



Article History:

Submitted:

15-03-2023

Accepted:

05-08-2023

Published:

02-09-2023

G20: A MULTIMODAL DISCOURSE ANALYSIS IN BANK INDONESIA'S DIGITAL FLYER

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URL: <https://ejournal.stkipjb.ac.id/index.php/jeel/article/view/2942>

DOI: <https://doi.org/10.32682/jeell.v10i1.2942>

Abstract

The discursive construction of G20 in Indonesia in this current digital communication era is no longer dominated by the elite's discourse. Social media allows the common people to also express their conception of G20 in Indonesia. This article aims to explain how Indonesia is being portrayed as a unified nation that consists of various cultural and social groups. Additionally, the purpose of this article is to provide insights whether social media, particularly Instagram, have a meaningful role in maintaining, countering, or even altering the elite's conception of Indonesia national identity. The data for this article consists of the visual and textual data collected from Bank Indonesia's G20 flyer. By implementing multimodal discourse analysis, this study investigates the visual and textual narration of Bank Indonesia's G20 flyer. The discourse is dominated by the social groups related by G20 summit in the public discourse. However, one significant pattern can be identified in this data is that the populist discourse in Indonesia, was



initiated by the people that able to change the political leader's discourse to adjust with the people's expectation. These findings indicate the importance of utilizing to analyse the holistic and nuance conception of identity representation.

Keyword: Digital Flyer; G20 Indonesia Flyer; Multimodal Discourse Analysis

Abstrak

Konstruksi diskursif G20 di Indonesia pada era komunikasi digital saat ini tidak lagi didominasi oleh wacana elit. Media sosial memungkinkan masyarakat umum untuk juga mengungkapkan konsepsi mereka tentang G20 di Indonesia. Artikel ini bertujuan untuk menjelaskan bagaimana Indonesia digambarkan sebagai bangsa yang bersatu yang terdiri dari berbagai kelompok budaya dan sosial. Selain itu, tujuan artikel ini adalah untuk memberikan wawasan apakah media sosial, terutama Instagram, memiliki peran yang bermakna dalam mempertahankan, melawan, atau bahkan mengubah konsepsi identitas nasional Indonesia yang dimiliki oleh elit. Data untuk artikel ini terdiri dari data visual dan teksual yang dikumpulkan dari selebaran G20 Bank Indonesia. Dengan menerapkan analisis wacana multimodal, penelitian ini menyelidiki narasi visual dan teksual dari selebaran G20 Bank Indonesia. Penggunaan analisis wacana multimodal dalam penelitian ini menjadi penting karena melalui penyelidikan data multimodal yang kaya. Penulis menggunakan analisis wacana multimodal untuk menginterpretasikan makna dari elemen-elemen dalam selebaran G20 Bank Indonesia. Data yang terdapat dalam analisis ini dikategorikan sebagai teks verbal dan non-verbal. Data teks verbal adalah kata-kata, frasa, dan klausa. Data non-verbal adalah logo, gambar, simbol/lambang, dan warna.. Temuan ini menunjukkan pentingnya menggunakan analisis untuk menganalisis konsepsi representasi identitas yang holistik dan nuansa.

Kata kunci: Flyer Digital, G20 Indonesia Flyer, Analisis Wacana Multimodal

Introduction

The G20 is a massive forum for international economic cooperation and held annually. It plays a main key role in discussing global economic agenda such as, global economic crisis, recovery, and multilateral cooperation. G20 summit is hosted by a presidency and the incumbent host is selected through a rotating basis system from all G20 forum members. The next presidency will be announced in the closing ceremony of the G20 summit. G20 membered of South Africa, Saudi Arabia, Argentina, Australia, Brazil, India, Indonesia, United Kingdom, Italy, Japan, Germany, Canada, South Korea, Mexico, France, Russia, China, Turkey, United States and the European Union. In 2022, Indonesia is becoming the host of the G20 summit. The G20 Indonesia 2022 has been held in Bali from December 1, 2021 to November 30, 2022. The culminated summit was held on November 29-30, 2022 and was chaired by Indonesian President Joko Widodo. The peak of forum is attended by all state leader of G20 members and Bali was becoming the spotlight of the world in 2022. The Summit will pay particular attention to restoring a healthier and more sustainable order of global economy after the COVID-19 pandemic.

This summit has been taken world attention every year and a lot of news media has been posted and reported the event around across the globe. According to (Mackay, 2013, p. 286), an advertisement must make the product more attractive. One of the ways to welcoming or liven up the event by using an advertisement. Advertisement is a media that contains information about product or an event promotion and commonly include creative design in order to persuade people attention about the product or event (Furnama & Rosa, 2020: 447).

Advertisement itself has a lot of forms that used to promote the product to the target, in this research the writer will be focusing analyze on the flyer. According to Merriam-Webster Thesaurus (2022), Flyer is a type of ads that commonly short printed for publication and has no cover or paper cover. Flyer is kind of advertisement that cheap and easy to use for promoting something. Flyer is used to create a communication to the target buyers (Perks, 2013: 405). In this article the writer will be focusing the digital flyer from the internet website, the writer found a unique flyer about G20 summit from Bank Indonesia's website and it has some detail that contain messages behind it. The digital flyer is categorized as non-profit flyer and it created as a kind of participation to support and light up the event of G20.

The writers conduct Multimodal Discourse Analysis in this research in order to interpret the semiotic behind the verbal and visual communication that

contains in the G20 digital flyer. Multimodal Discourse Analysis is a form of analysis that looks at various forms of communication and the interplay between different semiotic resources, such as words and images, in creating an effective discourse within a text. It focuses on the connection and combination of multiple semiotic elements to create a cohesive and meaningful message. (O'Halloran & Smith, 2011). According to Kress and Van Leeuwen (2006), Multimodality is the study of how different semiotic components, or modes, interact in semiotic products such as magazines, brochures, and flyers, among others. It examines the relationship between various modes of communication in creating meaning and presenting information. (Furnama & Rosa, 2020).



This research also using based theory of social semiotic as a tool to interpret the meaning. Social semiotic giving a vital role to visual components (Moerdisuroso, 2014). According Cobley & Randviir (2009), Socio-semiotics is the study of assigning meaning to signs and phenomena in society. It aims to understand how symbols, signs, and other forms of communication in society convey meaning and influence behavior. What we saw everyday it's actually contained a purpose or message that sometimes are explicit or implicit and social semiotic brought a solution to interpreting and the goal of interpreting is to reveal the meaning in it so it can be understandable for everyone.

The writers used Cheong (2004) as used generic structure of figure for print advertisement as in O'Halloran (2008) to collect the data in the digital flyer. It includes of finding Locus of Attention (LoA), Linguistic components (Primary & Secondary announcement), enhancer, and tag. They are components that displayed in the advertisement and it provides further information of the ads.

According to Cheong (2004) Locus of Attention is eye catcher component that attract target buyers. It could be metaphorically or symbolically of the product implicitly or explicitly displayed (O'Halloran, 2008). Display is helping to figure the product to become more real and clear to the target buyers. In implicit way, the product is described through a medium that symbolizing the product, usually implicit is used to promote service or formless product (Rosa, 2020).

The primary and secondary messages serve as the basis of explanation, represented by linguistic components. Emblem is a component that showcases the active role of the advertisement. Enhancer is the link between the lead and the messages, which combines to form the semiotic product. Cheong's generic structure of print advertisement as shown in table 1:

Table.1. Generic Structure of print advertisement by Cheong (2004)

<p>Visual Components</p> 	<p>Lead Locus of Attention (LoA)</p> <p>Display Explicit/Implicit Congruent/Incongruent (metaphorical)</p> <p>Emblem</p>
<p>Linguistic Components</p> 	<p>Announcement Primary Secondary</p> <p>Enhancer Primary Secondary</p> <p>Emblem</p> <p>Call-and-Visit Information</p>

Interaction to create interpersonal, ideational and Compositional/
Textual meanings

This article made to investigate the Multimodality on non-profitable advertisement and also, theoretically, bring a new contribution to Multimodal study in ads. This is become the writer interest because, Multimodal Analysis dominantly conducted in profit ads and from this article the writer intends to bring a novelty to the study in different type of ads which is non-profitable. Beside of identifying the components, the writer also will unveil the implied socio semiotic in non-profitable ads by Multimodal Analysis. From this intention of findings, the writer expect this article will bring a new understanding through the message that contained from analyzed elements that found in non-profitable ads to public.

The Multimodal Discourse Analysis has been researched by some researchers. The studies focus in profit flyer. Furnama & Rosa (2020), analyzed multimodality in Tourism Brochures for Advertising Tourist Attraction in Mandeh Island, West Sumatera. Saputra & Rosa (2020), conducted MDA in Movie Poster.

Anggeria, Suryawardhani & Sartini (2018) discussed Multimodal Analysis in Property Commercial: Cityscape of Batu.

Based on the previous studies, this article is notable for its attention on a digital flyer promoting the G20 conference from Bank Indonesia's website. While earlier research has looked into multimodal discourse analysis and social semiotics, this study takes a different approach by using these analytical frameworks to interpret the semiotic aspects identified in the G20 digital flier. The writers hope to unveil the underlying messages and meanings provided by the flyer's verbal and visual communication through their multimodal discourse analysis. This method allows for a thorough investigation of how various semiotic resources, such as words and images, combine to produce an effective discourse. By using social semiotics as an interpretative tool, the writers provide a valuable perspective for analyzing the flyer's visual components.

Furthermore, the piece employs Cheong's general figure structure for print advertisements and leans on O'Halloran's work on advertisements to guide the data collection procedure. This organized technique aids in the identification of specific flyer components such as the locus of attention, language components (main and secondary announcements), enhancer, emblem, and tag. By dissecting these parts, authors can obtain a better understanding of the entire message given by the flyer and how different elements work together to create a coherent and compelling communication.

Research Methods

The writers using descriptive qualitative research to engage the multimodal discourse analysis in G20 flyer by Bank Indonesia. According to Kriyantono, Qualitative research main concern is explaining occurrence that occurs when collecting the data by researcher (Harefa, 2021). By this, the researcher found that G20 digital flyer by Bank Indonesia is suitable to be researched by Qualitative method.

In this study, the writers use a descriptive qualitative research approach to undertake a multimodal discourse analysis of Bank Indonesia's G20 flyer. The primary goal of qualitative research is for the writers to describe the happenings noticed during the data collection procedure. Based on this rationale, the authors determined that Bank Indonesia's G20 digital flyer was appropriate for qualitative analysis. The primary data instrument in this study is the G20 digital flyer, which was retrieved from Bank Indonesia's website. This is the primary source of data for analysis. The writers gather the relevant information or materials for analysis during the data collection process. The writers in this case

accessed the G20 digital flyer and saved or obtained a high-quality version for careful study. While analyzing the flyer, the writers most likely took notes, grabbed pictures, or made pertinent remarks.

The data analysis process involves systematically examining and interpreting obtained data in order to extract useful insights and develop conclusions. The writers used a multimodal discourse analysis approach to analyze the G20 brochure for this study. They became acquainted with the flyer's content, design, and overall structure. The writers then devised a coding scheme or formed categories to identify and label specific flyer characteristics, aspects, or trends. This technique assisted the writers in interpreting the data, identifying repeating themes or patterns, and reaching conclusions regarding the semiotic meanings and messages provided by the G20 digital flyer.

Results and Discussion

This article analyzed multimodal in G20 Indonesia 2022 digital flyer by Bank Indonesia. The G20 digital flyer contains with linguistic and visual components. To examine more detail about the data it must be run by multimodal analysis. The flyer is non-profit flyer and it's more like welcoming and enliven flyer about the event. By using Cheong's generic structure of multimodal analysis, the writers can separate and interpret data.

1. Linguistic Components

There is only two component that appeared in the G20 Indonesia 2022 Flyer. They are the announcement that consist of two kinds of announcement, Primary and Secondary announcement and Emblem.

a. Primary Announcement



'PRESIDENSI G20 INDONESIA' is recognized as primary announcement because the letters are typed in capitalize and it's the main discussion of the

flyer. The words of 'PRESIDENSI G20 INDONESIA' means Indonesia become the host of G20 summit in 2022 and it's an honor for Indonesia to host a multilateral conference like G20. The G20 Indonesia 2022 flyer is non-profitable flyer, instead being eye-catching phrase, the primary announcement in this flyer is more to inform the world event that happening in Indonesia. It placed in right-center of the flyer and it function to inform the main discussion. The flyer has no target of audience to consume, the flyer it's more kind of support act of Indonesia become the host of G20 2022 in Bali.

b. Secondary Announcement



The Secondary Announcement "Recover Together, Recover Stronger" means that Indonesia invites the world to work together, through recover together and recover stronger. Indonesia invites the world, especially the G20 participants, to support each other in post-covid-19 recovery. The recovery in question is in all fields. This recovery must be carried out together considering that the pandemic has attacked almost all countries in the world. The Secondary Announcement placed under the Primary Announcement. It means that the information in The Secondary Announcement of course less salient than information in The Primary Announcement. The font that using by Primary Announcement is uppercase letters, meanwhile at The Secondary Announcement is using lowercase letters. The function of The Secondary Announcement is to support the information of the Primary Announcement as the theme of Presidency of G20 Indonesia 2022.

b. Emblem (Verbal)



The words 'Bank Indonesia' is informed the company who create the flyer. This verbal emblem identifies as the source of flyer and the participant who involves in Indonesia economy and through this flyer, the company is welcoming and enliven the world event.

The second is 'G20 Indonesia 2022', it's telling the main role of the event. G20 is the world forum of multilateral cooperation that held annually and in 2022, Indonesia holds the presidency of G20 event.

1. Visual Components

There are three components that occurred in the G20 Indonesia 2022 flyer by Bank Indonesia. They consist Locus of attention Display, and Emblem.

a. Lead: Locus of Attention



The picture that displayed in the flyer are categorized as the Lead: Locus of Attention of this flyer. The flyer shows the picture of traditional outfit of Balinese people, the traditional Balinese dancer, *Pure* buildings, and frangipani flowers. This component of picture is indicating the clue to the place of G20 2022 is being held. The pictures make a clear impression to the viewers about the set of places G20 2022 event just in one look, and don't need too much understanding about the meaning behind the pictures. Also, these picture dominantly in this flyer and it's the eyecatcher for the viewers.

b. Display

The display in Lead: Locus of Attention is Congruent and Explicit because it's using real object to tells the clue of the place of G20 2022 being held and it doesn't need a lot of understanding to know the meaning.



The other one has implicit and incongruent character. It's read and white *Batik Kawung* pattern. *Batik Kawung* pattern symbolize the self-control and working together (Garbo, 2018). The red and white color symbolize Indonesia flag color. The meaning of between these two components describe the topic that needs to be aware for every participant in G20 especially in focus of economy recover.

c. Emblem (Visual)



There are two emblems that include in this flyer, Presidency of G20 Indonesia 2022 and Bank Indonesia. The emblem is Bank Indonesia logo, the logo 'BI' visualizes the verbal emblem of Bank Indonesia. Bank Indonesia is the company who create and post the digital flyer and participants in Indonesia economy. The logo is very simple just a letter of 'B' and 'I' as the abbreviation of Bank Indonesia with blue and white in circle shape.

The second emblem of G20 2022 is implicit and incongruent, the G20 Indonesia 2022 presidency logo is a *Gunungan* symbol that drawn with *Batik Kawung* pattern, the meaning of this logo is erected as the theme of this event. *Gunungan* symbol is one of component in Javanese *Wayang*. According Kebumenkab.go.id, *Gunungan* in *wayang* culture symbolize the changing of life, the older people from the wiser they are. In G20 2022, *Gunungan* means new chapter and recover of global economy. This also means to invite the member of G20 to alter from the fall of economic after Covid-19 to become new beginning to build world economy again. According to Garbo (2018), *Batik Kawung* pattern is symbolize the self-control and philosophy of life with others. In G20 2022, *Batik Kawung* Pattern symbolize stronger and working together especially in recover economy as theme discussion in G20 Indonesia 2022. The emblem is connected with the secondary announcement of the flyer to recover together, recover stronger.

Kawung pattern has been existed for centuries. It's taken from *Kawung* fruit or locally known as *Kolang-Kaling* in Indonesia. The fruit contain 4 pieces of flesh and they are placed crossed to each other. This is where the ornament coming from

Conclusion

The analysis of the G20 Indonesia 2022 flyer produced by Bank Indonesia showed that it lacked some of the typical components of multimodal analysis as found in profit advertisements. It only has lead, display, emblem(verbal), announcement and emblem (visual). This finding shows completely different from analysis in profit advertisement. The G20 Indonesia 2022 digital flyer by Bank Indonesia is not for commercial purposes which to promote product/service. The findings of G20 flyer advertisement shows reduction in Cheong's theory (2004). The reduction of components in Cheong's theory about generic structure multimodal analysis happened because of the purpose of the flyer. The source of data is not made to any profit purpose but to welcoming and participating in G20 Indonesia 2022 event.

The flyer missing some components such as, Call and Visit information, Tag, and Enhancer. The missing components are only working for profit advertisement, because it's telling the detail of a product/service. Also, Cheong 's theory (2004) is proving the theory can be implemented not only for printed advertisement but also for non-profitable digital flyer.

The Linguistic and Visual components is connecting to each other and create a social semiotic to the viewers. The verbal components are in form of

phrases, some of them are support by the visual components to create the meaning such as, Emblem (Verbal) of 'Bank Indonesia' and Emblem (Visual) 'Bank Indonesia' logo. The other is Emblem (verbal) G20 Indonesia 2022 and Emblem (visual) *Gunungan* and *Kawung* symbol as the logo of G20 Indonesia 2022. Both emblem in Bank Indonesia giving a meaning of the creator and the owner of digital flyer and both emblem in G20 Indonesia 2022 convey the event and the theme of the World economic event.

By done the analysis the writer can conclude that G20 Indonesia 2022 digital flyer by Bank Indonesia is non-profit flyer category but more to welcoming and enliven flyer. It created the socio semiotic that this flyer is not to promote a product but as form of participate in development of Indonesia economy and also support Indonesia as the member who hold the presidency of G20 event in 2022. All visual and the linguistic components are supporting each other to construct the message as support of G20.

The writers strongly suggest to other researchers to analyze more of non-profitable advertisement such as G20 flyer. It suggested to use other theories that enhance the multimodal discourse analysis in non-profitable flyer not only just printed but also digital because it easier to get and make more variants for Multimodal Discourse Analysis study. The last suggestion from the writers for the other researcher when doing the analysis to pay more attention when interpreting verbal and visual components in advertisement because translating the semiotic in those components need high critical thinking and understanding from a lot of sources so the meaning won't be mistaken

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