

4. FINDINGS AND DISCUSSION

This chapter consists of the findings of what I has analyzed from the data in order to answer both of the research questions along with the purpose of the study, which is to reveal the use of Multimodal Discourse Analysis in constructing the meanings through visual images in advertisements. Moreover, the methapor theory is used to reveal the hidden meaning to show how the written texts support the visual images in the posters of *Nature Republic*. I did it by analyzing each images in the posters to answer the first research question. Then, to answer the second research question, I analyzed it by using denotation and connotation theory. She analyzed the written texts to reveal denotative and connotative meanings in every written text. Then, visual images are supported by the written texts. I started to see the visual images from both posters which are supported by the written texts in order to answer the second research question.

4.1 The Construction of Meaning through Visual Images

This research was intended to find out how meanings are constructed through the visual images in *Nature Republic* “*Soothing Gel*” and “*Soothing & Moisture Aloe Vera 90% Body*” posters. Therefore, finding the construction meanings in the poster came first before I explained how the written texts support the visual images in the construction of meanings. Before I goes more in-depth into the analysis, below are provided explanations about the first poster of *Nature Republic* which is “*Soothing Gel*” poster.

4.1.1 Construction Meaning of Aloe Vera Leaf in “Soothing Gel” Poster

The construction of meaning of aloe vera leaf is important as “aloe vera leaf” is the dominant visual image in the poster. Aloe vera leaf symbolizes the product itself because it is made of aloe vera. The construction of meaning of aloe vera involves Multimodal Discourse Analysis as the theory. MDA intends to show that meanings are conveyed through the distance of a shot (Close vs. Medium vs. Long), color, focus of the shot, and the extent to which the image in the shot aims to reflect reality or not (Feez, Iedama, and White, 2010, p. 172). This sub-chapter examines the image of aloe vera. In aloe vera, green color is very dominant, but it is not just because aloe vera is green. Green color in Asia is often used for something related with relaxation, because green color is believed to give a calming effect for those who feel stress (Hero, 2019). Green color in the Asia signifies calm which build a feeling of young and fresh. In *Nature Republic* poster, it focuses on a blur leaf of aloe vera and the green color as the backgrounds. The shot on the aloe vera leaf aims to reflect the reality that *Nature Republic* uses the aloe vera as the base of the product. Moreover, as described by BioMed Research, “the mucilage of aloe vera not only increases amount of collagen on wound site, but also increases transversal connections among these bands rather than creation of change in collagen structure and as a result accelerates wound improvement”. *Nature Republic* products use aloe vera that can help the consumers skin to feel fresh, young, and increase the amount of collagen in their skin. So, they can feel beautiful. On the other hand, the focus of aloe vera leaf is blurry because in the visual images, the emphasis is more in showing the products rather than the aloe vera. Moreover, the natural atmosphere is created through the green color, combined with aloe vera image. The combination of green color and aloe vera image gives an impression that the users will feel young when using the product. Thus, meaning is constructed through the combination of words, pictures, and images. The natural here means that the products do not use any artificial ingredient. Consumers who use the products will feel young, and beautiful which is created through the green color combined with the aloe vera image.

4.1.2 Construction Meaning of Waterdrops in “Soothing Gel” Poster

Secondly, the construction meaning of the images of waterdrop is important. “Water droplet and aerosolization play a role in human hygiene and health systems as well as in crop culturing. Prevention or reduction of splashing can prevent transmission of diseases between animals and plants and keep technical systems such as pipe or bottling systems free of contamination. Some higher plants use water or waterdrops to keep leaves free from dirt and pathogens” (Koch & Grichnik, 2016, p.3). *Nature Republic* uses waterdrop to show that their products are pure. The meaning of waterdrops is reinforced by the transparent color. Denotatively, a transparent means pure, clean, and clear. The waterdrops in the picture are put on the aloe vera leaf. Also, Paltridge (2012, p. 170) states that meaning is constructed through some combinations. In this advertisement, the combination that creates meanings is from pictures and colors. The pictures are aloe vera leaf and waterdrops. In this part, the construction of meaning through MDA resource in the pictures signifies the purity and free contamination products which mean that they are safe for consumers’ skin. The other MDA resource is in the green color. As what I stated in 4.1.1, the green color constructs the meaning of feeling young. Thus, *Nature Republic* intends to show the consumers that they can feel safe and young when they use *Nature Republic*.

4.1.3 Construction Meaning of Product’s Cover in “Soothing Gel” Poster

Thirdly, the construction meaning of the product’s cover images focuses more on the gel inside the aloe vera. The focus on the gel inside aloe vera intends to reflect the reality that their product ingredient is made from aloe vera gel. As described in Neutrogena article, “A gel usually has the appearance of a jelly, and is transparent. It looks like a cross between a solid and a liquid, but does not behave like either. Gels

are actually closer to liquids than solids, because they are mostly water based. Gels are now commonly available, in both beauty products and medications. Gel is more quickly absorbed by the skin” (Johnson, 2017). *Nature Republic* focuses more on the gel because they want to deliver a skin product which can work fast for consumers’ skin. It can absorb to the consumers skin quickly and give them a cool effect because its gel based product. Moreover, the image is put on the left side because people always read something from left to right as it is also the focus that *Nature Republic* wants to show. Thus, they put it on the left side of the product’s cover. The other thing that is important is the color. *Nature Republic* uses white color as the background of their product’s cover. In general, white represents truth and light, away from dirtiness. White symbolizes the starting point, the origin, and the root of things. Quoting Turner, DeLong & Martinson write that, “as the anthropologist, white is the most basic symbol to human beings; indeed, white was favored in many cultural spheres who worshipped the sun” (2012, p. 127). However, it is understood that the preference of Koreans for white clothing for thousands of years is regarded as a distinct characteristic of Korea. Moreover, quoting Geum, DeLong & Martinson write that “the preference for white is considered as an implication of aesthetic consciousness toward cleanness, purity, humility, and deep religious belief that inspired devotion to the pure, natural, and nondecorative” (2012, p.127). The meaning of white color is purity (pure), clean, and natural. The feeling of purity in 4.1.2 is reinforced by the color used in this part, which connotes sterile or clean atmosphere. So, the sterile or clean atmosphere is created through the white color. *Nature Republic* product is a unity of purity added with white color that strengthens the meaning. Consumers who buy the product will be convinced that the gel is sterile, clean, and pure. In this part, the semiotic resources, in the form of colors and image, signify the purity of *Nature Republic* product.

4.1.4 Construction Meaning of Product’s Box in “Soothing Gel” Poster

Fourthly, the construction meaning of the product’s box which is just on the edge of the product’s cover is important. *Nature Republic* mostly uses green color as

its base color. The product's box uses green color, as I mentioned in 4.1.1, Green color in Asian gives a calming effect that which build the feeling of young. When this product's box is in line with the previous image and color which are aloe vera and green color, it reinforces the meaning of nature and youth in 4.1.1. Thus, the construction of the meaning does not just stop on the aloe vera image and color, but it is also reinforced by the green color in the product's box. Green color is very dominant in *Nature Republic* because it gives a purposeful meaning that the *Nature Republic* product gives the consumers feelings of natural and young.

4.1.5 Construction Meaning of Aloe Vera Trademark in “Soothing Gel” Poster

Fifth, the construction meaning of aloe vera trademark is very important. There are two Korean texts and aloe vera images in there. The first text is “캘리포니아산” which mean “from California”. The second text is “알로에베라” which mean “aloe vera”. The trademark “from California” does not mean that it is produced in California. “Coming from California” means that the type of the aloe vera used is ‘California’ aloe vera. It is important as it informs people that *Nature Republic* product uses California aloe vera. *Nature Republic* chooses California aloe vera because as described in Allure by Ginger King, a cosmetic chemist “However, it's now on prop 65 in California.” Proposition 65, which added a specific version of aloe vera to its list in 2015, is officialy known as the Safe Drinking Water and Toxic Enforcement Act of 1986 and is intended to protect people from chemicals known to cause cancer. He also stated that “Aloe vera has long been regarded as a nice ingredient for healing and moisturization by folklore”. The trademark there intends to gain consumers' trust. *Nature Republic* wants to show the consumers that their products' ingredient is safe. It can protect from chemical materials which are dangerous for some diseases such as cancer. Here, *Nature Republic* wants to show the consumers that their product's ingredients is like proposition 65 which is very safe and chemical free. So, when people use the product, they can feel

confident that *Nature Republic* product that they are using is healthy, pure, and protective. Besides, it is free from contamination.

4.1.6 Construction Meaning of Aloe Vera Leaf in “Soothing & Moisture Aloe Vera 90% Body” Poster

The construction meaning of aloe vera leaf in the “Soothing & Moisture Aloe Vera 90% Body” poster is important. Aloe vera leaf here has the same meaning as in 4.1.1. The color of aloe vera is green and the green color in Asian signifies young. The meaning of the green color is already stated in 4.1.1. The difference is on the focus of the image. The focus of the image in this poster is on the top of aloe vera leaf. In Multimodal Discourse Analysis, the *point of view*, or perspective, of the image is important. For example, a horizontal image requests the consumer’s involvement as the consumer’s view is on the same level as the subject of the image. A high angle shot might suggest superiority. Therefore, since the image of aloe vera leaf is put on the top, it becomes the main focus. It might be interpreted that the superiority here means that the aloe vera chosen for the product’s ingredient is of a superior quality. Superior quality means that it is chosen aloe vera or number one aloe vera. Therefore, the quality can be guaranteed for the consumers. Thus, the consumers can trust *Nature Republic* product.

4.1.7 Construction Meaning of Aloe Vera Gel in “Soothing & Moisture Aloe Vera 90% Body” Poster

Secondly, the image of aloe vera gel is also important as the aloe vera leaf. Aloe vera gel shows that the ingredients of the product is taken from the gel of the aloe vera. The transparent color here is the color of the gel and also the product’s gel. Denotatively, the transparent color means pure, clean, and clear. The transparent color here creates an impression of a product without any contamination from chemicals

since the aloe vera gel and the product's gel have the same color. Moreover, the shot of the picture is put as the background and the position is in the middle-below. As I mentioned in 4.1.6, the middle-upper shot shows superiority, while in this part, the aloe vera gel is put in the middle-below. The aloe vera gel is put below the aloe vera leaf to give the impression that the gel is exactly the extract from the aloe vera leaf. Thus, the color is transparent because *Nature Republic* intends to show that the product is clear and nothing is hidden, especially for the chemical ingredients, so that the consumers can truly see and believe. The consumers will get a pure product which is safe to use for their skin.

4.2 The Construction of Meaning through The Written Texts that Support The Visual Images

This research was intended to find out how meanings are supported by the written texts of *Nature Republic "Soothing Gel"* and "*Soothing & Moisture Aloe Vera 90% Body*" posters. Therefore, finding the hidden meanings of the written texts in the poster came first before I explained how the written texts support the visual images in the construction of meanings. Before I goes more in-depth into the analysis for each page, below are provided explanations about the first poster of *Nature Republic* which is "Soothing Gel" poster.

4.2.1 The Construction of Meaning through The Written Text in *Nature Republic* "Soothing Gel" Poster

In this part, I found the hidden meaning or message that is shown in the poster of *Nature Republic* entitled "Soothing Gel"; which is the poster of the new product that *Nature Republic* has. First, denotatively, the word "soothing" means make your body feel calmer and more comfortable (Oxford Dictionary). The words "soothing gel" here gives an idea of "calm" since the texture of the gel is soft and cool which helps give a calm feeling. The combination between "Soothing" and "Gel" means a calming gel

which the consumers can feel peaceful and calm. On the other hand, connotatively, if the gel can soothe the skin by giving peaceful and calm atmosphere, the consumers will feel relaxed. In addition to that, after I found out the purpose of why *Nature Republic* poster puts the word “soothing gel”, I also discovered how the words “Soothing Gel” here are connected to the poster of the new product of *Nature Republic*. As we know, soothing gel here takes part to open up the consumers’ minds about *Nature Republic*’s new product that will lead them in understanding the values that *Nature Republic* tries to carry. The words “soothing gel” here reveal the calmness since they try to capture the consumers’ attention to look on what kind of soothing gel that will be delivered through the poster. In addition, the words “soothing gel” emphasize the calmness of *Nature Republic* product that is felt as the word “soothing” itself represents calmness and connotes the feeling of being relaxed while using *Nature Republic* product.

Secondly, “Real Aloe” are the other words from “Soothing Gel” poster which support the product of *Nature Republic*. Denotatively, the word “real” means actually existing, genuine, and not falsa or artificial (Oxford Dictionary). Generally speaking, “real” and “origin” have the same characteristic which is a material or object that is not artificial or an imitation. However, “real” here emphasizes more on “fact”. Different from the denotative meaning, connotatively, the word “real” can be interpreted as “truth” since it is combined with the word “aloe”. The words “real aloe” represent a product which is taken from the extract of aloe vera. “Real” here represents the truth and fact of *Nature Republic* product that can be trusted. The words “Real Aloe” reflect the reality that *Nature Republic* product is trustworthy and credible.

Thirdly, “for Instant Hydration!” are the other words from “Soothing Gel” poster which support the product of *Nature Republic*. Denotatively, the word “instant” means happening immediately, a short period of time (Oxford Dictionary) and the word “hydration” means the process of causing something to absorb water (Oxford Dictionary). The word “instant” has a meaning as “quick”. Combined with “for”, it gives an impression of solving a problem. The words “For instant hydration” connote that the “hydration” can quickly help our body to absorb the liquid or gel of *Nature*

Republic product. On the other hand, connotatively, the word “instant” means “immediately”. *Nature Republic* poster uses “instant” rather than “quick” and “immediately” because the word “instant” emphasizes more on the meaning of “without any delay” or “no delay”. As we know, the words “for instant hydration” here take part to open up the consumers’ minds about *Nature Republic’s* new product. This will lead them in understanding the values that *Nature Republic* tries to carry. The value that can be taken from this written text is a product that can be used when our skin is dry and the product absorbs to the consumers’ skin instantly.

Fourthly, there are “aloe vera 92%” words in the “Soothing Gel” poster. The words “aloe vera 92%” here mean that the ingredients of the product is 92% made from aloe vera. The product reinforces the words “Real” in the poster which means “truth”. 92% out of 100% can be considered as trustworthy. *Nature Republic* is trustworthy and credible in delivering their products to the consumers’ hands.

Fifthly, “soothing & moisture” are the last words in the poster. “Soothing” here has the same meaning as what I explained in the first paragraph of this sub-chapter. On the other hand, denotatively, the word “moisture” means very small drops of water that are present in the air, on a surface or in a substance (Oxford Dictionary). The words “soothing & moisture” here give an idea of “calm & humid” since the product intends to show that it helps to give a “calm” feeling and a “humidifying” gel. The combination between “soothing” and “moisture” means a calming and humidifying gel product which the consumers can feel calm and confident about. Besides, connotatively, if the product can give calm and confident feeling, the consumers will feel beautiful. In addition to that, after I found out the purpose of why *Nature Republic* poster puts the words “soothing & moisture”, I also discovers how the words “soothing & moisture” here are connected to the poster of the new product of *Nature Republic*. As we know, the words “soothing & moisture” here take part to open up the consumers’ minds about *Nature Republic’s* new product that will lead them in understanding the values that *Nature Republic* tries to carry. The words “soothing & moisture” here reveal the calmness and confidence since they try to capture the consumers’ attention to look for

what kind of benefits that the consumers will get when using the product. In addition, the words “soothing & moisture” emphasize the calmness and humidity of *Nature Republic* product that is felt as the word “soothing” and “moisture” represent calmness and connote the feeling of being relaxed and beautiful while using *Nature Republic* product.

As the second research question focuses on how the meanings in the visual images are supported by the written texts in the posters of *Nature Republic*, I found out how the written texts support the visual images. First, the words “Soothing Gel” which represent calmness and connote the feeling of relax support the meaning of “safe” in the visual images’ analysis. The consumers will feel calm and relaxed if they believe that the product is safe to use. Second, the words “Real Aloe” which represent the truth and fact of *Nature Republic* product that can be trusted. Moreover, “Real Aloe” reflects the reality that *Nature Republic* product is trustworthy and credible. The words “real aloe” support the visual images meaning of aloe trademark which is free from contamination. The consumers can trust *Nature Republic* product because it is free from contamination. It helps to show *Nature Republic’s* credibility. Third, the value that can be taken from “for Instant Hydration!” written texts is a product that can be used when our skin is dry and the product absorbs to the consumers’ skin instantly. As the product is absorbed to the consumers’ skin instantly, the product proves to be a protective product as what I explained in 4.1.5. The words “for Instant Hydration!” mean a “protective” product. Fourth, the words “aloe vera 92%” mean that the soothing gel product truly uses 92% aloe vera’s gel as the ingredients. It means that the product is truly made of aloe vera as their its ingredients. Fifth, “soothing & moisture” represent calmness and connote the feeling of being relaxed and beautiful while using *Nature Republic* product. The words “soothing & moisture” help construct the meaning in 4.1.1 which is beautiful. The consumers will feel beautiful and confident while using *Nature Republic’s* product. Thus, the written text in “Soothing Gel” poster proves that the written texts are supporting the constructed meaning of the visual images which helps show the value that *Nature Republic* wants to share.

4.2.2 The Construction of Meaning through The Written Text in *Nature Republic* “Soothing & Moisture Aloe Vera 90% Body” Poster



The image above is the image of the product that *Nature Republic* sells in the “Soothing & Moisture Aloe Vera 90% Body” Poster

In this part, I found the hidden meaning or message that is shown in the poster of *Nature Republic* entitled “Soothing & Moisture Aloe Vera 90% Body”; which is the poster of the product that *Nature Republic* has, which intends to show the benefit of the product. First, “soothing & moisture Aloe Vera 90% Body” are the first words in the poster. “Soothing” and “Moisture” here have the same meaning as what I explained in 4.2.1. The words “soothing & moisture” emphasize the calmness and humidity of *Nature Republic* product that is felt as the words “soothing” and “moisture” represent

calmness and connote the feeling of being relaxed and beautiful while using *Nature Republic* product. “90% body” here intends to show that *Nature Republic* product is trustworthy. 90% out of 100% can be considered as credible. The words “90% Body” help to show the credibility of *Nature Republic*.

Second, the words “Refreshing moistful body with aloe vera” actually have two key words which are “refreshing” and “moistfull”. Denotatively, the word “refreshing” means making you feel less tired or hot (Oxford Dictionary). Besides, the word “moistfull” means slightly wet (Oxford Dictionary). The combination between “refreshing” and “moistfull” means a product which makes your skin less tired and feel wet. On the other hand, connotatively, the word “refreshing” is taken from the word “fresh”. “Fresh” can be interpreted as “cool” which is represented by the texture of the gel, which is cool. The word “fresh” gives a peaceful atmosphere. Besides, the word “moistfull” is taken from the word “moist” which has the same meaning as the word “moisture” in 4.2.1. “Moistfull” here gives an idea of “humidifying”. So, the words “refreshing moistful” emphasize on a humidifying product and a product which makes the consumers feel peaceful and fresh. In addition to that, after I found out the purpose of why *Nature Republic* poster puts the words “refreshing moistfull”, I also discovered how the words “refreshing moistfull” here are connected to the poster of the product of *Nature Republic*. As we know, “refreshing moistfull” gel here takes part to open up the consumers’ minds about *Nature Republic’s* product that will lead them in understanding the values that *Nature Republic* tries to carry.

As the second research question focuses on how the meanings in the visual images are supported by the written texts in the posters of *Nature Republic*, I found out that the written texts support the visual images. First, the words “Soothing & Moisture” represent calmness and connote the feeling of being relaxed and beautiful while using *Nature Republic* product. “Soothing & Moisture” help to support the meaning of beautiful and confident in the visual images of the poster. Second, the words “Refreshing moistfull body with aloe vera” have two key words which are “refreshing” and “moistfull”. The meaning of “refreshing” and “moistfull” help to support the

meaning of “young” in the analysis of the visual images of the product. Thus, the written texts and the visual images in *Nature Republic* posters support each other to help the construction of meaning.