



**A MULTIMODAL DISCOURSE ANALYSIS TOWARDS  
*IN-GAME ADVERTISING***

**THESIS**

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**ENGLISH DEPARTMENT  
FACULTY OF HUMANITIES  
UNIVERSITAS BUNG HATTA**

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**THESIS**

*Submitted to Fulfil a Partial Requirement for S1 Degree  
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Padang, August 22, 2023



Dellia Novita Efendy

## **A Multimodal Discourse Analysis Towards *In-Game Advertising***

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### **ABSTRACT**

This research analyzes multimodal discourse analysis to investigate in-game advertising. Multimodal discourse analysis (MDA) is the study of language that include visuals, symbolism, gesture, action, music, and sound. These elements determine as "semiotic resources," or "modes," and "modalities" refer to language and other resources that combine to produce meaning in multimodal phenomena. These semiotic modes also can be found in in-game advertising in order to make the advertising attractive. This research aims to analyze the modes and roles of the interactive function contained in in-game advertising using the theory of multimodal discourse analysis by Anstey and Bull (2010) of semiotic modes and Kress and Leeuwen (2006) of interactive function. In-game advertising is the insertion of products or brands into a video game that would become the main data of this research, which is taken from the screen capture of in-game video advertising that appears in the Cat and Soup game. The researcher collected 3 videos of advertising that contain modes to be analyzed, the researcher found 53 main data in the forms of 31 linguistic, 15 visual, and 7 gestural modes. Using a descriptive qualitative method, the result of this research shows that In-game advertising utilizes multimode techniques to attract viewers, using attractive characters, meaningful colors, helpful icons, and gestures to create an attractive game image. The developer builds interactive bonding with the viewer through contact, social distance, and point of view, resulting in a more attractive viewing experience and ultimately, game installation.

**Keywords:** *Multimodal Discourse Analysis, Semiotic, In-Game Advertising*

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Padang, August 22, 2023

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# CHAPTER I

## INTRODUCTION

This chapter provides an explanation of specific problems linked to the identifications of this research including the background of the study, research questions, purposes of the research, limitations of the problem, and significance of the research.

### 1.1 Background of the Research

Discourse is the social and cognitive process of putting the world into words, of turning our views, experiences, feelings, understandings, and wants into a shared means for expression and conversation, using language and other symbolic tools. These semiotic resources include gestures, eye gaze, vocal intonation, and interactional gaps of silence. They also include color, shape, and imagery, as well as all forms of expression and communication that go along with our words and ideas, or that replace them, add to them, contrast them, or put them in context. Discourse is the social and cognitive process that analyzes, forms, shapes, re-creates, and re-defines meaning in the lifeworld (Strauss & Feiz, 2014).

In analyzing semiotic sources such as color, shape, gesture, in multimodal discourse analysis known as the 'modes' As Jones (2018) stated that multimodal discourse analysis focuses more directly on communication tools or 'modes'. The purpose of multimodal discourse analysis is not to analyze these other modes in place of speech and writing, but rather to comprehend how various modes, including speech and writing, work together in discourse. The purpose is also not

to study a particular type of discourse -'multimodal discourse' - but to comprehend how all discourse involves the interaction of multiple modes.

These modes also contain in advertising. To catch people's attention, advertising uses lots of modes. For example, with attractive color selection, a catchy headline, and the selection of words to grab the audience's attention, the creator or producer of an advertising must be more creative and imaginative in order to capture viewers' interest. The advertising conveys a message that is communicated not only through linguistic or verbal elements but also through visual, aural, and gestural elements.

The priority when designing engaging social media advertising is the visuals. The selection of a captivating image or video as the central component of the advertising. This will be the aspect of the advertising that viewers will recall before anything else. Unique visuals can range from eye-popping hues to captivating product close-ups to humorous images with dynamic motion in a video. The goal is to attract the user's attention. Complexity of meaning results from the use of nonverbal language and other visual means in addition to language elements to convey the advertising's message. To comprehend the complexity of meaning, a multimodal analysis of the advertising is required.

Advertising in the 4.0 era can be promoted not only in printed form or on television, but also on other platforms such as social media, motion pictures, and in-game advertising. Advertising that appears while playing a game is called in-game advertising. This type of advertising is the pre-, mid-, or post-game promotion of a brand. In-game advertising (IGA) refers to advertising in computer and video



games, such as brand and product placement, as opposed to an advergaming, which is a customized game designed to promote a specific product. In-game advertising (IGA) is the placement of items or brands within a digital game. The primary goal of such games is to entertain the player. Similarly, to product placements in movies, game providers give spaces to marketers who can integrate their brand or product into the game (Yang, 2006).

In-game advertising are sold by game developers, and they can take many different forms. The advertising may take the form of banners, audio adverts, or video commercials. Depending on the in-game advertising categories, the majority of these advertising are included in either offline or online games. Every time a game loads, some are shown as backgrounds within it, such as billboards or advertising. A gamer must complete a phase before being exposed to the promoted product because some are embedded into the game as well.

In-game advertising contain visuals and verbal modes aimed at persuading customers to download the game or app. In this regard, Multimodal Discourse Analysis helps in the analysis of the verbal and visual modes found in in-game advertising. Advertising's multimodality demonstrates the use of diverse semiotic resources, such as language, picture, sound, and color, to better transmit the connotation and achieve the optimum advertising result.

Based on the background of the research, the researcher chooses the in-game advertisement as the object of the study. Therefore, the researcher conducted research entitled *A Multimodal Discourse Analysis Towards In-Game Advertising*. The researcher examines the multimodality contained in the in-game advertising

from the approaches of multimodal discourse analysis proposed by Anstey and Bull (2010) and the interactive function (constructing relationships between the sender, the message, and the message receiver) theory by Kress and Leeuwen (2006) contained in the in-game advertising.

## **1.2 Research Question**

Based on the background of the research above, this study is being conducted to answer the following question:

1. What are the multimode contained in the *in-game advertising*?
2. What roles of interactive function contained in the *in-game advertising*?

## **1.3 Purpose of the Research**

Regarding the problem of the study stated above, thus the objective of this study is as follows:

1. To examine the multimode contained in the *in-game advertising*.
2. To discover the roles of interactive function contained in the *in-game advertising*.

## **1.4 Limitation of Problem**

The objective of this research, in regard to the problem statement, is to analyze multimodal discourse analysis in game advertising by using Anstey and Bull (2010) and the interactive function of Kress and Leeuwen's (2006) theory of multimodal discourse analysis. To determine the meaning of the advertising, the theory was applied to the linguistics, the visual modes, such as the text, spoken word, and images, that were present, and the gestural modes. The main data in this study was

taken from In-Game Advertisements and focused only on the game advertising contained in Cats & Soup game.

### **1.5 Significance of the Research**

The researcher hopes that this study provides readers with further knowledge, particularly those who are interested in multimodal discourse analysis research. In addition, the author expects that this study will serve as a resource for English Department students, particularly those who are interested in linguistics and multimodal discourse analysis advertising and games.