



A Multimodal Analysis of Children's Nutrition Advertisement

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ABSTRACT

The study aims to explore the multimodal analysis in children's nutrition advertisements. It examines the meanings conveyed through the advertisement's signs, including combinations of video, text, sound, and other elements. The research is conducted by using a descriptive qualitative method, in which the writer only explains all phenomena without using any numbers. It is a video advertisement, while watching the video I focused on the signs that appeared as images of characters in the video, any utterances I heard or as texts, any symbols, and supported audio that all conveyed meaning to me. After that, I transcribed every audio I heard so it became my linguistics mode. Finally, I screenshot the video to cut them based on the audio narrated and its scenes. In doing the analysis, the writer uses the theories of Systemic Functional Linguistics by Halliday (1994), the theory by Anstey & Bull (2010) that focused on modes in the video advertisement, and the multimodal theory by Kress & van Leeuwen (2001). The analysis reveals how the advertisement uses poetic language, uplifting audio, and dynamic visuals to evoke emotional resonance and convey a persuasive message about child nutrition. The advertisement's narrative positions Nutrilon Royal as essential for fostering physical, cognitive, and emotional development, targeting parents' aspirations for their children's growth. This cohesive multimodal approach effectively enhances audience engagement, emphasizing hope, health, and the importance of early nutrition in a child's developmental journey.

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1. Introduction

Advertisements evolve annually in terms of message distribution and creative execution. Advertisement seems to be good media for introducing one product produced by someone or by a group of people, even by a company. It may appear as a business way to persuade people to buy, but it may also be found as a public service advertisement, such as a public service advertisement by the government (Nuryanti, 2021). If it aims to promote a business product, the advertisers should be more creative and create an 'out of the box' advertisement. One strategy for promoting things and getting others to notice them—potential customers—is through advertising. This encourages people to desire to purchase the product (Rahmawati & Sinar, 2021). Through advertisements, especially high-tech advertisements, the targeted customer

may see lots of things, from the visual to the audio of the ads, or from uninterested feelings to a very curious one. We understand that before the advertisements were found as printed media, it only caused certain people who see them. Nowadays, we can find advertisements everywhere, from TV to a Videotron at the roadside. The advertisement of one product may also have its power over other similar products produced by different competitors (Nuryanti, 2023). Consequently, advertisers strive to incorporate diverse elements into their advertisements to engage the audience effectively. The combinations appear as not only advertisements that contain the picture and text but also colour, sounds, and some symbols. Understanding advertisements is mostly done through semiotics, in which people try to figure out the meaning of advertisements as a sign that human beings can see (Hoed, 2008). Therefore, every picture and other element in advertisements are seen as signs.

The advertisements are seen to consist of pictures and text as their slogans or additional information. The text as a verbal element is added to the nonverbal elements of advertisements, which has created the complexity of meaning (Meriantini, 2023). To understand the advertisement, which can be done by a multimodal discourse analysis. In other ways, analysing the meaning of advertisement as the combination of sounds, text, pictures, and other elements is used in the multimodal analysis. As defined by (Kress, 2009), a "unifying theory" of semiotic resources is multimodality. Here, we understand that analysing multimodality comes as semiotic analysis sources. The multimodal use of discourse is as much a feature of print genres as it is of television genres. The presentation of women in magazines, for example, relies not just on words on the page but also on the images that are used to accompany the words (Paltridge, 2012). Multimodality, as defined by (Kress & van Leeuwen, 2001), is the employment of multiple semiotic modes simultaneously in a specific way in a product design to reinforce and complete the meanings. The viewers get more understanding of the message conveyed by the advertisement because of the semiotic signs of the advertisement that combine with music, video, sounds, and others that enrich the meaning and purpose of the advertisement. That is why we can see not only verbal codes but also nonverbal ones appear in advertisements.

In this analysis, I analyse the advertisement based on the (Anstey & Bull, 2010) theory of modes. Linguistic, audio-visual, spatial, oral, visual, and gestural modes are the primary modes that the theory suggested. Linguistic mode, to put it simply, is the printed form that letters, words, and phrases display in the text. All of the video's sound effects and background music are referred to as audio mode. The term "spatial mode" describes the scene's position, direction, and other environmental factors. The term "oral mode," also referred to as "verbal mode," particularly describes character monologues and conversations. The term "visual mode" describes pictures of people, things, and locations that include colours, shapes, and angles of view, as well as the characters' attire because this is a fashion commercial. Body language, including posture, gesture, and emotion, is referred to as gestural mode. The integrated analysis of the relationships between modes, the distinct roles and functions of the modes, and the integrated messages and narratives would come after the examination of each mode. Everything that appears in the advertisement video will be my focus of analysis. Analysis of multimodality is based on Systemic Functional Linguistics (Halliday, 1994). When we talk about a system of options or choices in language use, we are talking about whether a sentence in a communication event appears as declarative or indicative or whether it is an active or passive sentence. Conversely, a functional word has meaning if the language is used in the context of performing its purpose. The choice of language forms in the

context of employing language as text is hence the focus of SFL. In the advertisement, the SFL is focused on the verbal modes that appear in the advertisement.

Many researchers did analyses on multimodal, such as Meriantini, N. L. (2023) who analysed multimodal on Mie Sedaap ads, Rahmawati, & Sinar, T. S. (2021) who analysed multimodal Sprite Ads, (Pricilia & Suyudi, 2023) who analysed multimodal Garnier Sakura White ads, (Pranata, 2019) who analysed multimodal H&M Video Commercials, (Elfhariyanti et al., 2021) who analysed multimodality in shampoo ads, and (Seremiah et al., 2023) who analysed multimodal songs. Those previous researchers took various advertisements as their data, from food advertisements to beauty accessories advertisements. They did not research child advertisements. That is why their research differs from my research, for I take advertisements purposely for kids, and it is a healthy nutrition advertisement. The New Nutrilon Royal advertisement shows some kids who do their activities, and it shows how healthy the kids are since they consume the Nutrilon Royal product. In this study, I want to analyse the meaning and message conveyed by the advertisement using the theory of multimodal analysis. Based on the explanation above, the objective of this study is to analyse the message conveyed deeply by the advertisement video.

2. Method

The method used in this research was descriptive qualitative (Creswell, 2018). Data were analysed descriptively, focusing on qualitative language-based interpretation without numerical representation (Creswell, 2014; Nuryanti, 2019); after that, the result of the analysis was explained briefly. The data were in the form of a video with a 1:32 minute duration, taken from (Macleod, 2012). The multimodal analysis in this research was based on the theory of the semiotic approach because the data analysed was in the form of images and video clips. The data of this research was taken from the advertisement of The New Nutrilon Royal product with the "Life Starts Here" version. This product was manufactured by Nutricia. The manufacturer has released different products with different themes, and also different advertisements. Each version contains the same set of elements, including visuals of children, a child's narrative, a traditional back sound, and the product name displayed in the final TV commercial scene. This variation helps audiences recognise that this is a milk commercial for kids without really showing the milk can. In the analysis, I used some screenshots of the video. In collecting the data, I watched the advertisement video on <https://youtu.be/eNPYIOrNfis?si=yZXyNmVNeYMUu69M> after decided to pick up this video among others. The video advertisement theme is "Life Starts here". Then while watching the video, I focussed on the signs that appeared as images of characters in the video, any utterances I heard or as texts, any symbols, and supported audio that all conveyed meaning to me. After that, I transcribed every audio I heard so it became my linguistics mode. Finally, I screenshot the video to cut them based on the audio narrated and its scenes.

3. Result and discussion

In doing the analysis, the theory by Anstey & Bull (2010) is used that focussed on modes in video advertisement. The analysis will seek the linguistic, audio-visual, spatial, visual, and gestural modes to describe the message of the advertisement. In this advertisement, several modes—linguistic, audio, visual, spatial, and gestural—contribute to the narrative. Besides that, I also use the theory of Kress & van Leeuwen's (2001) and Halliday's (1994) Systemic Functional Linguistics (SFL) theory in my analysis.

3.1. Linguistic modes analysis

The New Nutrilon Royal “Life Starts Here” advertisement shows some kids (3 to 10 years old boys and girls) who do their different indoor and outdoor activities. The video advertisement shows how healthy the kids are since they consume the Nutrilon Royal product. What this advertisement focuses on are concerns of parental care in child growth. The commercial is prepared with a view of how infants feel and touch their surroundings, showing development and discoveries. The theme is all about proper nutrition that children need to flourish—physically, intellectually, and emotionally—and the New Nutrilon Royal covers it. It encourages people to believe that nurturing and good health are the first things in life. In addition, through the advertisement, we can see that the core of its objective is positioning the New Nutrilon Royal “Life Starts Here” as a very important product in the growth of young children. By presenting the product as indispensable to give the best start to life for their children, the message therefore seeks to strike a chord with parents. The call to action encourages the parent to help the child be resilient and ready against problems later on, and for that, one needs the New Nutrilon Royal.

The linguistic modes of the advertisement refer to any spoken or written language used to convey meaning. During the video of the advertisement, we also can hear a narration narrated by someone. It is a boy’s voice. The narrator speaks in a warm, encouraging tone, fostering trust and emotional connection. By listening to the voice of the narration, we understand that the advertisement is emphasising children's early experiences and developmental milestones so that the narration and accompanying images arouse parental feelings. The narration is heard along with kids’ activities shown in different scenes. It seems that the voice tells us about what they do in the video. The narration appears as a linguistic mode of the advertisement as the persuasive language and content. Through its narration, the narrator reassures the audience about the benefits of the product, stating subtly by saying, "stronger immunity" and "better learning potential" implicitly to increase consumer belief in the product. The narrator of the commercial, with stimuli of the beginning experiences of children and abduction of critical points in development, elicits emotions in parents. Each scene and back sound in this advertisement is followed by narration. Therefore, it can be said that this advertisement combines video, text, and audio into one. Besides the narration, the text appears in linguistic mode and can be seen as the poetic language of one poet, as follows:

*Let’s call on the interested,
The wide-eyed, The hopeful,
The princesses and the princes,
The believers,*

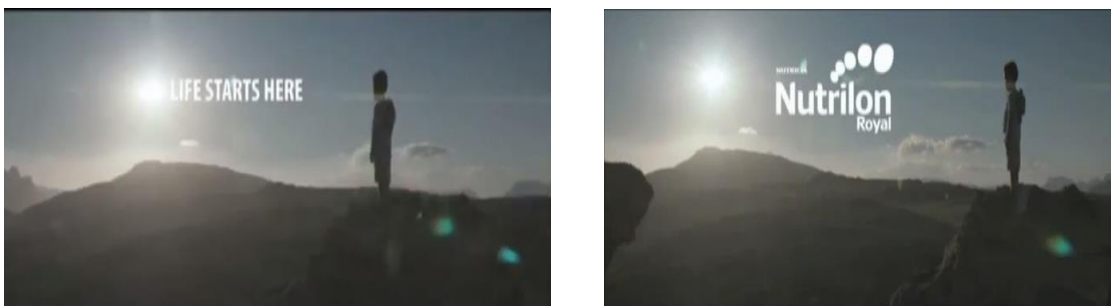
*Let’s summon the generals,
The queens, the kings,
And the knights start ride the adventurous trails,*

*Let’s call on the leaders,
The lover, the big ones, the small ones,
The been-there’s, the done-that’s,
The discoverers,
The conductor,*

*The scientist,
The CEOs,*

*Let's call on the sky walkers
The movers, the shaker
Let's call on the curious
And bring on the hope.
Life starts here*

It can be seen from the linguistic mode of the advertisement that it consists of poetic language by giving the rhyme of the utterances. These linguistic modes show the poetic language related to every video shown by the advertisement. That is why the video is combined here with other elements of advertisement such as audio and video of kids doing their activities. From the linguistic modes here, it can be seen the use of language by the advertiser as the formal variety. To persuade their viewers to buy the product, the advertisers use persuasive language by using positive adjective words to enhance product perception such as using the word 'best', and 'exclusive', or by using certain persuasive verbs. In this advertisement, the advertiser uses the verb "let" to persuade the targeted consumers to pay attention to the narrated language while watching it. By using the verb "let", the advertisers not only ask the viewers to do something but also include the advertisers themselves to do the action. Since it is an advertisement for kids, the choices of words are simple and short. It mostly uses the words that kids often hear and understand though they have shortened some phrases such as Let's instead of saying Let us, but the kids still understand it. In order to grab their targeted consumer's parents, the advertisers not only showed the poetic language but also ended by showing a video of a kid combined with the sound and text slogan "LIFE STARTS HERE" with catchy phrases that stick in people's minds, encapsulates the advertisement core message and making it easy to remember. The slogan's unique and catchy message emphasizes how important a strong start is to long-term success. The text along with its slogan shows minimal on-screen text (like product labels) which ensures the focus stays on the narrative but reinforces the product name and benefits. The use of the slogan in this advertisement can be seen in the following picture.



Picture 1. The slogan of the ad's theme and the product's name.

The pictures show a boy who is standing on the hill and looking at the sunrise with the slogan "LIFE STARTS HERE" written in the sky with white written on the hill background in dark saturation. As the message conveyed by the advertisement, we can say that from the picture a kid's life will be started just like a sun rises. The sun will shine on the earth and have a positive impact on humans and other creators on the earth. The

sunlight is good for humans' health so they will start every good thing since morning as the sun rises. It intends to have the same purpose as this advertisement. The advertisers implicitly tell their targeted consumers that by consuming this product, the kids will grow smart, active, and positively eager to figure out everything around them. In addition, with this product, the kids' good life will be started as they first consume the milk of the New Nutrilon Royal product. Furthermore, the position of the tagline "LIFE STARTS HERE" and the name of the product "Nutrilon Royal" that close to the sunlight implies that kids' lives are going better life with the product just like the sun shining higher and higher on the earth. It is supported by the symbol of five white circles and the size is changed, from the bottom is small and big on the top. On the writing of Nutrilon Royal, there is the name of the manufacturer; NUTRICIA. It is in small writing and all of the writing is in white font colour.

Everything in this image has a profound significance. It gives viewers the impression that Nutrilon Royal can help every youngster in the world realise their aspirations. The five circles that represent the letter "r" in the word "Nutrilon" are thought to represent the development of children's lives. They begin as small-framed and short-minded boys but develop into mature, high-minded adults. Since Nutrilon is the name of a product from Nutricia, the written Nutrilon is larger than Nutricia points. The primary focus of this advertisement is Nutrilon. The large text serves as a TV commercial break for Nutrilon milk for kids. It indicates that this commercial deviates from the plainly advertised goods. Additionally, the image compliments this commercial by illustrating the purpose of milk for kids. The purpose of this product is to amuse the audiences by enabling children to realise their aspirations. A child is imagining that they can achieve their goals by drinking milk made from Nutrilon Royal, a product of NUTRICIA, while standing above hills. As the saying goes, "Let's reach dreams into the sky." Hills are compared to children's dreams, and climbers use a variety of methods to reach the summit. All of it, including the aspirations of children and the expectations of successful parents, has been depicted in previous scenes. Additionally, Nutrilon Royal's formulations boost children's nutritional intake for growth. The aforementioned verses serve to both persuade readers to purchase this product and to demonstrate the highest expectations of parents. Parents are assisted in choosing the best assumption for their children by this TV commercial break. The advertiser, however, makes the assumption that consumers are unable to clearly comprehend the objective of this TV commercial break and the nature of Nutrilon Royal's particular product. Based on the above picture, it can be said that the use of minimal on-screen text (like product labels) ensures the focus stays on the narrative but reinforces the product name and benefits. It can be seen from the right picture that shows the product name written in the sky with the white colour text above a hill, and is seen by the boy.

3.2. Audio Mode

An advertisement's audio elements, such as music and sound effects, might influence the viewers' emotional state. The audio mode in this advertisement appears as the combination of its background music which is uplifting music that creates an emotional connection, evoking feelings of joy, growth, and hope; and its sound effects that subtle sounds, such as children's laughter or environmental noises, which immerse the viewer in scenes of everyday life. It complements the narrative of childhood growth and exploration. An emotional tone is also established by the upbeat background music in this commercial, which heightens the narrative's sense of hope and enthusiasm, enhancing feelings of optimism and positivity throughout the narrative. The narrator's

tone is heard as warm and encouraging, building trust and emphasizing care for children's growth. Its purpose is to complement the visuals in order to enhance emotional engagement and ensure the message resonates deeply with parents. The emotional appeal is enhanced by the sounds of children laughing that strengthens the emotional appeal. In addition to the sounds of children laughing, we can also hear the flute playing, which is always playing from the first to the last second. Every sight that is exhibited is audible with the poetical language. Additionally, Song Zu's soundtrack for the Hope commercial is audible. This soundtrack, which is the back-track music for Life Starts Here, was written by Haydn Walker. The Best Music for an Ad award from the APRA Australian Guild of Screen Composers has been given to it in recognition.

3.3. Visual Mode

The visual mode of an advertisement involves the use of images, colours, and moving visuals to support meaning. This advertisement shows children's play and exploration for the advertisement features children actively engaging with their environment, symbolizing cognitive and physical growth with curiosity to their development. The visual appears like storytelling: it showcases a child interacting with the environment, exploring new activities, and being supported by loving parents. The visual of an advertisement also can be seen from the colour used. The colours palette in this advertisement is seen as bright and soft colours with natural lighting. It conveys warmth, trust, positivity, and health, and enhances the nurturing theme aligning with the message of proper child development. In addition, the advertisement takes a good product shot in which the advertisement highlights The New Nutrilon Royal packaging towards the end to reinforce product recognition.

The following pictures show the child's different activities in the New Nutrilon Royal "Life Starts Here" advertisement. Since the purpose of the product is to ensure the children's good nutrition, they show the healthy kids doing their activities as they consume the product. From the pictures, there are different kids with different activities but showing that they are healthy kids. The poetic language is narrated during the scenes. The visual of the advertisement can be seen in the following pictures:



Picture 2. Play and explore

Let's call on the interested
The wide-eyed,
The hopeful,
The princesses and the princes,
The believers,

The picture shows a 5-year-old blonde girl with a doll who looks so curious about something in front of her. She might be in her room when she notices something in her window. It seems that she sees something attached to the glass window. When she looks closer and pays attention to the object, she can see an animal that she probably has never seen before. It is on the outside part of the window (the snail is attached to the glass). The girl looks at the animal with an astonished expression and gets stunned. From her expression, it is probably her first time to see an animal so she wonders about it. She seems surprised to see such an animal that can walk on the glass surface, has a shell-like home on its back, and is slimy. For a kid who never sees this animal, it becomes

a big question and arouses her curiosity about the animal. Her curiosity about the animal can be seen from her wide-eyed open. The girl's expression to see a snail is narrated with poetic language that implies the girl's curious situation. In correlation to its poetic language in this scene, the girl will grow as a well-mannered woman so she will be treated like a princess. Her well-mannered is built since childhood and it can be seen by the way she stands and looks at the object. In addition, the advertiser uses soft color in this advertisement. The room looks very bright with the lighting coming in through the window. Besides that, the room situation is described as good with white painted wall and wide window glass so that a lot of light comes in. Based on the narration heard along the scene of the picture, it can be said that the parents let the girl explore everything around her, even new things so that she enjoys exploring everything and enriching her knowledge. It seems that the parents believe in the girl's capability in exploring her world and this situation is correlated with the poetic language in this scene.



Let's summon the generals,
The queens, the kings,
The knights start riding the
adventurous trails,

Picture 3. The leader, the brave one

The child playing with his robots is depicted in the image above. As he moves the hands of the robots, he sits. The boy in the picture is holding three distinct types of robots of varying sizes. With their general and men, the robots in this image appear to be soldiers. In this context, the general is the one with a harsh and brave personality that can be represented by robots. According to the relationship, a boy will mature into a man and become a general, particularly in his own family and with his wife, who is his queen. When he reaches adulthood, he is expected to be a strong, courageous, and intelligent leader. He would grow up and develop the ability to control his family, as well as a living independently like a king. He must be well-prepared, robust enough, and able to fight like a king or knight since he will be the leader of his own family. His life will be filled with exciting experiences. It can be compared with the image of kids traveling a long distance. The route is the path that children have to travel in life, while the long paths are like an itinerary of a journey. The hills represent their dreams. They must move together in order to go on their life's journey. It is hoped that they will be as healthy, wise, and high-minded as the knights when they go on their life's adventure. We can infer from the above image that parents allow their kids to play the games they enjoy. Similar to playing puppets, parents also allow their children to experiment with their playthings by imagining the future they like. It is comparable to what parents expect from their child's world. The verse above is an example of the lyrical language used in this scene. The verse and accompanying scenario suggest that while parents want their girls to be as beautiful as queens, they also want their boys to have personalities like generals, monarchs, and knights. Children are shaped by their parents to be tough, courageous, strong, and wise. Convincing all parents that the New Nutrilon Royal consistently provides the best nourishment with high-quality formulations is the aim of

this verse. Selecting the New Nutrilon Royal as an additional nutrient intake, it persuades parents that they made the right choice.



Let's call on the leaders,
The lover, the big ones,
the small ones,
The been-there's, the done-that's,
The discoverers,
The conductor,
The scientists,
The CEOs,

Picture 4. Be whatever you want to be

The next picture shows the boy with a dirty face playing outside. The boy is about 6 years old and is in the age of having his tooth lost. He seems too happy to have his freedom by showing a funny expression, he probably sees something that grabs his attention. The picture shows a child life a life-free situation who seems happy. The scene is shown while the poetic language is heard. Based on the narrated poetic language and this scene, the boy someday hopes to be a leader who will lead people around him. He must have the quality to be a leader and it is growth since his childhood. In this picture, the boy's dirty face implies that he has managed his own business by playing outside and getting dirty. As the boy is a part of his surroundings, he is convinced that he is loved by everyone and this feeling will be brought to his adulthood. Therefore, he will be someone who also can express his feelings and love everyone in his adult age. The love of a boy is what the parents show to their children. So that he will grow as a loving person who loves not only his parents and other elder people but also the ones younger than him. In addition, the imagery of big ones can be a high-level society a person who has a big body, or an adult. Whereas the *small ones* are a person who is not important and does not have any influence in this world. Therefore, this verse shows children have to love and respect people who are living and passed away. Not only that, by having experienced a happy childhood, the boy will have good memories that affect his adult age. From the picture above, it can be said that the parents let the child have the freedom to explore everything and to do outside activities like playing mud and being dirty. By this, the child (the boy) learned to discover his own personality and manage his future goal. He is free to be whatever he wants to be and free to manage his life.



Let's call on the Skywalker
The movers, the shaker

Picture 5. Playing and watching

The above picture shows a little boy who is doing his outside activity and he enjoys it. Based on the picture above, the boy is seen standing on the rotary playground with

an apple in his hand. He looks at something that grabs his attention and causes him to stand still for a while. He probably focuses on something above him. The boy shows a happy expression because he is free to do his activity. It may be because his parents give him the freedom to play without limiting his movement. Even though he gets his freedom, the boy as a person is an important human being who can influence people to do what he does. From the picture above, it can be seen that the situation is on a sunny day. The sky is shiny and the playground might be full of other kids. During this scene, the poetic language is also heard that he can reach his dream. The dream is the limitless thing like the skywalkers.



Let's call on the curious.
And bring on the hope.

Picture 6. Be an observation

Picture 6 shows a little boy wearing sunglasses. He focuses on looking at something higher on a sunny day, he may be looking at the sky. The sun shines brightly and causes him to wear sunglasses to protect his sight. The boy's expression is so curious about something in the sky. Based on this picture, it seems that the boy has a strong desire for something in the sky, sun, and anything in his life. It is a natural thing that every child can have desire in every activity they do. The more curious a child is, the more experiences they get. By getting more experiences in life, a child can decide what best way for his future. He also can mind what dreams they like. In addition, the picture and the poetic language imply an expectation in life that may develop and progress. The child is taught to believe that hope will be a reality that can be reached. He should be convinced that his curiosity is a positive thing that can lead them to a successful way in life. All can be built by consuming a good product with good nutrition such as the New Nutrilon Royal product by Nutricia.

3.4. Spatial Modes

The spatial mode relates to how elements are arranged within the frame and how scenes transition. In this advertisement, I have found two elements used as spatial modes. They are the arrangement of the advertisement as its scene composition and its flow transitions. As for scene composition, it seems that the advertiser uses close-ups and wide shots to focus on both the children's emotions and the environment, enhancing the message of exploration. On the other hand, it can be said that the arrangement of shots (from close-ups to wide angles) emphasizes both the intimacy of parent-child moments and the broader context of exploration, suggesting the importance of both emotional and cognitive development. That is why we can see the children's faces closely and clearly as well as their facial expressions. The second element is the advertisement flow and transitions. For this element, we can see that the advertisement has smooth scene transitions that reflect the continuous nature of a child's development journey, reinforcing that growth is a process supported by proper

nutrition. It can be said that the advertiser ensures smooth storytelling and emphasizes the interconnectedness of various developmental stages.

3.5. Gestural Modes

Gestural modes refer to facial expressions, body language, and movements that convey meaning. In this advertisement, I have found two important gestural modes shown by the characters of the advertisement. They are gestural modes shown by the parents and children. Parents' gestures of smiles and gentle touches show love, care, and involvement in their child's development. Their gestures have caused the children to have strong confidence and a good personality. On the other hand, children's actions become an important effect of parents' treatments. The curious and playful movements of the children signify exploration and learning, aligning with the advertisement's developmental theme. It can be concluded that the body movements of children and parents in this advertisement convey love, care, and happiness, establishing an emotional connection. Parents' warm gestures toward their children highlight the theme of nurturing relationships. The advertisement establishes a relationship with parents by addressing their desire to provide the best for their children. It also enhances the emotional appeal and emphasizes the nurturing relationship between parents and children. Based on Anstey & Bull's theory, the modes identified by them work in harmony to convey the advertisement's core message: that Nutrilon Royal provides essential nutrition for a child's physical, cognitive, and emotional development. Here, each mode reinforces the others. For example, the visuals of active children are supported by uplifting audio, while the linguistic narration guides viewers' interpretations. Not only that, the advertiser in this advertisement combines modes to create a cohesive, emotionally engaging, and persuasive narrative that resonates with its target audience.

Kress and van Leeuwen's paradigm examines how semiotic modes—such as typography, spatial arrangements, and images—cooperate to communicate meaning. In analysing the advertisement, I have noticed that the marketer in this one aligns it into: 1) visual grammar analysis, wherein the advertiser draws attention with bright colours and well-placed imagery (children outside, for example). The marketer strategically placed components such as the slogan "Life starts here" in visually noteworthy spots to increase the salience of the campaign. In addition, the marketer presents the commercial in scenes that are not heavily segmented, resulting in a coherent narrative that represents continuity in the development of children. Additionally, broad shots—like those of kids exploring—help convey a sense of freedom and opportunity, while close-ups (e.g., smiling faces) is used to build emotional intimacy; 2) Giving the advertisement informational value creates compositional meaning. The commercial's main message, "Life starts here," is positioned optimally (top-centre), implying that it is an aspirational objective. The utilization of the Nutrilon Royal product image has then provided further crucial details regarding the advertisement. The aspiration is connected to a concrete solution by placing it in the real position (bottom). With this stance, it is intended that viewers will be visually led from the kids' activities to the product's attributes, guaranteeing that the product becomes an essential part of the story. Thus, to highlight cognitive and physical development, language (such as "stronger immunity") and images (children's play) work together; 3) interaction between the four modes. Linguistic style that resonates with the images and conveys inspiration and potential through the text's lyrical structure ("Let's call on the sky walkers..."). Images of kids playing outside are a visual modality that relates to ideas of

freedom, health, and organic development. The concept of curiosity and enjoyment is reinforced by gestural mode, which displays the participants' body language and facial expressions (e.g., children smiling or exploring). The final mode is spatial, which emphasizes that advancement is a methodical process by reflecting the continual growing journey through the seamless transition between scenes.; and 4) semiotic coherence is the ability of the language, music, and images to harmoniously complement one another and reinforce the main idea of fostering children's potential. In addition, the multimodal synergy demonstrates the semiotic cohesion of the commercial, which guarantees that every semiotic decision (colour, layout, and text) strengthens the story. By explicitly connecting the product to childhood success, the multimodal integration guarantees that the commercial has an emotional resonance.

Furthermore, according to Systemic Functional Linguistics, the information presents three frameworks that methodically expose the advertisement. First, experience is represented ideationally (ideational metafunction). It emphasizes how Nutrilon supports children as a journey. The poetic language utilized in the aforementioned data illustrates its process. It demonstrates that children may become anything they wish to be as adults. It appears that the advertisement is utilizing a variety of possible career paths and positions by using this poetic wording. To highlight action and development, the poetic language often employs material processes (e.g., "Let's call on the leaders," "children actively engaging"). The phrase "Let's call on the leaders" in this section ties to the tagline's attributes because it states that "Life starts here" and that a healthy diet is the cornerstone of life. The youngsters are then the participants in the advertisement. They perform as actors exhibiting movement, interest, and investigation. For this reason, the commercial features kids engaging in both inside and outdoor activities. Additionally, images that emphasize freedom and exploration, such as outdoor settings, accentuate the conditions shown. The commercial then links Nutrilon Royal to children's growth by presenting life stages and aspirations through text and visuals, in accordance with its ideational metafunction.

Interpersonally (interpersonal metafunction) is the second. It uses inclusive, convincing language to foster trust. As a result, the commercial establishes connections between its components. The advertisement's interpersonal metafunction can be viewed as 1) mood analysis, which uses a lot of declarative sentences to establish authority (like "Life starts here") and imperative sentences that encourage participation and promote inclusivity (like "Let's call on the movers"); 2) modality, where the narrator's tone stays confident and uses high-modality phrases like "better learning potential" to persuade; and 3) tenor, which builds a warm, nurturing relationship with its audience and positions itself as a parenting guide. Sentences are used to organize meaning in the third framework, textual (textual metafunction). It uses theme reinforcement and a unified design. The advertisement's theme organization, word coherence, and information flow all demonstrate this framework. The fluid transitions between scenes and the graphics that support thematic ideas like leadership, growth, and discovery demonstrate the meaning that the advertisement's thematic framework conveys. Furthermore, the tagline "Life starts here" is used as a unifying motif. The advertisement's cohesiveness is demonstrated by the selection of specific words. Together, the verbal and visual modes are used, with the narrated text matching the pictures of energetic kids. Additionally, the marketing aligns the benefits of the product with the objectives of parents by shifting the focus from personal ambitions (like leadership) to universal values (like caring).

4. Conclusion.

The New Nutrilon Royal advertisement successfully persuades customers to prioritize good nutrition for their children from an early age. The advertisers have combined many elements in their advertisement that appear as multimodal, showcasing how linguistic, visual, audio, spatial, and gestural modes work synergistically to deliver their message effectively. The soft narrative tone effectively captures viewers' attention. The narrator speaks in a warm, encouraging tone, fostering trust and emotional connection. The use of videos of children can be evidence of how good the product is. The use of inclusive pronouns (like "your child") engages parents personally, implying that the new Nutrilon Royal plays a vital role in every child's development. In addition, the advertisement is structured to move smoothly from one scene to another, reflecting the continuity of a child's growth journey. The combination of spoken narration, music, and visuals ensures cohesion, with each mode supporting the overarching message of healthy development starting with good nutrition. In addition, the use of the narrative tone, combined with visuals of healthy, curious, and active children, reinforces the product's role in fostering growth and resilience. The smooth transitions between scenes symbolize the continuous journey of child development, while the choice of poetic and inclusive language engages viewers personally, making the product memorable and persuasive. Through semiotic coherence, the advertisement ensures that every element—text, imagery, and sound—contributes to its overarching message of hope, health, and the essential role of New Nutrilon Royal in nurturing a child's potential. This approach positions the product as indispensable for early development, creating both emotional resonance and strong brand recall.

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