kisses his mom indicates an affectionate relation. This action shows the characteristic of family members that love each other. In addition, this image contains a locative circumstance since the image takes place outside the house. Moreover, the image contains an analytical process. The analytical process is identified by the son and the mother as the carrier, and all that they wear as the possessive attributes. Both mother and son wear the typical outfit that people wear outside the house.



Figure 4 *Lifebuoy* Online advertisements #12



Figure 5 *Lifebuoy* Online advertisements #8

Secondly, the process of action-non-transactional in the advertisement is identified (see Figure 5). The image contains an action-non-transactional process since there is only one actor in the image, and the actor does not point to any other participant. This process is indicated by the vector drawn from the daughter's hand to the sink. The daughter acts as the actor and the sink as the goal. In addition, this image contains an analytical process. The analytical process is identified by the daughter as the carrier and all the attributes that she wears as the possessive attributes. The daughter wears a purple shirt and an apron as the typical outfit that people wear in the kitchen. Furthermore, this image contains a locative circumstance since the image takes place in the kitchen.

Reactional Process

Reactional process is a process in which the vector is formed by an eyeline or by the direction of the glance of the represented participants (Kress & van Leeuwen, 2006). The participant who does the act of looking or gazing is called a *reacter*. Meanwhile, the participant or another thing at which the *reacter* gazes is called *phenomenon*. The *reacter* can be a human, animal, creature, or anything possible to show facial expression.

This study shows that six reactional-transactional processes are identified in the advertisements. An example of the reactional-transactional process can be seen in Figure 6.



Figure 6 *Lifebuoy* Online advertisements #14

The image contains a reactional-transactional process since the mother and the daughter look at each other. The vector can be drawn from the mother's

gaze that is directed to the daughter and the daughter’s gaze that is directed to the mother. The mother and daughter are the reactor and phenomenon. In addition, this image contains a locative circumstance since the image takes place outside the house. Furthermore, the image contains an analytical process. The analytical process is identified by the mother and daughter as the carrier, and all that they wear as the possessive attributes. Both mother and daughter wear the typical outfit that people wear outside the house.

Conceptual Representation

Conceptual representation represents the participant in terms of class or structure or meaning. According to Kress and van Leeuwen (2006), the conceptual representation designs the social construct through three processes: *analytical*, *symbolical*, and *classificational* processes. In relation to this study, the analysis of the conceptual representation only covers the analytical process. The result of the analysis of conceptual representation can be seen in Table 6.

Table 6 The Visual Processes of the Advertisements

Conceptual Representation	Frequency	Percentage
Analytical process	15	100%
Symbolical process	-	-
Classificational process	-	-
Total	15	100%

The participants in an *analytical* process are related to a part-whole structure. This process involves two types of participants: *carrier* (the whole), and *possessive attributes* (the parts) (Kress & van Leeuwen, 2006). This study shows that all of the images contain an analytical process. An example of the analytical process can be seen in Figure 7.

Figure 7 shows the analytical process. The analytical process is identified by the mother and daughter as the carrier and all that they wear as possessive attributes. Both mother and daughter wear the apron as the typical outfit that people wear in the kitchen.



Figure 7 Lifebuoy Online advertisements #1

General findings of Verbal Representation

Based on the verbal analysis, twenty-six clauses are found in selected *Lifebuoy* online advertisements. The result of the representation of family is obtained through transitivity analysis. Four processes are found in the advertisements: relational, material, mental, and verbal processes. Based on the analyzed data, twelve clauses are found for the relational attributive process, five clauses for the relational identifying process, five clauses for the material process, three clauses for the mental process, and one clause for the verbal process. The summary of the verbal processes of the advertisements is presented in Table 7.

Table 7 The Verbal Processes of the Advertisements

Processes	Frequency	Percentage
Relational attributive	12	46.15%
Relational Identifying	5	19.23%
Material	5	19.23%
Mental	3	11.54%
Verbal	1	3.85%
Behavioral	-	-
Existential	-	-
Meteorological	-	-
Total	26	100%

The interpretation of processes found indicates that family is

represented as a group of people who are caring for each other. Firstly, it can be seen through the analysis of the relational attributive and identifying processes. Based on the analyzed data, in terms of the relational attributive process, family is positioned as the carrier. Thus, this process indicates that family is represented to have specific characteristics. Meanwhile, in terms of relational identifying process, family is positioned as the value. Thus, this process indicates that the quality of family is seen by the identity that is given to them.

Secondly, it can be seen through the material process. In the advertisements, family is positioned as the actor. Thus, this process indicates that all family members are represented as those who do something to others.

Thirdly, based on the mental process analysis, family is positioned as the senser. Thus, this process indicates that family involves their feelings to take care of each other.

Lastly, one verbal process is also identified in the advertisements. The further explanation of the verbal representation of family is elaborated in the following sections.

Relational Process

Relational process is the process that involves states of being and having (Gerot & Wignell, 1994). There are two types of relational processes: attributive and identifying processes. Attributive process is the process that assigns a quality. Meanwhile, the identifying process is the process that assigns an identity to something (Gerot & Wignell, 1994).

Relational process analysis of the advertisements finds that the percentage of the attributive process is higher than the identifying process. The attributive process indicates that the family is represented to have specific characteristics. Additionally, it is found that all of the relational processes that appear in the clauses are in the form of intensive. An example of the clause that contains relational attributive and identifying process can be seen below.

<i>Keluarga</i>	<i>berarti</i>	-	<i>tidak ada seorangpun yang ditinggal atau dilupakan</i>
Family	means	that	nobody left behind or forgotten
Carrier	Attributive: intensive	-	Attribute

The clause above is categorized as a relational attributive process. The carrier of the clause is ‘family.’ Meanwhile, the attribute is carried by ‘nobody left behind or forgotten.’ Additionally, the attributive process is expressed by the word ‘means.’ Thus, the family is assigned in the

advertisements by the quality of ‘nobody left behind or forgotten.’ Furthermore, the verbal analysis of relational process also shows an identifying process. An example of the clause that contains relational identifying process can be seen below.

<i>Doa dan cinta tulus seorang ibu</i>	<i>adalah</i>	<i>kekuatan dalam keluarga</i>
Prayer and sincere love from a mother	is	the strength in family
Token	Identifying: intensive	Value

The clause above is categorized as a relational identifying process. The

token is carried by ‘prayer and sincere love from a mother,’ while the value is

‘the strength in family.’ Additionally, the identifying process that occurs in the clause is the word ‘is.’ The identifying process shows the identity of ‘prayer and sincere love from a mother’ by the presence of ‘the strength in family.’ It can be seen that based on the value of the clause above, the strength in family comes from a mother’s prayer and sincere love.

Based on the aforementioned relational processes above, family is represented as the object expressing affection. The producer of the advertisements may want to assign the quality of family and gives the identity of the mother’s prayer and sincere love as one thing that strengthens the family. Thus, based on the clause above, it can be inferred that

the quality of family is seen by the identity that is given to them.

Material process is the process of material doing. This process describes the flow of events or the process of doing, acting, happening, or creating (Gerot & Wignell, 1994). The participant in material process is realized by ‘actor’ and ‘goal.’

In terms of material process, the findings show that family is mostly positioned as an actor. Moreover, material process as the second dominant process that occurs in the advertisements points out the target of living a healthy lifestyle. An example of the clause that contains material process can be seen below.

<i>Sebelum</i> Before	<i>santap</i> eat	<i>makan malam</i> dinner
Circumstance	Material	Goal

<i>(anda)</i> (you)	<i>Ajak</i> persuade	<i>Si Kecil</i> the child	<i>cuci</i> to wash	<i>tangan</i> hands	<i>pakai sabun</i> with soap
Actor	Material	Goal	Material	Goal	Circumstance

As can be seen from the two clauses above, material process shows ‘you’ as a family member acts as the actor, and ‘the child’ acts as the goal. The

producer of the advertisements may want to point out the child as the target of living a healthy lifestyle.

Since the child as a family member plays the role of a goal, the child is considered as the one that receives the action of material process. Thus, material process in the clauses shows that ‘you’ as family members do something to the child. It can be inferred that ‘you’ as the family member is represented as the caretaker of others.

Mental Process

Mental process is the process of sensing, feeling, thinking, and perceiving (Gerot & Wignell, 1994). The participants of mental process are

realized by ‘senser’ and ‘phenomenon.’ Senser refers to the one who can feel, think, or see. Meanwhile, the phenomenon is the thing that is being thought, wanted, perceived, or liked (Gerot & Wignell, 1994). There are two types of mental processes: affective and cognitive processes. Affective process is the process of feeling something. Meanwhile, cognitive process is the process of thinking something (Gerot & Wignell, 1994). An example of the clause that contains mental process can be seen below.

<i>Pelukan moms</i> Mom’s hug	<i>menentramkan</i> calms	<i>hati si Kecil</i> the child’s heart
Phenomenon	Mental: affect	Senser

Based on the verbal text above, the word ‘mom’ and ‘the child’ represented as family members. Mom is positioned as the phenomenon, meanwhile, ‘the child’ is positioned as the senser. The verbal text shows that when mom hugs her child, it will calm the child’s heart. Thus, it will make the child happy.

As can be seen from the two clauses above, it is found that ‘the child’ is represented as the senser of

the phenomenon. The clauses above show that ‘the child’ as a family member acts as the senser. Meanwhile, ‘mom’s hug’ is the phenomenon. It can be seen that ‘the child’ is the one who senses ‘calm’. Through mental process of the word ‘calms’, it is considered as an affective process. In this context of advertisements, it indicates that the producer of the advertisements may want to point out ‘the child’ as a family member as the

person who will feel calm if mom hugs them.

In conclusion, based on the clauses above, it can be inferred that family is represented as the sayer. It is shown by two types of mental processes that occur: affective and cognitive processes. Additionally, family involves their feelings to take care of each other.

<i>Ibuku</i> My mom	<i>selalu</i> always	<i>bilang</i> told	-	<i>cuci tanganku dulu sebelum makan</i> to handwashing before eating
Sayer	Circumstance	Verbal	[me]	Receiver
		Verbiage		
<i>biar</i> so that	<i>kuman</i> the germs		<i>ga</i> won't	<i>masuk tubuh</i> get into the body
-	Carrier		Attributive: intensive	Attribute

Based on the verbal text above, 'my mom' represents one family member. 'My mom' as a family member is a sayer that told 'me' that acts as the receiver. In the context of the advertisements, the text wants to show that by doing hand washing before eating, it will prevent germs from getting into the body. Thus, it will make a good impact on health. This advertisement indicated the cleanliness of family members. Based on the clauses above, it can be inferred that the mother, as a family member, is represented as the caring character to remind others to wash the hands before eating.

Verbal Process

Verbal process is the process of saying (Gerot & Wignell, 1994). This process is realized by the 'sayer' as the doer, 'verbal' as the process, and 'verbiage' as what is saying about. An example of the clause that contains verbal process can be seen below.

The Signification of the Representations

As discussed in the previous section, based on the analysis of visual elements in advertisements, it is found that the dominant process that occurs is an action-transactional-unidirectional process. The process that occurs is realized in the act of hugging and kissing. By considering those acts, it can be further concluded that family is represented as an active group of people who do acts of affection. The affectionate relation is interpreted from the dominant interactions that are mostly transactional, which shows the

interaction that is transacted by two participants. Affectionate relation is exemplified in Figure 1 in which a mother hugs the daughter tightly. Moreover, affectionate relation is also exemplified in Figure 2 in which a son who kisses his mother.

Meanwhile, the result of the verbal analysis, it can be concluded that the dominant process that occurs is relational process. This process indicates that family is represented as a group of people who have specific characteristics. By identifying further on the types of characteristics attached to the family, it shows that two positive characteristics strengthen an affectionate relationship between one other family members. Based on the findings, it can be inferred that family is represented as a group of people who are caring for each other. Caring characteristic is exemplified in the verbal elements "*Doa dan cinta tulus seorang ibu adalah kekuatan dalam keluarga*" in Figure 2 in which a son who kisses his mother. The verbal element of Figure 2 is categorized as a relational process. Since the dominant process that occurs is relational process, it can be inferred that family

is represented as a group of people who have specific characteristics. The quality of family is seen by the identity that is given to them.

By considering the findings from the visual and verbal analysis, it can be further concluded that family is represented as a support to one another. The combination of visual and verbal representation of family in the advertisements shows that family is represented as a group of people who do positive actions and characteristics. This study shows that family is represented as an active and affectionate group of people who are caring for each other. While the action is mostly indicated in visual elements, characteristics are dominantly indicated in verbal elements.

In terms of the relation between the visual and the verbal text, the findings indicate that the verbal text appears to elaborate on the visual text of the advertisements. There is a compatibility between the visual representation and the verbal representation in the analyzed data. There is a combination of acts and characteristics that is in line between visual and verbal elements. Moreover,

it is found that the visual texts are the focus of the advertisements. In conclusion, it can be inferred that the viewers need to relate the verbal text to the visual text to understand the meaning of the advertisements.

CONCLUSIONS

Based on the findings of the study, three important conclusions can be drawn. First, the finding of the visual analysis is obtained through ideational meaning in visual grammar. The result shows both action and reactional processes that occur in narrative process indicate an affectionate relation of the family. The affectionate relation is interpreted from the dominant interactions that are mostly transactional, which shows the interaction that is transacted by two participants.

Second, the finding of verbal analysis is obtained through transitivity analysis. It is found that four processes occur in the advertisements: relational, material, mental, and verbal processes. However, the result of the verbal representation of family is interpreted only through three dominant processes of transitivity analysis that occur.

Firstly, relational process is the dominant process. Based on the analyzed data, the first dominant process that occurs in relational process is the attributive process. Thus, this process indicates that family is represented to have specific characteristics. Secondly, material process is the second dominant process that occurs in the advertisements. This process shows that family establishes identity as the caretaker of each other. Lastly, mental process is mostly shown by the affective process. This process shows that family involves their feelings to take care of each other.

Last, based on the analyzed data, the relation between the visual and verbal texts indicates that the verbal texts are functioned to elaborate on the visual text of the advertisements. It is found that the advertisements want to show the image of family as an active and affectionate group of people who are caring for each other.

It can be inferred that the message that is represented in the advertisements is not always related to the benefits of the offered products. The message that is delivered in

Lifebuoy online advertisements is not closely related to the benefits of the product, but the advertisements more talk about family as the target market.

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