

**MULTICULTURALISM CONCEPT ON 2019'S SUPER BOWL
COMMERCIALS: A MULTIMODALITY ANALYSIS**

THESIS



BY:

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2019

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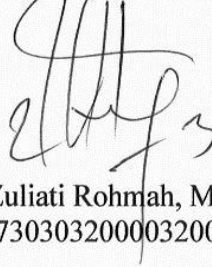
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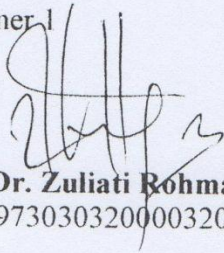
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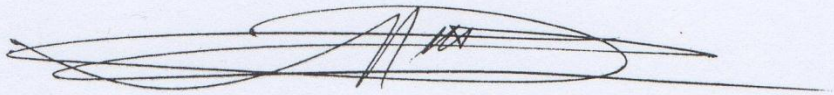
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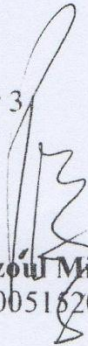
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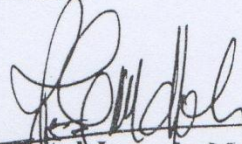
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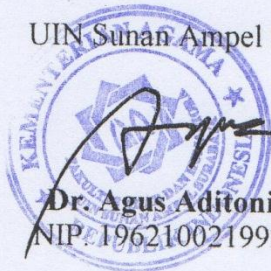


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practices because they have value in an individual's life to increase human existence. The advertisement has been criticized for presenting the multiculturalism concept, such as cultural studies, society, gender, age, and ethnic minorities. In the media, especially video advertisement, there are many influences of the tradition have been potentially strong to the social context. In the ad, it offers the public to know about the reality of life, and through the image, it teaches the ethic and value of the culture. To understand the concept of multicultural in the Super Bowl, it is imperative to know the sense of the meaning of culture and significance. Based on Moran's (2001), culture consists of five dimensions: product, practices, perspective, persons, and communities. Thus, this study conceptualization multicultural values as values that appreciate, respect, and tolerate the culture of people from a different ethnic, political, religious, economic, social, and cultural background in the various geographical area.

The present study analyzed video commercials that contain explicit and implicit messages about multicultural values, the namely cultural dimension of practice, the cultural dimension of perspective, the cultural dimension of the product, the cultural dimension of communities, and the cultural dimension of the person.

2.1.1 Cultural Dimension of Practice

Cultural practice is shown when the most obvious to use language in culture. Artistic practice always requires communication; the word of participation of the action is in the same place. The act of the participant can be depicted as the practice in culture (Moran, 2001). For example, listening to someone when they are talking, speaking with other people, reading, and writing. The language can be

The sense of advertisement has the ability to influence the importance that individuals attracted to various attributes of the product. The ad can be resulted in processing the idea, and when it is creating a product, it can make an advertisement to sell a product. The ad is showing a change in traditional media to include social media in order to reach the audience more effectively (Bakhtiar, 2017). Social media is helping people to create news, make a connection, and make followers in marketing include businesses, organizations, and brands (Siddiui and Singh, 2016). YouTube social media is the famous media to promote the brands of products. Some brands can be most famous when the brands increase their ideas in developing the product. Agile development is using social media by mobile phones, and it can make exceptional influencing. It is using social media in the advertisement as paid-for mass-media communications rather than all promotional activities. The main goal is marketing the customer, and controlling the product becomes better (Brierly, 2005).

1.3 Multimodality

Multimodality is an approach to use communication and social semiotic through gesture, image, motion, writing, layout, music, speech, color. Kress mentioned modes are analyzed by using multimodality (Kress, 2010). Multimodality focuses on the relationship with types of communication modes, whether they are visual and verbal works (Kress, 2010). In the advertisement, there are several modes that are used in a video advertisement where styles have meaning and social relationships. Language and visual modes are structured by one culture (Kress and Leeuwen, 2006).

2.3.1.2.2 Analytical Process

Analytical Process is the relation of participants in the whole of the structure. There are two participants in the analytical process (Kress and Leeuwen, 2006). First is carrier (the whole), and the second is possessive attributes (the part).

2.3.1.2.3 Symbolic Process

Symbolic Process concerns on what a participant means or identifies. There are two participants: carrier (develops the meaning or fulfills the identity in the process) and symbolic attribute (represent the meaning or identity itself) (Kress and Leeuwen, 2006).

2.3.2 The Interpersonal Metafunction

Interpersonal metafunction means the interaction of the procedure to the audience through images (Kress and Leeuwen, 2006). Interpersonal meaning is called non-verbal communication. There are two kinds of participants of interpersonal meaning. They have represented participants and interactive participants. The example of designated participants in the people, the places, and things in the image. While the case of interactive participants is the producer and the audience of images (Kress and Leeuwen, 2006). There are four ways to realized interpersonal meaning: contacts, social distance, attitude, and color.

2.3.2.1 Contact

In making the relationship between representational meaning and viewers. Contact is divided into two. They are demand and offer (Kress and Leeuwen, 2006). Demand is a situation when the participant looks at the viewers directly. Meanwhile, the offer is a situation when the participants do not look at the

viewers directly, according to Kress and Leeuwen. The contact related to the speech act.

Speech act in contact, based on Kress and Leeuwen (2006); speech role is called a speech act. It can connect the meanings of demands and offers in the linguistics system of a person (Kress and Leeuwen, 2006). The speech act is divided into four aspects. They are offer information, offer goods-services, demand information, and demand goods-services (Kress and Leeuwen, 2006). Speech act needs a mood because the mood is the grammaticalization of the semantic system of speech function (Halliday and Matthiesen, 2004). The first aspect is the offer information. It is a form of a statement. The statement is used to get the information that can be contradicted the acknowledge (Halliday and Matthiesen, 2004). The next is to offer goods-services. It is used to get acceptance from the viewer, although the offer may be rejected (Kress and Leeuwen, 2006). The third is the demand information. It is used to get an answer from the listeners despite the listeners who may disclaim the question (Kress and Leeuwen, 2006). The last is demand goods-services. It is used the listeners do the command, although the listener may refuse to do the command (Kress and Leeuwen, 2006). The aspects of speech act can realize the existence of mood.

Gaze in contact, it is a relation with speech act. There are two types of gaze: they are demand gaze and offer gaze. The demand gaze is used to command the viewers to purchase the product directly by the actor. Offer gaze is used to address the viewers to purchase the product indirectly by the image itself (Kress and Leeuwen, 2006).

2.3.2.2 Social Distance

It is called the size of the frame because there is a distance between the camera and the actor (Kress and Leeuwen, 2006). There are six kinds of distances. The first is very close-up that shows ahead. The second is the close shot that shows the head until the shoulder of the subject. The distance of the participants and the viewer is an intimate shot. The third is a medium close shot that shows ahead to the waist. A medium-long shot shows the full figure of the frame. Next, a long shot shows the full image of the subject, and there is a relation between the viewers and the participants. The last is a very long shot that shows anything wider (Kress and Leeuwen, 2006).

2.3.2.3 Attitude

In attitude, there are two kinds of attitudes; they are horizontal and vertical angles (Kress and Leeuwen, 2006). Horizontal angle is the relation between the involvement and the withdrawal of the image producers and the viewers (Kress and Leeuwen, 2006). There are two kinds of horizontal angles (Kress and Leeuwen, 2006). The first is the oblique angle. It shows withdrawal that the viewer only sees the image but is not involved in it. The second is the frontal angle; it is shown from the involvement that the viewers involve the image and become part of them. The vertical angle is related to power. There are three levels of vertical angle (Kress and Leeuwen, 2006). The first is eye level, and it is showed when the viewer and the subject are equal, and there is a signal of both sides. The second is a high angle, and it is showed when the participant is looked small because the camera looks down on the subject. The last is a low angle, and

important to notice to the viewer. *The ideal* is positioned on the top. It indicates that there is promise visualization, while *Real* is positioned at the bottom. It is indicated as factual. The center is positioned in the middle as the main of the issue. Lastly, the margin is positioned around of center as additional information.

2.3.3.2 Silence

Silence is an important element from another element that can attract an audience's attention (Kress and Leeuwen, 2006). It based on the color, sharp of background, contrast, cultural factor (a human figure or potent cultural symbol), and perspective (foreground object is more silent than background object).

2.3.3.3 Framing

Framing is the connection and disconnection of the elements in an image (Kress and Leeuwen, 2006). The stronger the framing can influence the connections or the disconnection in every part of the frame. The absence of framing emphasizes the identity of the group, while the presence of framing is indicated by the differentiation and individuality of the group.

The main intention of this scene is to introduce the model. The camera shoots the model who is eating the chips. It indicates that he is a symbol as the model and shows the viewer that all black races as the main model of the video advertisement without any differences in another aspect. The differences can make the viewer enjoy the product because it is no different in America, especially. The viewer can be interested in eating or buying the product because the advertisement can hug all ethnics in the world, especially the differences in race and style.

2. Reactional Process

The reactional process explains the process that the participant shows is formed by an eye line by the direction of the other represents participants (Kress and Leeuwen, 2006). There are two types of participants in this process; they are reactors and phenomena. A reactor is an active participant who looks at the phenomenon. While the phenomena are the passive participant that face-up from the actor.

Figure 4.5 is taken from “Cashew” commercials. It is captured in a range of time between 00:10 – 00:12. It is an example of a reactional process. In this scene, it begins with the model walks by seeing his grandfather. The setting is at outdoor; it is showed from the sky. The reactor of the scene is the man. Furthermore, he becomes silent because the focus sharpens when the camera shoots him. In this scene, the phenomena are his grandfather, who is sitting on the board. There is no interaction between those two participants.

4.1.1.2.3 Attitude

Attitude refers to the relations between the represented participant and viewers' attitude presents the power of the relationship and the involvement between the participant and the viewer in the scene. The selection of angle realizes the expression of the attitude towards represented of the participant (Kress and Leeuwen, 2006). There are two kinds of attitudes. They are horizontal and vertical angles. In horizontal angles, there are oblique angles and frontal angle. While, in vertical angles, there are eye level, high angle, and low angle. In these commercials, 121 horizontal angles consist of 83 oblique angles and 38 frontal angles. While, in vertical angles, 126 vertical angles consist of 101 eye levels, 15 high levels, and ten low levels.

1. Horizontal Angles

a. Oblique Angles

The example of the oblique angles is depicted in Figure 4.26. It is from the “Cashew” commercial that is captured in the range time between 00:03-00:06. In the scene, the participant walks on the field that he wants to come to his grandfather’s home on foot. It means that the participant is not part of the viewers. The limitation is between the viewer, and the participant is showed because there is no connect from taking the scene. The viewers only become the observer of the participant’s action. Thus, the scene presents the oblique angles that are appeared in Figure 4.26.

The first discussion is about elements of multimodality used in Super Bowl commercials. The findings portray that the total emergence of multimodality found in each commercial shows different results. This is influenced by different topics and the duration of each commercial. "SimpliSafe" commercial that takes the interesting topic of commercials, of course, contains more processes, among others, that is 451 times. While the other four commercials, "Google," "Coca-Cola," "Cashew," and "Doritos" reach even around half of the "SimpliSafe" commercial. The finding simultaneously reflects that Super Bowl commercials use all elements of multimodality proposed by Kress and Van Leeuwen (2006). Those multimodality elements are ideational metafunction, interpersonal metafunction, and textual metafunction.

Next, the result of multimodality elements, interpersonal metafunction, appears the most significant role in Super Bowl commercials used in the present study; they are "Google," "Coca-Cola," "Cashew," and "Doritos." It becomes so significant because in four commercials of interpersonal metafunction appears in a 95 – 140 times of usage. This implies that four commercials are used to describe the process of doing. In the case of "SimpliSafe" commercials, interpersonal metafunction reaches the biggest process applied. Thus, "SimpliSafe" is mainly intended to identify the interaction of the procedure to the audience through the image. While textual metafunction becomes the lowest in Super Bowl commercials, it appears not more than nine times in each commercial. From this reflection, all the commercials are extremely infrequent used in the textual metafunction. Thus, the result of the ideational metafunction shows the exact statistic.

The second point of discussion is the result of the first finding, which is connected to the multiculturalism concept. In this case, the analysis is carried out through Moran (2001) consisting of five dimension analyses; they are the cultural dimension of practice, cultural dimensions of perspective, cultural dimensions of the product, cultural dimensions of communities, and cultural dimensions of the person. The findings portray that the total emergence of multiculturalism found in each commercial shows different results. This is influenced by different topics and the duration of each commercial. "Google" and "Coca-Cola" commercials that take the interesting topic of commercials, of course, contain more processes, among others, that is 19 times. While the other three commercials, "Simplisafe," "Cashew," and "Doritos" reach even around half of the commercials. The finding simultaneously reflects that Super Bowl commercials use four types of multiculturalism concept proposed by Moran (2001). One of the types does not appear in Super Bowl commercials because the language of the Super Bowl uses the general English language.

The researcher relates to the multiculturalism concept; the multimodality elements function as a tool to serve the visual and verbal mode, which can be used to confess the representative of the multiculturalism concept in the Super Bowl commercials. Each of the multimodality elements has a different function in its application and combines with the multiculturalism concept to know the representative of the multiculturalism concept through multimodality elements.

Firstly, it is an ideational metafunction. The narrative process in these commercials shows a sequence of events that the main participants go through. The beginning of the video indicates the introduction. It is supported by the occurrence of the actor, which tells a profile of the model and the action in which

they are being prepared. Then the commercials depict the action of the model. Those events make the participant able to give multiculturalism concepts from the action of other participants. The represented participants include all elements of society, which is divided into communities. The video commercials depict men and women from young to old. It indicates that Super Bowl commercials can be consumed by all people. Furthermore, the setting is often at outdoor. The setting of those scenes is at a road, at home, at the company. Setting can indicate the foreground and background. The setting is depicted as less silent mostly; it emphasizes nature as the main setting since the participant is represented the product.

Secondly, it is about interpersonal metafunction. The gaze is also mainly in the offer gaze, and the camera angle is an eye-level shot. The offer gaze represents that the participants want to hold the viewer's attention. The producer wants to get attention. Thus, the producer makes the listener becomes a focus in every scene. The eye-level shot indicates an absence of power. In the absence of power, the producer tries to persuade the viewer indirectly from the commercial that two aspects, which the producer can make close relation with the viewers. Another aspect that supports the producer is distance. Distance shows how long the range between the camera and the participants is. Distance gives the social distance between presented participants and viewers. The most apparent in the Super Bowl commercials are medium close shot. It shows the head to the waist of the participants. Color is also one aspect of interpersonal metafunction that has been an important aspect to know how the scene is depicted as the meaning is. The cloth color of the main participants influences the meaning of the scene. Most of the commercials used a bright color. It means that every commercial wants to

know future lightning. It is showed that there is the darkness of life. The future will be bright if the participants will be unity as the multiculturalism concept taught.

Lastly, it is the textual metafunction. It refers to the construction of the modes of Super Bowl commercials. Most of the commercials are the apparent center –margin. Center –margin indicates that the nucleus of the information is located in the middle of the picture (Kress and Leeuwen, 2006). Thus, the main information of every scene is showed from the participant related to the multiculturalism concept that represents the model.

The numerous elements reflected from the video commercials furthermore create new results in the multiculturalism concept. They are regarded as the components, which construct the multiculturalism concept of Super Bowl commercials. Thus, the researcher reveals that Super Bowl commercials attempt to construct the multiculturalism concept during their commercial. This is derived from what Colombo (2014) states that multiculturalism is the situation that people can interact with different traditions, habits, language, religion, customs in the same social space. Regarding this definition, the multiculturalism concept contains in the video commercials; they are the cultural dimension of practice, cultural dimensions of perspective, cultural dimensions of practice and product, and cultural dimensions of communities. Thus, this case certainly agrees with the true teaching of Islam, as described in some verses of Al-Qur'an. In Islam, multiculturalism is a part of the tolerant attitude development based on the universalism of Islam called "Islam Rahmatan Lil' Alamin" namely, Islamic teaching is a universal teaching include of all aspects of human life to all

who is beneficial to other humans. Tolerance is the ability to respect the nature, beliefs that others have. Based on Surah Al-Hujurat:13, it confirms the unity of human origins by showing the similarity in the degree of humanity. A person does not deserve to feel higher than another, not only between one nation, ethnicity, or skin color with others, but also includes sex. A broader explanation has been conveyed by the author in the previous chapter. Being tolerant will bring peaceful sharing life for us through the Qur'an, Allah teaches to humans to always do good attitude to others. Cultivating unity indifference. Responding to differences with the attitude of wisdom to interpret it as *sunnatullah*, because the differences in each individual that is not packaged neatly will potentially lead to a lot of conflicts. Islam as the religion of *rahmatan li al 'alamin* gives agreement of differences through the Qur'an. The difference here is not merely in cultural differences meaning. Culture in the broadest sense has been conveyed by the author in the previous problems. Many different cultures in our beloved country. However, it can be expanded about the differences that exist in each individual. Ethnic, racial, linguistic, and religious up to welding of certain parts. Like differences in social class and economic class that cause divisions. Though Allah has never looked that far regarding the position of all humaities on earth. The noblest people in the sight of Allah are only those who fear Allah. In the teachings of Islam, there is no such thing as pressure in social relations or religion. Thus, multiculturalism education is very important to correlate in all aspects especially in advertisements because conflict, violence, and severity creates a peaceful life, primarily coming from unresolved multicultural problems, and education in verbal and non-verbal is chosen as a pathway to transforming into a multicultural society.

metafunction is the most frequent metafunction that occurred among another metafunction. This metafunction appears 69% or equal to 651 times of occurrence. In the second level, ideational metafunction appears 28% or equal to 266 times. Then, at the lowest level, textual metafunction appears in 3% or equal to 26 times of occurrence. Furthermore, the result of the multiculturalism concept, they are 64 scene that contains the multiculturalism concept. The first level is the cultural dimension of communities that appears 33% or equal to 21 times of occurrence. In the next level is the cultural dimension of perspective appears 26% or equal to 17 times of occurrence. The cultural dimension of product 25% or equal to 16 times of occurrence. Next, the cultural dimension of practice appears 16% or equal to 10 times of occurrence. Lastly, there is no accuracy of the cultural dimension of the person.

They are related to the multiculturalism concept, the elements of multimodality function as a tool to serve linguistics features, which can be used to present the implied multiculturalism concept in the Super Bowl commercials. In every metafunction has different functions in its application. Furthermore, the elements of multimodality capably contribute toward the construction of dimensions reflected in the Super Bowl commercials. These dimensions are regarded as the components, which construct the multiculturalism concept of Super Bowl commercials. There are four dimensions of cultural found. Those are dimension cultural of practice, dimension cultural of perspective, dimension cultural of practice product, and dimension cultural of communities. All of the dimension shows that Super Bowl includes the multiculturalism concept.

By seeing all the findings of this thesis, the researcher has proven that multimodality is capable of showing the multiculturalism concept of video

