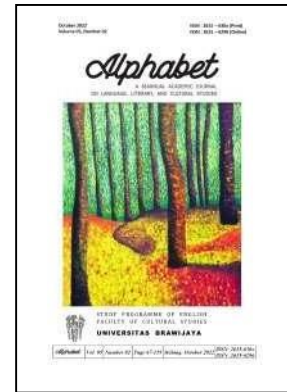


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Investigating Japanese Multimodality: A Case of Japanese Advertisements

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Abstract

The language used in advertising is a language that is easy to understand and persuasive. This paper discusses the Japanese language of Japan's advertisements taken from printed and online magazines. This research was analyzed with Systemic Functional Linguistics (SFL) by Halliday and Hasan (1985: 64) and Multimodal by Kress & van Leeuwen (1996, 2006). This research is qualitative and descriptive and analyzed as grammar of Japanese advertisements. The objects of the advertisement were obtained in three stages of advertising - pioneering, competitive, and retentive stages. This type of pioneering advertising is used in the introductory stages of the life cycle of a product. Competition is useful when the product has reached the market-growth and especially the market-maturity stage. The product has achieved a favorable status in the market, maturity, or declining stage namely Retentive. The results showed that many Japanese advertisements in pioneering and competitive steps can be analyzed with SFL and used material process. This paper is useful not only for the linguistic world, especially Japanese linguistics but also for the actors or advertisers to help them increase that consumers interest in using their products.

Keywords: Discourse; Japanese Advertisement; Multimodal

Advertisement is one of the best promotional media used by businesses to catch consumer interest. With advertising, businesses and brands hope to increase the interest and sales of their products. Advertising research is often done, one of which has been related to Japanese advertising (Koga, 1992; Oyama, 1998; Tanaka, 1994). The purpose of Koga's study is to describe the relationship between culture and language dimensions in advertising by comparing Japanese and American women's magazines. The theory used in this study is a form of politeness (Brown & Levinson, 1987) and also diplomatic theory between groups for communication from Ting-Toomey (1988). Tanaka (1994) emphasizes research on advertising in terms of pragmatics between advertisements from the UK and those from Japan. In Oyama's research, although the methodology section used Functional Systemic

Linguistic theory, the discussion emphasized more on visual advertising between English and Japanese ads.

There are also research on Japanese-language advertisements and genres used (Dunn, 2005; Goldstein, 2011; Romanenko, 2014). Dunn's (2005) study discusses genre as a discourse on a conventional "orientation framework" with a specific situational context. Goldstein's (2011) study entitled The Use of English in Japanese Advertising, about the use of English in advertising in Japan has two decorative and communicative functions. On the one hand, research by Romanenko's (2014) uses 150 commercial and non-commercial advertisements. Recent research on Japanese advertising was carried out by Barta (2016) about the amazing images of Japanese

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advertising and their interpretations in the "post-modern" genre.

The research on multimedia including advertising media and discourse in discourse analysis was conducted by (Cameron & Panović, 2014; Iedema, 2004; Lewis-Beck et al., 2004; Mills et al., 2010). Lewis-Beck's research on social research uses entry techniques without mathematical methods, only a variety of underlying themes, while Mills et al., (2010) use case studies in paradigmatic phenomena in a discourse. Iedema (2004) emphasizes the analysis of various media using social semiotics. Similar to the one from Iedema (2004), Cameron & Panović (2014) stated that the discourse was multi-modal and embodied in semiotic code. Martin's (2017) research on second language acquisition for students who are not from English backgrounds including Japanese uses ethnographic methods. Of all the studies above, they have not discussed Japanese advertising with structure and texture as a reference. From here, the author found a loophole for further research using Japanese ads focusing on text structure, grammatical structure, and selection.

The research that has been done was with media objects including advertising using the Systemic Functional Linguistic theory (Behr & Shishido, 2016; Cameron & Panović, 2014; Minkov, 2013; Murphy, 2014). In connection with Japanese language research using Systemic Functional Linguistic theory, Kazuhiro Teruya reviewed in depth the "Metafunctional Profile of the Grammar Japanese" article in the *Language Typology* book by (Caffarel, A., Martin, J. R., & Matthiessen, 2004). This explores and describes the grammar analyzed in Japanese advertisement.

The selection of the SFL theory as a discourse analysis approach in this paper is based on the idea that this approach has proven to be able to answer various linguistic problems, both micro, and macro. This opinion is related to Eggin's statement (Eggin, 2004), that the SFL is considered quite appropriate and useful for the study of related texts including (1) language education, (2) the development of child language (child language development), (3) computational linguistics, (4) media discourse,

and (5) casual conversation. In fact, Halliday (1994, p. 29) recommends 21 items of SFL application relevance. In addition, the power of SFL lies in its holistic view of language, namely the view that considers language as social semiotic. Language is a tool for establishing and maintaining social relationships.

The absence of the use of the Systemic Functional Linguistic theory to explore the genre of Japanese advertising also reinforces that research on this matter must be done immediately to obtain novelty in linguistics, especially Japanese. Besides that, the choice of words in advertisements and the types of genres used in an advertisement will influence consumers' or readers' interests which is very useful for advertisers.

Based on the reasons above, the focus of this study is multimodal in Japanese advertisements in terms of investigating multimodal on the Pioneering level, Competitive level, and Retentive level found in the Japanese advertisement.

Language Meta-Functions

The study of languages can be broadly classified into two perspectives: formal linguistics and functional linguistics. Formal linguistics perceives language as a structured entity that can be dissected into smaller linguistic units. On the other hand, functional linguistics views language as a sign system that can be analyzed based on both its structure and its actual usage. Language usage is concerned with understanding the reasons and methods behind how language is employed. From the perspective of Systemic Functional Linguistics (SFL), language is regarded as a system of meanings and other interconnected systems (such as forms and expressions) that serve the purpose of conveying meaning. This study is based on two key concepts that differentiate SFL from other linguistic approaches: (a) language as a social phenomenon manifested through socio-semiotics, and (b) language as a text that exists in conjunction with the social context in which it is used.

Language is a crucial tool for social interaction in human lives. Therefore, the functional perspective of language emphasizes

its role within the social context. This functional concept integrates three key notions. First, language structure is determined by the functions it serves in human life. Second, the functions of language in human life can be categorized into three main aspects: ideational (used for explaining and describing), interpersonal (used for exchanging information), and textual (used for constructing discourse). These three functions, as defined by Halliday (1994), are referred to as language meta-functions and play a significant role in shaping the structure of language. Third, each unit of language fulfills a specific function within a larger unit, thus contributing to the overall organization of language. For instance, a group of words, a preposition, or a modifying clause may function within a complex clause, adding complexity to a text.

Transitivity

Due to the diverse social processes that human beings engage in, there exists a reciprocal relationship between social patterns and language. Social patterns influence language, and in turn, language reflects and shapes social patterns. This reciprocal influence is evident in the variations observed in linguistic expressions, which can be attributed to the variations in individuals' social experiences. The realization of a language user's experiential perspective is referred to as transitivity. According to Halliday (1994, p. 107) in the context of Systemic Functional Linguistics (SFL), a complete unit of experience is manifested in clauses that consist of three essential elements: (1) processes, (2) participants, and (3) circumstances.

In traditional and formal grammar, the term "process" refers to the action or activity taking place in a clause and is commonly associated with verbs. Participants, on the other hand, are individuals or objects that are involved in the process. Circumstances, meanwhile, represent the environmental or contextual factors in which the process occurs and involve the conditions or settings surrounding the participants' involvement. Given that experiences are fundamentally characterized by processes, at the clause level, the process itself determines both the number

and the category of participants. Additionally, the process indirectly influences the circumstances, shaping them according to the degree of probability or likelihood associated with the process.

The types of processes in this theory include material processes, mental processes, linguistic verbal processes, behavioral processes, relational processes, extensional processes, and heterological processes (Gerot & Wignell, 1994).

Types of Advertisements

The types of ads in the cycle stages of a product are shown below:

1. *Pioneering Advertising*

This particular type of advertisement is commonly employed during the introductory stage of a product's life cycle. It focuses on "primary" or fundamental appeals, conveying information and promoting specific product categories under a particular brand. For instance, initial advertisements for black and white televisions or color televisions fall into this category. These ads aim to evoke consumer emotions while also providing a rational motive for purchase.

2. *Competitive Advertising*

Competitive advertisements are employed when a product has reached the market growth stage, particularly during periods of market competition. These ads aim to generate "selective" demand, targeting specific brands within general product categories. There are two primary types of competitive advertisements:

A. Direct Type: This type of competitive ad seeks to stimulate immediate purchasing action. It emphasizes compelling reasons for consumers to make a direct purchase of the advertised product.

B. Indirect Type: Indirect competitive ads aim to establish the value of the product in the minds of consumers. These ads intend to influence consumer thinking and shape their preferences, with the hope that when they are ready to make a purchase decision, the

advertised product will be strongly considered due to the established value proposition.

Example: Airline advertising.

Air India tries to bid for consumer patronage either directly (direct action) by providing the price, timetable, and phone number that the customer can use for ordering; or indirectly (indirect action), when the consumer names the name of Air India when talking to a travel agent.

3. Retentive Advertising:

This type of advertisement is typically employed when a product has reached a profitable status in the market, either during the maturity or decline stage. During this phase, advertisers aim to maintain brand visibility and awareness among the public. The sales approach utilized in these ads is often more flexible and adaptable to the changing market conditions. In some cases, the ad may solely focus on reminding consumers about the product or brand, rather than emphasizing specific sales messages or promotions. The primary objective is to keep the product name prominent in the minds of consumers, ensuring that it remains recognizable and relevant in the marketplace.

Spoken and Written Advertisement

A detailed channel or also called language style can be divided into two, namely oral style and writing style. This oral or written style is not closely tied to whether the language is spoken or written, but this oral style and style of writing are seen from the nature of the language being used (the nature of language). Actually, the division of the style of oral or written language is not merely to classify or categorize that the style of language is only two, but the distinction is more continuum. This means that the language that researchers use every day can fall on the continuum line more verbal, tends to be oral, midway between verbal and written, tends to be written or more written.

Oral-written tends to tend to write, but in everyday reality, the variations in the style of the language will be far more than the division above. There will be a style of language that falls

on the continuum point between verbal and verbal tendencies, between which tend to be oral and written-written, between oral-written and tend to write, and between tend to write, by writing, which depends on the context of the situation. Meanwhile, the characteristics of this oral or written language style are distinguished according to the level of abstractness and dilution and the density of the language used. The spoken language as a whole is more concrete and watery, while written language is more abstract and solid. In the language system of abstractness and density of language can be seen through the lexical system: congruent or incongruent, lexis density: comparison between grammatical lexis and content lexis, clause system: simplex or complex, group system (noun verb and adjunct): simplex or complex, the grammatical system refers to a situation of directional or two-way communication, and the use of certain cohesion aspects. Furthermore, differences in spoken and written languages can be summarized as in **Table 1**.

Table 1. Characteristics of Spoken and Written language styles

Spoken Style	Written Style
1. The lexis system is congruent.	1. The lexis system is incongruent.
2. The use of lexico-grammar refers to the use of two-way communication.	2. The use of lexico-grammar refers to the use of one-way communication.
3. The clause system is more complex rather than simple.	3. The clause system is simplex.
4. On the other hand, the group system refers to the simplex group.	4. Meanwhile the group system is more complex.
5. The cohesion system: the use of many repetitions, ellipsis, and substitution.	5. The cohesion system may use less repetition, except avoiding ambiguity, less ellipsis, and substitution.

Multimodal

Multimodal is a branch of Functional Systemic Linguistics (LSF) which was developed by Kress and Van Leeuwen in the book *Reading Images* (2006). This multimodal study applies all interactions both verbal interactions and visual interactions. In general,

multimodal analysis can be defined as an analysis of means of communication that combines visual text and verbal text. To describe the relationship between logical relationships in visual texts and verbal texts as well as vice versa the logical relationship of verbal texts explains visual text. Multimodal studies can be applied in various analyze, such as analysis of advertisements, music, and sculptures as well as traditions found in ethnic and racial cultures.

Today, more and more people are relying on the use of different modes of communication. Communication, in this article, is interpreted not only as an event of the delivery of messages from the sender to the recipient, but also the attempt to offer meaning from the maker of meaning to the audience, including the consumer as in the advertisement of a product. While fashion according to Bezemer and Kress (2008, p. 171) is "a socially and culturally shaped resource for making meaning," mode is understood as a social and cultural source to communicate meaning. This source is not limited to language as a source that is familiar and commonly used, but can also be referred to images, sounds, spaces / spaces with which people convey messages and offer meaning. In this connection, Kress and van Leeuwen (2002) even argue that colour is also one of the semiotic modes because the meaning of a color can be different in different contexts, and from other colours. Layouts, including blank space, 'empty space' as in newspapers is another example of semiotic mode (Kress and van Leeuwen, 2006).

METHODOLOGY

The study utilized a qualitative research methodology, which is characterized as descriptive, inductive, and intuitive. Rather than employing random sampling, the researchers themselves acted as the primary instrument. Descriptive research was employed to gain insights into obscure or lesser-known cultural phenomena, and these findings can be quantified using measures such as median, mean, and mode. The term "intuitive" refers to the researchers' extensive experience in conducting research, which aids in data analysis and the conceptualization of phenomena. In

this case, the researchers were directly involved in visiting the research site, observing the phenomenon, and obtaining a comprehensive understanding of the diverse reality.

The research relied on various data sources, including advertisements from online magazines, Yahoo.jp, Amazon.jp, and other similar platforms. The data collection process involved conducting content analysis. The subsequent data analysis was performed using qualitative methods, specifically following the framework outlined by Spreadly (as cited in Santosa, 2014). This framework encompassed several approaches, namely domain analysis, taxonomic analysis, component analysis, and cultural-theme analysis.

Domain analysis is a method employed to identify relevant data and ensure that the collected factual information is appropriately categorized within the relevant domains. Taxonomic analysis, on the other hand, involves classifying the data into distinct categories. This approach is utilized to organize and classify the data based on their inherent characteristics or natural groupings. Component analysis, in turn, focuses on organizing and establishing connections between the data by considering domains and other categories. The objective of component analysis is to uncover common underlying relationships among the domains and categories, thereby revealing the interrelationships between different categories. This process of identifying pattern relationships or interaction patterns serves as the foundation for developing theories or cultural themes.

The analysis of cultural themes was conducted with the aim of deriving a grounded theory for the research. This analysis involved identifying a common thread by examining the relationship patterns identified through component analysis. Additionally, it entailed reflecting on existing theoretical advancements and incorporating insights from secondary research data. By integrating these various sources of information, the analysis sought to develop a comprehensive understanding of the cultural themes relevant to the research topic,

thereby contributing to the establishment of a grounded theory.

RESULTS AND DISCUSSIONS

1. Pioneering Advertisement (Table 2)

Advertisement 1

Table 2. Pioneering Advertisement

Pioneering	Texts
	全量大麦麵仕込みでうまさは深化する。 (<i>zenryoudaimugimen.shikomi de umasaba shinka suru</i>) (All barley, Homemade deepens with preparation)
	国産のフルーツにこだわって。産地にこだわった人気のフルーツ5種類をジュースにして、甘すっぱさと爽やかな香りを容器をギュッと閉じ込みました。 (<i>Kokusan no furutsu ni kodawatte. Sanchini kodawatta ninki no furutsu 5 tsumi wo jusu ni shite, amasuppasato sawa, yakanakaori wo youki wo gyutto tojikomemashita.</i>) (Sticking to domestic fruit. Five kinds of popular fruits sticking to the production area were made juice, with sweetness, I confined the container with a kana scent)
	獲れたて挽きたて。新麦コレクション。獲れたての小麦、挽きたてのおいしさ！獲れたてだからこそ感じられる、新鮮な小麦の味わいと美味しさをお楽しみください。 (<i>E retate hiki-tate shin mugi korekushon. Tore tate no komugi, hiki-tate no oishi-sa! Tore-tadakara koso kanji. rareru, shinsen'na komugi no ajivai to oishi-sa o o tanoshimi kudasai.</i>) Fished and freshly ground. New barley collection. Wheatstone wheat, freshly grounded taste! Please enjoy the taste and taste of fresh wheat, which is felt as a result.

In the first advertisement (Table 2), we can see the advertisement is presented in a multimodal form, namely verbal language processing and non-verbal language processing. The commodities promoted in advertisement 1 are barley from Japan and are found in every

place in Japan. namely drinks like sake made from flour. Regarding the mode used, the goods or food promoted are presented in the form of pictures of two drinks, one large and one small. Above the bottle is given information about the drink. So from the description, it can be concluded that this ad includes pioneering ads or beginners because introducing products to attract customers also provides information about where to buy them. In the advertisement there is one sentence, or the quality of the grammar, transitivity structure, and the thematic structure of the verbal text can be presented as follows:

全量大麦麵仕込みでうまさは深化する。

zenryoudaimugimen.shikomi de umasaba shinka suru

(All barley, Homemade deepens with preparation)

This verbal advertising text in Japanese is constructed in one sentences. The quality of the grammar, transitivity structure, and thematic structure of the verbal text can be presented as follows:

a. Indicative - Declarative: Preposition-Giving

全量大麦麵仕込みでうまさは深化する。

(All barley, Homemade deepens with preparation)

b. Process: Mental Process (うまさは (Umasaha = to deep).

Mood = 全量大麦麵仕込みでうまさは

Theme = Topical Unmarked Theme, because the point of the sentence indicated clearly. This sentence uses particles *ha* (は) which indicates the subject. While the ad text is easy to understand because it is more in the form of spoken language than written or written language because used 深化する (*shinka suru*) is in dictionary form.

c. Multimodal theory of Halliday and Hasan (1985, p. 64) for advertisements as:

Lead^ (Display)^ Emblem^ (Announcement)^
(Enhancer)^ (Tag)^ (Call-and-Visit
Information) Or

Visual components



Linguistic components

Visual components: Lead: Locus of Attention (LoA), Complement to the Locus of Attention (Gomp.LoA) Display. Explicit, Implicit, Congruent, Incongruent (metaphorical) Emblem **Linguistic components:** Announcement Primary, Secondary, Enhancer, Emblem, Tag, Call-and-visit information.

Table 3. Multimodal Theory of Advertisement 1

	Announcer
	Enhancer
	Locus of Attention
	Call-and-visit information

For multimodal, in the **Table 3**, the visual component is Locus of Attention (LoA), also explicit because it matches the image and information that is also Congruent. For Linguistic Components consisting of the top Announcer, below it is an Enhancer, there is also Call-and-visit information to customers about the product. As Kress and van Leeuwen (2002) even argue that colour is black and white, so the customer more interest and look more careful and that ad have call-and visit information (call centre), so the customer can find them.

Advertisement 2

In the second advertisement, there is a picture of fruits, as for what is seen is a picture of grapes, oranges and apples. Above the picture of the fruit there is a text stating that there are five types of fruit. It is called pioneering ads or beginners because it gives an explanation of new products offered. This verbal advertising text in Japanese is constructed in one sentences. The quality of the grammar, transitivity structure, and thematic structure of the verbal text can be presented as follows:

a. Indicative -Declarative : Preposition-Giving

全量大麦麵仕込みでうまさは深化する。

zenryoudaimugimen.shikomi de umasaba shinka suru
(All barley, Homemade deepens with preparation)

b. Process: Mental Process (うまさは = to deep).

Mood = 全量大麦麵仕込みでうまさは

Theme= Topical Unmarked Theme, because the point of sentence indicated clearly. this sentence uses particles *ha* (は) which indicates the subject. While the ad text is easy to understand because it is more in the form of spoken language than written or written language because used 深化する (*shinka suru*) is dictionary form.

c. Multimodal theory of Halliday and Hasan (1985, p. 64) for advertisements as shown in Table 4.

Table 4. Multimodal Used Theory for Advertisement 2

	Announcer
	Enhancer
	Locus of Attention

For multimodal, in the **Table 4**, the visual component is Locus of Attention (LoA), also explicit because it matches the image and information that is also Congruent. For Linguistic Components consisting of the top Announcer, below it is an Enhancer. The picture above the composition is good, with different fruit colour making this advertisement attractive to customers.

Advertisement 3

In the advertisement 3, it is shown about the introduction of Shinmugi's selected flour products. Shinmugi is a choice flour and a quality product, besides fresh it also tastes great. From the selection of these words, it can be said that this product is a product of introduction to

consumers. The analysis of the grammar is given below:

- a. Indicative -Declarative: Preposition-Giving

獲れたて挽きたて.新麦コレクション。獲れたての小麦、挽きたてのおいしさ！獲れたてだからこそ感じられる、新鮮な小麦の味わいと美味しさをお楽しみください。

E retate hiki-tate shin mugi korekushon. Tore tate no komugi, hiki-tate no oishi-sa! Tore-tadakara koso kanji rareru, shinsen'na komugi no ajiwai to oishi-sa o o tanoshimi kudasai.

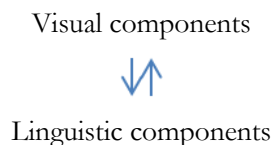
(Fished and freshly ground. New barley collection. Wheatstone wheat, freshly grounded taste! Please enjoy the taste and taste of fresh wheat, which is felt as a result.)

- b. Consists of three sentences. Where the two are Relational Process Relational Process (獲れたて (E retate= caught), 挽きたて (hiki-tate=freshly)).

Theme= Topical Unmarked Theme, because the point of sentence indicated clearly. this sentence uses particles ha (は) which indicates the subject. While the ad text is easy to understand because it is more in the form of spoken language than written form.

- c. Multimodal theory of Halliday and Hasan (1985, p. 64) for advertisements as shown below:

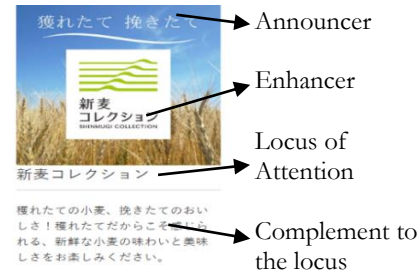
Lead^ (Display)^ Emblem^ (Announcement)^ (Enhancer)^ (Tag)^ (Call-and-Visit Information) Or



Visual components: Lead: Locus of Attention (LoA), Complement to the Locus of Attention (Gomp.LoA) Display. Explicit , Implicit , Congruent, Incongruent (metaphorical) Emblem

Linguistic components: Announcement Primary , Secondary, Enhancer, Emblem, Tag, Call-and-visit information

Table 5. Multimodal Used Theory for Advertisement 3



For multimodal, in the **Table 5**, the visual component on the ad is called Locus of Attention (LoA), also implicit because it does not match the image and information that is also incongruent. There is also Complement the locus to provide information on locus of attention. For Linguistic Components consists of the top Announcer, below as an Enhancer. with sky blue, then in the centre is the focus of this advertisement, then the most famous are given information relating to the advertisement.

2. Competitive Advertisement (Table 6)

Advertisement 4

In the bag advertisement below (advertisement 4), there are picture including two bags, one big, with a star image and a black background of a large bag is that this bag is very practical and can be folded. It can also be used to carry shopping items such as mineral water, shown in the picture below.

Table 6. Competitive Advertisement

Competitive	
	持ち歩く時は一緒、使う時は別々！レザー調ミニバッグと星柄エコトート2個セットが付録に [Mochiaruku toki ha issbou, tsukan toki ha betsu-betsu !, reza- cho mini pa kku to hoshigara eko to-to 2 ko setto ga tsuroku ni] (When carrying around, use them together, separate when used! Leather tone mini bag and in one device there are 2 sets of bags)



今年はどんな子が入るのかな
～入学する式三太郎。新入成
大と何やら後方から聞き覚え
がある声が聞こえてきます。

[*Kotoshi wa don'na-ko ga hairu no ka
na ~ nyugaku suru shiki Santarō.
Shin'nyū seidai to naniyara kōhō kara
kikioboe ga aru koe ga kikoete
kimasu.*]

(What kind of child will enter this
year? You can hear voices that
you hear from the New entrance
graduation and somehow from
the back.



次回の荷物は未定です。在庫
限定販売です。ネックレス、
ブレスレット、アンクレット
になる最強アクセです。

*Jikkaino nimotsu ha
Gentei desu. Zaiko genteihanbai desu.
Nekkuresu, buresuretto, ankuretto
saikyou akuse desu.*

(The next package is undecided. It
is inventory limited sale. It is the
strongest access to become a
necklace, bracelet, anklet

In addition to the bag with a large size also
a bag with a small size with a rope chain with a
size of 12x19 Cm, the bag is beautiful with a
practical size so it is suitable for use as a place
for beauty equipment, as shown on the analysis
below:

a. Process: Material Process (使う=to use).

Mood =Mochiaruku toki ha isshou, tsukau toki
ha betsu-betsu

Theme =Mochiaruku toki ha isshou, tsukau
toki ha betsu-betsu

From the above sentence is more spoken
or sentences that are addressed to the reader in
the style of popular language and not the style
of written language so that it is more congruent.

b. Multimodal theory of Halliday and Hasan
(1985, p. 64) for advertisements as shown on
the **Table 7**.

Table 7. Multimodal Used Theory of
Advertisement 4



Announcer

Locus of Attention

For multimodal, in the **Table 7**, the visual
component is Locus of Attention (LoA), also
explicit because it matches the image and
information that is also Congruent. There is
also Complement the locus to provide
information on locus of attention. For
Linguistic. For Linguistic Components
consisting of the top as Announcer, below as an
Enhancer.

Advertisement 5

In the picture (advertisement 5) there are
people who are reading, the person is wearing
an old-fashioned Japanese-style costume, and
underneath is AU writing. As many Japanese
know that Au smartphones Mobile brands in
Japan are marketed by KDDI on the main
islands of Japan and Okinawa Cellular in
Okinawa. The use of the word Au also has a
meaning, namely the word 'A' means to access,
always and ease. Whereas 'U' means to be
unique, universal and user-friendly. Au is a big
company that not only has a smartphone
product collaboration with big brands, but it
has many products and services. Besides AU
there are other competitors such as Softbank
and Docomo.

今年はどんな子が入るのかな～入学する
式三太郎。新入成大と何やら後方から聞き
覚えがある声が聞こえてきます。

*Kotoshi ha donna kou ga hairu no
kana~nyugakusurushiki mitarou. Shinnyuuseidai to nani
yara gouboukara kikioboe ga aru koe ga kikoete kimasu*

(This year is for fresh students, it can listen
to any sound)

a. Indicative -Declarative: Preposition-Giving

b. Process: Material Process (入る=to enter).

Mood = 今年はどうな子が入るのかな～
Theme= 今年はどうな子が入るのかな～

Conjunction of text 3, が(ga)

From the above sentence, is spoken more or sentences that are addressed to the reader in the style of popular language and not the style of written language so that it is more congruent.

Table 8. Multimodal Used Theory on Advertisement 5

	Announcer
	Enhancer
	Locus of Attention
	Tag

For multimodal, in the **Table 8** the visual component is Locus of Attention (LoA), also implicit because it does not match the image and information that is also incongruent. There is also Complement the locus to provide information on locus of attention. For Linguistic Components consists of the top Announcer, below the picture is an Enhancer.

Advertisement 6

In the picture (advertisement 6) there are the display of a necklace, with the person by stand is wearing one. The description tells a lot about the function of the necklace that can used as bracelet an anklet also (featuring multifunctionality). The middle of the ad shows the amount needed to buy this product, at 9800 yen each. Below the price tag, there are some information about readiness of the product in sale.

今回の荷物は未定です。在庫限定販売です。ネックレス、ブレスレット、アンクレットになる最強アクセです。

Jikkaino nimotsu ha Gentei desu. Zaiko genteihanbai desu. Nekkuresu, buresuretto, ankuretto saikyou akuse desu.

(The next package is undecided. It is inventory limited sale. It is the strongest access to become a necklace, bracelet, anklet)

a. Indicative -Declarative: Preposition-Giving

b. Process: Relational Process (~ da, desu), because from the statement (Teruya) relational process followed by ~da,desu.

Table 9. Multimodal Used Theory on Advertisement 6

	Announcer
	Enhancer
	Locus of Attention
	Tag

From the above, advertisement sentence is more spoken or sentences that are addressed to the reader in the style of popular language and not the style of written language so that it is more congruent.

c. Multimodal theory of Halliday and Hasan (1985, p. 64) for advertisements as:

Lead[^] (Display)[^] Emblem[^]
(Announcement)[^] (Enhancer)[^] (Tag)[^] (Call-and-Visit Information) Or

Visual components



Linguistic components

Visual components: Lead: Locus of Attention (LoA), Complement to the Locus of Attention (Comp. LoA) Display. Explicit, Implicit, Congruent, Incongruent (metaphorical) Emblem

Linguistic components: Announcement Primary, Secondary, Enhancer, Emblem, Tag, Call-and-Visit Information. For multimodal, in the picture above, the visual component is Locus of Attention (LoA), also implicit because it does not match the image and information that is also incongruent. There is also Complement the locus to provide information on locus of attention. For Linguistic Components consists of the top Announcer, below the picture, it is an Enhancer.

3. Retentive Advertisement (Table 10)

Advertisement 7

Table 10. Retentive Advertisement

	日ごろの感謝を伝える。 お中元 (Higoro no kansha o tsutaeru. Ochügen) I will convey my daily gratitude. Summer gift
	期間限定送料無料アディ ダススニーカーadidas Val clean 2 パルクリーンメン スロカットスニーカーレ ディス 2 6 %off ホワイト白緑 F99251 定 番。 (Kikan gentei sōryō muryō adidasu su ni — kā adidasu Val kurin 2 parukurinmensurokattosu ni — karedisu 26-pāsento off howaito shiromidori F 99251 teiban). Limited time shipping free shipping Adidasu 2 - car adidas Val clean 2 PAL Clean Men Sloo Cuts 2 - Car Ladys 26%
	リカちゃんキラメイクつ ばさちゃんリカちゃんリ カちゃん人形本体 (Rikachan kirameiku Tsubasa-chan Rika-chan rikachan'ningyo hontai) Rika-chan sparkling Tsubasa chan Likalica chan doll

In the retentive advertisement 7, there are pictures of beverage cans and cakes as drinking friends, in this ad the drink brand is not included, but the customer immediately knows that the beer drink is a Yebisu brand. The brand is clearly visible on beverage cans. It called retentive advertising because it doesn't display much information but displays more images. For the quality of the grammar, transitivity structure, and the thematic structure of the verbal text can be presented as follows:

Table 11. Multimodal Used Theory on Advertisement 7

	Announcer Enhancer Locus of Attention Tag
---	--

日ごろの感謝を伝える。お中元

Higoro no kansha o tsutaeru. Ochügen

(I will convey my daily gratitude. Summer gift.)

The sentence above is the Ellipsis sentence (see. Teruya: 63) because the sentence above does not have a subject and there is no particle は (ha), に (ni) or が (ga). actually the above sentence if it is properly completed becomes, without any different translation:

私は毎日の感謝を伝えます。夏の贈り物

Watasshi wa mainichi no kansha o tsutaemasu. Natsu no okurimono

(I will convey my daily gratitude. Summer gift.)

b. Multimodal Used Theory analysis, as shown in the **Table 11** shows the visual component is Locus of Attention (LoA), and it is also explicit because it matches the image and information that is also congruent. For Linguistic Components consisting of the top Announcer, below it is an Enhancer, there is also a tag to explain to customers about the product in question.

Advertisement 8

In advertisement 8, there is a picture of a pair of white shoes, no brand is included from the shoe, but at the top there is a sign of Adidas. There are also stars which number 5 (five) so that it can be said that this shoe product is very high in demand. So that it can be said, this advertisement is classified as retentive advertising. The grammar follows on the analysis below:

期間限定送料無料アディダススニーカー
adidas Val clean 2 パルクリーンメン
スロカットスニーカーレディス 2 6 %off
ホワイト白緑 F99251 定番。

Kikan gentei sōryō muryō adidasu su ni — kā adidasu
Val kurin 2 parukurinmensurokattosu ni — karedisu 26-
pāsento off howaito shiromidori F 99251 teiban

(Limited time shipping free shipping Adidas
2 - car adidas 'Val clean' 2 PAL Clean Men Sloo
cuts 2 - Car Ladies 26%.)

The sentence above is the Ellipsis sentence because the sentence above does not have a

subject and there is no particle は (ha), に (ni) or が (ga). The above sentence if it is properly completed becomes:

(広告)期間限定送料無料 Adidas Su - 2 アディダス Val clean 2 Pal クリーンメンズ Sloo Cuts Second - カーレディース 26%オフホワイトホワイトグリーン F99251 クラシック。

In the ad above there are also many katakana letters (see Alice, etc: 187), letters that are used for uptake of foreign words or can also be used for emphasis or style today. The advertisement above is more about the absorption of foreign words). For the multimodal of the advertisement is shown in the **Table 12**.

Table 12. Multimodal Used Theory on Advertisement 8

	Emblem
	Announcer
	Locus of Attention
	Enhancer
	Call and Visit Information

For multimodal, in the **Table 12** the visual component is Locus of Attention (LoA), also explicit because it matches the image and information that is also Congruent. For Linguistic Components consisting of the topmost Emblem, underneath is Announcer and below is Enhancer, there is also a call centre information to explain to customers about the product in question and where to buy the product.

Advertisement 9

For the advertisement 9, there is a picture of a doll named Rika Chan. At a glance, it is similar like a barbie doll. The advantages of this doll package are with a set of make-up equipment named Tsubasa-Chan.

As for the grammar in the advertisement can be analysed below:

リカちゃんキラメイクつばさちゃんりかちゃんリカちゃん人形本体

Rikachan kirameiku Tsubasa-chan Rika-chan rikachan'ningyō hontai.

(Rika-chan sparkling ,Tsubasa chan, Likalica chan doll.)

It is an ellipsis sentence, while for more clearly you can use the sentence below:

リカちゃん(スパークリング)つばさちゃんりかりかちゃん人形

Rikachan Sparkling Tsubasa-chan Rika-chan rikachan'ningyō hontai.

(Rika-chan sparkling, Tsubasa chan, Likalica chan doll.)

The use of the word (キラメイク = kirameiku), are the words originating from Japan that describe bright makeup. While multimodal analysis are as in **Table 13**.

Table 13. Multimodal Used Theory on Advertisement 9

	Emblem
	Announcer
	Locus of Attention
	Enhancer
	Call and Visit Information

For multimodal, in the **Table 13**, the visual component is Locus of Attention (LoA), also explicit because it matches the image and information that is also Congruent. For Linguistic Components consisting of the topmost Emblem, underneath is Announcer and below is Enhancer, there is also a Call-and-visit information to explain to customers about the product in question and where to buy the product.

Table 14. Verb and Process Analysis on other Product

Stages	Data	Processes
Pioneering	1. Gift/present	Material Process
	2. Corn	Material Process
	3. Ladies Bag	Material Process
	4. Cosmetics	Relational Process
Competitive	1. Kindle	Material Process
	2. Cream Cake	Relational Process
	3. Toaster	Material Process
	4. Beer	Material Process

Other products that are not described in this findings, after being analysed according to the verb and process analysis, they are described in Table 14. Other products, after being analysed according to Multimodal theory, are described in Table 15.

Table 15. Multimodal Used Theory on other Product

Stages	Advertisement	Element in advertisement	Element not in advertisement
Pioneering	1. Gift/present	Loa, Comp. LoA, Emblem, Announcer, Enhancer, Emblem, tag	---
	2. Com	Loa, Comp. LoA, Emblem, Announcer, Enhancer, Emblem, tag	----
	3. Ladies Bag	Loa, Emblem, Announcer, Enhancer, Tag	Comp. Emblem LoA,
	4. Cosmetics	Loa, Announcer, Enhancer, Emblem, tag	Comp. Emblem LoA,
Competitive	1. Kindle	Loa, Comp. LoA, Emblem, Announcer, Enhancer, Emblem, Call-and Visit	Comp. Emblem LoA,
	2. Cream Cake	Loa, Comp. LoA, Emblem, Announcer, Enhancer, Emblem, tag	-----
	3. Toaster	Loa, Comp. LoA, Emblem, Announcer, Enhancer, Emblem, tag	-----
	4. Beer	Loa, Comp. LoA, Emblem, Announcer, Enhancer, Emblem, tag	Tag
Retentive	1. Phone Accessories	Loa, Announcer, Enhancer, Tag	Comp. Emblem, Enhancer LoA,
	2. Haagen Daz Ice Crea,	LoA, Announcer, Tag	Comp. Emblem, Enhancer LoA,
	3. Korean Noodle	LoA, Announcer, Tag	Comp. Emblem, Enhancer LoA,
	4. Seiko	LoA, Announcer, Tag	Comp. Emblem, Enhancer LoA,

CONCLUSIONS AND SUGGESTIONS

Based on the above description, it can be concluded that for pioneering advertising has a lot of words, then using more polite word, and also introduces a lot of traded products. For competitive advertising, comparing more products with other products gives a description of the benefits of the product compared to other products. As for retentive advertising, using more of images than words, most of Japanese language ads are displayed with a straightforward style of speech that is a target of the ad, and a few are displayed in written style. Most verbs used are material processes, some use relational processes and one ad uses mental processes. For multimodal, at pioneering level, the elements used are mostly complete, while for competitive there are those that not use tags, while at the retentive level, half of the parts are incomplete.

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