

Multimodal Discourse Analysis of “Garnier Micellar Water All-In-One” Advertisement

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ABSTRAK

Iklan menjadi elemen penting dalam menyampaikan mesej merentasi pelbagai media. Iklan memainkan peranan besar dalam membentuk dan mencerminkan kehidupan moden. Pada abad ke-21, produk penjagaan kulit mendominasi pengiklanan global. Di Indonesia, pasaran penjagaan kulit berkembang pesat dengan unjuran pendapatan sebanyak USD 2.76 bilion pada tahun 2024. Tujuan kajian ini adalah untuk mendedahkan aspek multimodal dan makna dengan menggunakan teori multimodal oleh Halliday (2014) serta teori Kress dan Van Leeuwen (2006) dan juga untuk menganalisis kesan model Korea dalam video komersial ini. Kajian ini menggunakan pendekatan kualitatif dengan menganalisis iklan “Garnier Micellar Water All-In-One” yang dibintangi oleh Tiara Andini. Dapatan kajian menunjukkan bahawa elemen linguistik dan bukan linguistik bekerjasama dalam menyampaikan mesej produk. Penerbit iklan menggabungkan bukti serta model lelaki Korea untuk memanfaatkan daya tarikan global budaya Korea dan K-beauty. Walaupun industri ini menghadapi cabaran pada awal 2020-an, pertumbuhannya kembali meningkat melalui media sosial. Gerak tubuh Tiara Andini, bersama muzik latar yang ceria serta aspek linguistik, menonjolkan kelebihan produk Garnier Micellar Water sebagai penyelesaian kepada masalah pengguna. Secara ringkas, iklan ini berjaya meningkatkan jualan produk sehingga menjadi air micellar nombor satu di Indonesia berdasarkan laporan NielsenIQ 2023.

Kata kunci: Analisis multimodal, iklan, produk penjagaan kulit

ABSTRACT

Advertisements have become essential for delivering messages across various media. They play a significant role in shaping and reflecting modern life. In the 21st century, skincare products lead global advertising. In Indonesia, the skincare market is thriving, with projected earnings of USD 2.76 billion in 2024. The purpose of this study is to reveal the multimodal aspects and meaning by using multimodal theory by Halliday (2014) and Kress and Van Leeuwen’s theory (2006) and to reveal the Korean model’s effect in this commercial video. This study uses qualitative approach by analyzing “Garnier Micellar Water All-In-One” ads starring by Tiara Andini. For the findings, both linguistic and nonlinguistic elements collaborate to convey the product’s message. The producer incorporates evidence and a Korean male model to capitalize on the global appeal of Korean culture and K-beauty. Despite facing challenges in the early 2020s, the industry experienced renewed growth through social media. Tiara Andini’s gesture, along with the cheerful background music and linguistic aspect, highlights the benefits of Garnier micellar water, presenting it as a problem-solving product. In short, this ad has successfully improved the product sales as the number one micellar water in Indonesia based on NielsenIQ 2023.

Keywords: Multimodal analysis, advertisement, skincare product

INTRODUCTION

Background of Study

Nowadays, advertisements become a tool to convey meaning or to deliver message. Advertisement can appear in many media including television, radio, magazine, and so on. In this digital era, technology spreads widely not only in traditional media but also in social media. Social media enable people to connect, share, and interact online. In short, people can consume advertisement in various ways. According to Judith Williamson in his book entitled *decoding advertisements: ideology and meaning in advertising*, advertisements are essential in shaping and reflecting modern life. They are everywhere, making it impossible to avoid their influence, whether in newspapers, television, or urban environments (Williamson, 1985). It is clear enough that in modern era, we are affected by advertisements as well because advertisements dominate in a real life. Judith also points out that advertisements create a unique reality that seems independent and influential. The author does not aim to measure this influence but to analyze what is visible in advertisements. Their presence across various media forms a continuous reality that we perceive as real (Williamson, 1985)

In the 21st century, skincare products dominate the advertisement globally. According to Mulya in investinasia.id, the skincare market in Indonesia is booming, with expected earnings of USD 2.76 billion in 2024 and a forecasted yearly growth rate of 4.07% from 2024 to 2029. This surge is due to the rising consumer interest in premium skincare products, especially those that emphasize natural and organic ingredients. Indonesia stands out as a top market in Southeast Asia, fueled by a youthful, tech-savvy demographic and increasing disposable incomes (Mulya, 2024). So, it can be stated that advertisements play a vital role to engage the consumers to buy skincare products. Furthermore, Williamson also explains that advertisements consistently aim to sell products, indicating their significance. However, they also serve another function, which the author believes is significant in many ways. Therefore, advertisements are tools to sell products and build the communication between consumers and appear in social media to be consumed by consumers.

Discourse analysis is used to study the language and communication in context. According to Hyland and Paltridge in their book entitled *Continuum Companion to Discourse Analysis*, the 1952 article "Discourse Analysis" by Zellig Harris is often considered the foundation of discourse studies. Harris was the pioneer in using the term "discourse analysis" in a scholarly article. He examined an advertisement text, focusing on how sentences are connected and how the text relates to societal and cultural contexts (Paltridge, 2011). Thus, advertisement text can be analyzed using discourse analysis to reveal both social and cultural context. Johnstone (2018) also points out that discourse analysis as a collection of methods that link discourse with six contextual factors that influence it: the world, individuals' intentions, language structure, participants, preceding discourse, and media. It is clearly stated that discourse analysis is related to six important things including the world, individuals' focuses, language context, people, previous discourse, and also media. As previously mentioned, discourse and media are inseparable.

Multimodal discourse analysis (MDA) is emerging as a key approach in discourse studies. It goes beyond the traditional study of language alone, incorporating other elements like images, scientific symbols, gestures, actions, music, and sounds. This integration of various resources reflects the intersection of discourse and technology (Paltridge, 2011). In addition, the writer tends to seek out the meaning beyond advertisement entitled "*GARNIER MICELLAR WATER ALL-IN-ONE*" that appear in media such as YouTube and television. The purpose of this research is to reveal the multimodal aspects and meaning by using multimodal theory by Halliday's transitivity system (2014) and Kress and van Leeuwen's theory (2006).

Previous Study

These studies collectively explore how multimodal discourse analysis helps uncover the deeper meanings in advertisements. (Pricilia & Suyudi, 2023) points out that "Garnier Sakura White" TV ad emphasizes the role of multimodal semiotic systems, including auditory, gestural, and spatial elements, in shaping consumer understanding. Similarly, Sari and Noverino analyze Pantene advertisements through Halliday's transitivity system and Kress and van Leeuwen's perspectives, highlighting cultural differences between Indonesian and international ads in portraying strong, beautiful hair.

(Khoirunnisaa & Harti, 2023) focus on the influence of the Korean wave on Indonesian beauty advertisements, particularly through Instagram posts featuring Korean celebrities. Their study demonstrates how visual and verbal elements interact to engage audiences, with captions employing material processes to enhance sophistication. Meanwhile, (Ikhlef & Awad, 2023) examine the impact of gender on digital fashion advertising, particularly through H&M's Facebook posts. Their research reveals distinct representational and interactive meanings between male and female advertisements, emphasizing the crucial role of visual semiotic modes in audience engagement.

Although these studies analyze different brands and media platforms, they collectively underscore the significance of multimodal discourse analysis in understanding advertisements. Whether through TV, social media, or printed advertisements, these works show how semiotic systems, cultural influences, and gender dynamics shape consumer perceptions and marketing strategies. By employing frameworks such as Kress and van Leeuwen's Visual Grammar and Halliday's transitivity system, researchers can uncover deeper meanings beyond surface-level promotional messages.

Previous research has examined multimodal discourse in beauty and fashion advertising, but few studies have focused specifically on skincare, and none have analyzed micellar water advertisements. By applying multimodal theories, this study will assess whether the advertisement effectively convinces consumers to purchase the product, providing valuable insights into the intersection of visual, verbal, and cultural elements in marketing strategies.

Problem Statements/Questions

Based on the reasonable gaps above, the writer tends to ask these questions as follows:

- Are a multimodal discourse analysis and auditory, gestural, and spatial analyses conveying the selling point in this "*GARNIER MICELLAR WATER ALL-IN-ONE*" ADVERTISEMENT?
- Does Korean model influence the Indonesian beauty industry and boost skincare product sales in this "*GARNIER MICELLAR WATER ALL-IN-ONE*" ADVERTISEMENT?

Theoretical Framework

MDA (Multimodal Discourse Analysis) is a developing approach in discourse studies that broadens the focus from language alone to include other elements like images, scientific symbols, gestures, actions, music, and sounds (Paltridge, 2011). In this advertisement, not only can language and symbol be analyzed but also music and sounds can be analyzed. Additionally, language and other elements that combine to create meaning in multimodal phenomena (like print materials, videos, websites, and 3D objects) are known as semiotic resources, modes, and modalities. MDA is also called multimodal semiotics, and multimodal studies (Paltridge, 2011).

The writer uses the primary theory of Halliday (2014) such as firstly, tri-stratal conceptualization links basic text features (like images and sounds) to higher semantics through language systems, and finally to social and cultural contexts. Secondly, meta functional theory divides the meaning potential of semiotic resources into three 'meta functions' including ideational meaning (experiential: how we represent experiences), logical (how we construct logical relations), interpersonal meaning (how we enact social relations), and textual meaning (how we organize meaning into coherent texts). Lastly, instantiation is related to specific choices in text to overall language potential (Paltridge, 2011). In short, the writer analyses the linguistic text of transcript. The advertisement's verbal utterances including written and oral utterances.

To support the analysis, the writer also uses Kress and van Leeuwen's (2006) visual grammar, though rooted in systemic functional grammar, uses a unique approach to analyze visual images. It helps make sense of visuals without relying on language, thereby enabling meaning-making through visual analysis alone (Pricilia & Suyudi, 2023). On the other hand, the writer reveals not only linguistic aspects but also nonlinguistic aspects including the audial, gestural, and visual elements in the advertisement video.

DATA AND METHOD

Data & Limitation

The primary data used in this study was taken from YouTube. The writer obtained *GARNIER MICELLAR WATER ALL-IN-ONE* video by downloading it on 20 December 2024. YouTube provides the video and can be downloaded and automatically saved in the download menu on Google account. The duration of this commercial video is approximately 15 seconds. This commercial video was released on January 11th 2024 on YouTube and as per December 31st 2024, it has been watched about 33.076.160 viewers. Garnier Micellar Cleansing Water is the world's and Indonesia's number one rinse-free facial cleanser. It has been ophthalmologist-tested, making it safe to use even around the eye area. According to Garnier website, Garnier micellar cleansing water was claimed by PT L'Oréal Indonesia based on Nielsen Retail Index MAT data from July 2017 for the Micellar Water category (as defined by L'Oréal) in the urban Indonesian market. This is the biggest reason why the writer took this as the data because the writer tends to reveal beyond the advertisement and check whether it is related to product sales or not.

To limit the scope of the study, the writer only focuses on one product only shown in the commercial video that is *GARNIER MICELLAR WATER ALL-IN-ONE*. Among many skincare products, the writer only focuses on micellar cleansing water, not other skincare products. Furthermore, the data taken from YouTube is downloadable and can be accessed freely without paying. In the analysis, the writer only analyses 4 aspects including linguistic analysis, visual analysis, audial analysis, and gestural analysis.

Method Approach

According to Jackson, the interpretive approach depends on field studies, focusing on verbal descriptions over numerical analysis. Advocates of the critical approach aim to enhance human conditions. (Jackson, 1968). In his book "Research Design," Creswell explains that qualitative researchers utilize theory in various ways, often as a comprehensive framework to explain behaviors and attitudes (Creswell, 2009). Furthermore, the qualitative approach will reveal more about the multimodal discourse analysis and auditory, gestural, and spatial analyses and how the descriptive explanation reveals the influence of Korean models the Indonesian beauty industry and boost skincare product sales in this "*GARNIER MICELLAR WATER ALL-IN-ONE*" ADVERTISEMENT.

Data Analysis

First, the writer tended to analyze multimodal in linguistics. Several visual data were analyzed using means of visual design analysis designed by Kress and van Leeuwen. The multimodal concepts consist of linguistics analysis, visual analysis, audio analysis, and gestures analysis. Secondly, the writer classified linguistics aspects including the linguistic text of transcript. The advertisement's verbal utterances including written and oral utterances. After that, the writer broke down into nonlinguistic aspects including the audial, gestural, and visual elements in the advertisement video. The theory used is to reveal the multimodal aspects and meaning by using multimodal theory by Halliday's transitivity system (2014) and Kress and van Leeuwen's theory (2006).

RESULTS AND DISCUSSIONS

In "GARNIER MICELLAR WATER ALL-IN-ONE" ADVERTISEMENT, Tiara Andini becomes the commercial star. Tiara Andini was the second winner of Indonesian Idol season X. She has big achievements as a singer including best newcomer from the 23rd Anugerah Musik Indonesia Awards, best new Asian Artist Indonesia from the 2020 Mnet Asian Music Awards, and most popular female singer in 2022 and 2023 from the SCTV Music Awards for two consecutive years. That's why Garnier chooses Tiara Andini as the main model in commercial video because of the biggest accolades.

Linguistic Analysis

In terms of linguistic analysis, the writer divided into 2 aspects, oral and written text as follows:

[Oral Text in the Commercial Video]

*Tau kan cuci muka pake sabun bikin kulit kering? Pilih yang nomer satu
Garnier Micellar water Micelles seperti magnet
Angkat make up dan kotoran yang tak terlihat
Gak ada sisa, gak bikin kering Garnier Micellar Water Alami di Garnier*

According to Halliday's theory, systemic functional linguistics (SFL) identifies three main functions of language including experiential, interpersonal, and textual. In terms of experiential, Tiara Andini avoids washing our face by using soap because it can make our face dry. She introduces Garnier Micellar water which contains micelles to remove make-up and dirt. This product is natural provided by Garnier. Secondly, in terms of interpersonal, Tiara Andini tends to deliver the message to audiences. The audiences come from Indonesian women who want to remove make-up on their face. She uses imperative phrases to amuse the audiences such as *Pilih!* & *Angkat!* Cliff points out in his book entitled *Cliffs Test Prep™ TOEFL® CBT*, a command is a sentence that begins with a verb in simple form. In command sentences, the subject "you" is understood but not stated (Pyle, 2001). It is clearly stated in the imperative or command phrases that Tiara Andini as the commercial star who is famous and gets lots of awards tend to promote this product and amuse the audiences to use this product.

Lastly, in terms of textual meaning, the message is consumed by the audience or meaning beyond that. Tiara as a public figure who is a famous singer and accolades many achievements has successfully succeeded to promote this product. Buyers can be influenced by the advertisement to buy the product. It is clear that by using command sentence, Tiara succeeds to amuse the buyers to buy and use this product. Moreover, Garnier Micellar Cleansing Water is the world's and Indonesia's number one rinse-free facial cleanser based on Nielsen Retail Index MAT data from July 2017 for the Micellar Water category (as defined by L'Oréal) in the urban Indonesian market. Furthermore, Van Leeuwen states that "Texts utilize various modalities to create a perlocutionary

effect. It's not just the words in advertisements that persuade someone to buy a product. Through the use of linguistic and visual resources combined with other non-linguistic and contextual factors (Paltridge, 2011).

[Written Text in the Commercial Video]

GARNIER (0-1 Second)

FROM THE NUMBER 1* MICELLAR WATER IN INDONESIA *Klaim dan perhitungan PT L'Oréal Indonesia berdasarkan data NielsenIQ Retail Index Service Mat February 2023 untuk Micellar Water dalam kategori Skincare (didefinisikan oleh PT L'Oréal Indonesia) di IndonesiSegmenta Urban (copyright 2023, NielsenIQ)

GARNIER MICELLAR CLEANSING WATER 0% ALKOHOL & PARFUM (5-6 Second)

MICELLES SEPERTI MAGNET (6-7 Second)

ANGKAT MAKE-UP (7-8 Second)

DAN KOTORAN YANG TAK TERLIHAT* (Hasil pembersihan 98,9% make up long lasting foundation yang terangkat setelah kapas ke-2, berdasarkan uji instrument pada 20 subyek Kaukasian) (9-10 Second)

TIDAK BIKIN KERING (10-11 Second)

GARNIER FROM THE NUMBER 1* MICELLAR WATER IN INDONESIA *Klaim & perhitungan PT L'Oréal Indonesia berdasarkan data NielsenIQ Retail Index Service Mat February 2023 untuk Micellar Water dalam kategori Skincare (didefinisikan oleh PT L'Oréal Indonesia) di IndonesiSegmenta Urban (copyright 2023, NielsenIQ) (11-12 second)

GARNIER CRUELTY FREE INTERNATIONAL (14-15 second)

Based on the linguistic aspects, both oral and written text are inseparable in the commercial video. The written text supports the oral text and vice versa. To amuse the audiences, the producer attaches some evidences such as *DAN KOTORAN YANG TAK TERLIHAT** (Hasil pembersihan 98,9% make up long lasting foundation yang terangkat setelah kapas ke-2, berdasarkan uji instrument pada 20 subyek Kaukasian). By referencing the evidence, the audiences are strongly affected by the advertisement and this product is proven. In addition, the producer also informs another evidence including FROM THE NUMBER 1* MICELLAR WATER in Indonesia based on NielsenIQ 2023.

Visual Analysis

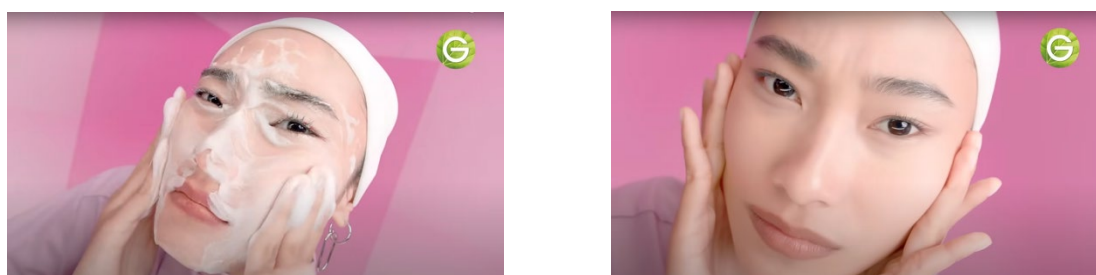


Figure 1. The model washes her face using soap.



Figure 2. Tiara Andini throws soap and chooses Garnier Micellar Water.

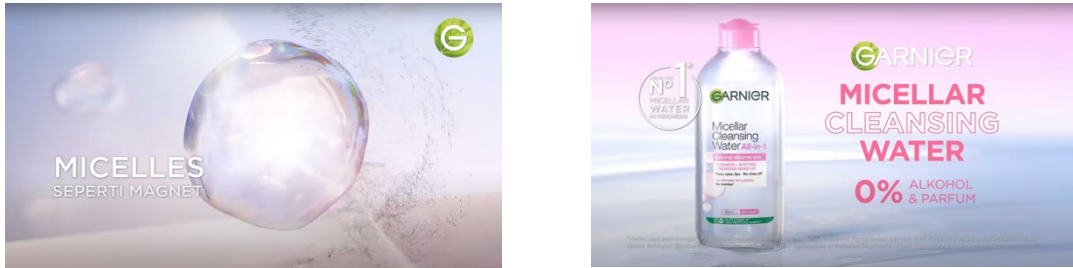


Figure 3. Ingredient of the product.

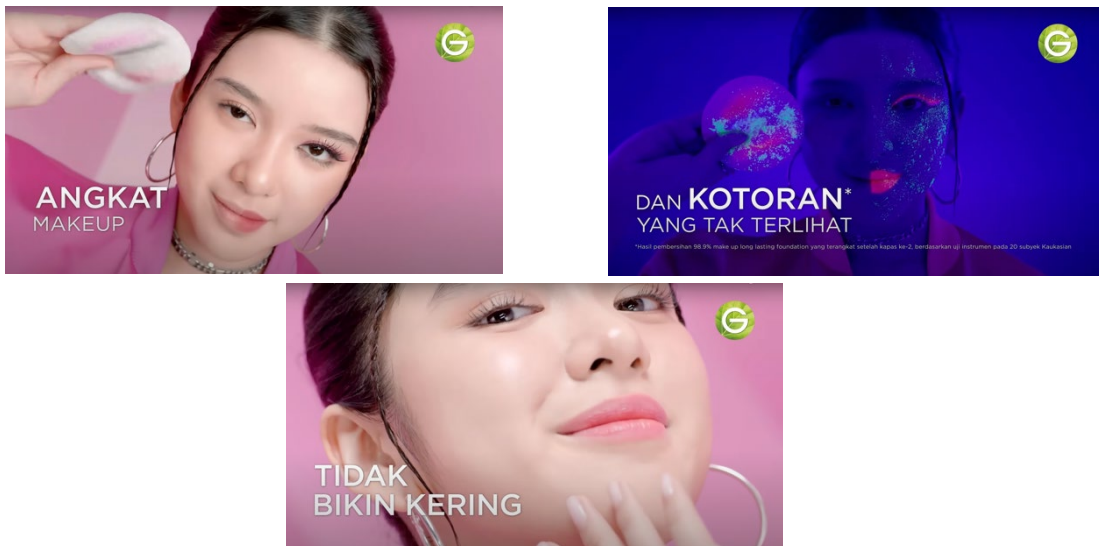


Figure 4. The benefit of the product.

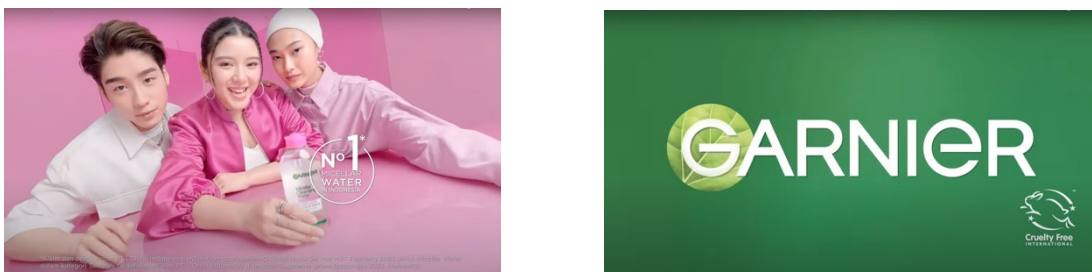


Figure 5. Korean model joining Tiara Andini holding this Garnier product.

This advertisement starts from the biggest problem faced by the woman as a model in commercial video as shown in figure 1. The woman depicted in this visual aspect is washing his face using soap. Soap makes her face dry and it belongs to disadvantage, problem, or related to negative thing. It is clearly stated that the producer wants to deliver advertisement from the problem first.

Figure 2 shows about the main commercial model, Tiara Andini. She appears to be a problem solver in this video. Tiara throws the soap and introduces the Garnier Micellar water can be a solution for that problem. Furthermore, in the figure 3, the producer tends to highlight more in the ingredient of product. This product contains the active ingredient, micelles which can be a magnet.

Additionally, figure 4 shows about the beneficial things by using this product. After applying the Garnier Micellar water, make-up and unseen dirt can be removed and surprisingly, this product doesn't make Tiara's face dry so that from the visual depiction, the producer obviously points out about the benefit of this product. Before and after effect can be seen clearly in this visual analysis.

Surprisingly, there is a representation of Korean male model in commercial video. According to standard insight website, the global popularity of Korean culture, known as the Hallyu wave, has driven the rise of K-beauty, boosting exports of Korean beauty products. Despite a decline in the early 2020s due to the COVID-19 pandemic, which saw the market shrink from \$9.4 billion to \$6.8 billion in 2020, the industry found new growth through social media, showcasing its resilience and innovation (Insights, 2023). The producer displays the Korean male model to represent Korean culture related to K-Pop is still booming in Indonesia. According to Angelina, in 2024, the K-pop industry experienced a mix of global success and significant challenges. Despite its widespread popularity, several incidents disrupted the music industry's largest market. Each year, new talents emerge from competitions and agency training, while some groups decided to disband this year. In short, the producer definitely boosts the promotion marketing by displaying the male Korean male model (Angelina, 2024).

Lastly, the emblem of Granier is displayed at the end of commercial video. The color is dominated by green color to highlight that Garnier product is natural. It is in line with the visual emblem. This also displays logo of cruelty free international. The cruelty free international leaping bunny is the globally-recognizable gold standard for cosmetics, personal care and household products. Hundreds of brands are approved cruelty free under our Leaping Bunny program as mentioned in the website.

Audial Analysis

The back sound accompanied "*GARNIER MICELLAR WATER ALL-IN-ONE*" ADVERTISEMENT is a musical instrument that has a joyful and happy tone. However, there is an effect of delayed instrument depicted in the 2 second to emphasize that using soap is unbeneficial. Moreover, there is a sound effect in the 3rd second to highlight the product. The producer tends to emphasize Garnier product as a solution-oriented reinforcement or problem solving. This is supported by verbal messages such as *Tau kan cuci muka pake sabun bikin kulit kering? Pilih yang nomer satu Garnier Micellar water.*

Gestural Analysis

Tiara Andini's gestures in the advertisement play a crucial role in conveying the message of transformation and effectiveness. In figure 2, the dynamic action of throwing soap symbolizes the transition from conventional cleansing methods to the superior solution offered by Garnier Micellar Water. By firmly grasping the product, she reinforces its reliability and prominence in the beauty industry. In figure 4, the deliberate motion of lifting her hand with cotton serves as a visual demonstration of the product's ability to remove makeup and impurities, providing concrete

evidence of its effectiveness. Additionally, her gesture of touching her face not only highlights the product's gentle application but also adds a sense of satisfaction and endorsement, captivating the audience and reinforcing the idea that Garnier Micellar Water delivers desirable results. These intentional movements work together to enhance the advertisement's persuasive appeal, making the product appear indispensable for skincare routines.

CONCLUSION

Advertisements are now a key tool for conveying messages across various media, including traditional and social platforms. They shape and reflect modern life, as noted by Judith Williamson. In the 21st century, skincare products dominate global advertising. In Indonesia, the skincare market is booming, with expected earnings of USD 2.76 billion in 2024 and a yearly growth rate of 4.07% from 2024 to 2029, driven by a youthful, tech-savvy demographic and rising disposable incomes.

In the commercial video, linguistic and nonlinguistic aspects work together to support the product's message. The producer uses evidence and a Korean male model to leverage the global popularity of Korean culture and K-beauty. Despite early 2020s challenges, the industry found new growth through social media. Tiara Andini's gestures and the joyful background music emphasize Garnier Micellar Water's benefits, positioning it as a solution-oriented product.

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