

Multimodal Analysis Of Coffee Shop Franchises In Medan City

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Abstract.

This paper discusses a multimodal analysis of 10 (ten) coffee outlets that has been determined in the city of Medan, namely Starbucks, Kopi Orang Dalam, Kopikuni, Suara Coffee, Daily Dose Coffee, Kopi Kenangan, Kopi Cantik Jiwa, Filosopi Kopi, Hidden Place, and Blanco. Coffee. The purpose of this study was to find the meaning conveyed through writings, and the symbolic meaning conveyed through images, logos, or other decorations contained in the coffee shop to the viewer. This research uses Kress and Van Leeuwen's visual metafunction theory. The data in this study are visual data in the form of logos, name planks, pictures, paintings or other decorations found in the coffee shop. The method used in this research is descriptive qualitative by using the method of observation, study documentation and interviews, while the data analysis technique uses an interactive model by Miles, Huberman & Saldana. The results showed that the interactive meaning contained in the visual data of the coffee shop in the form of contact type of image art was mostly found in the form of demand; the gaze or gaze contact component is mostly found in the form of direct or direct; the components of the social distance aspect that are most commonly found are intimate; The most common component of the point of view is the frontal angle. From the aspect of modality, it was found that there were more high modalities than low modalities, both in terms of color saturation, color diversity, color change, contextualization, representation, depth, lighting and brightness.

Keywords: Multimodal, visual text, coffee shop franchises

I. INTRODUCTION

During the last few years, the development of the coffee shop franchise industry or commonly called "coffee house" has grown rapidly, especially in the city of Medan. The number of coffee outlets has increased drastically, filling almost every point of the city, not even a few are willing to borrow capital to be able to set up their own coffee shop. Other efforts are also made, namely by doing discounts or promos, especially by seeing people who are very tempted when they hear the word "discount" or "promo", even they also made changes both in terms of design and color of the logo to make it more attractive, displayed paintings or decorations in the coffee shop, made meaningful writings displayed on the walls of the coffee shop, made a good spot to take pictures, changed atmosphere, seating, music and so on to be combined so as to attract the attention of consumers and give them a sense of comfort and safety at the coffee shop. All of this can be studied with multimodal because multimodal is closely related to semiotics or signs.

According to Iedema (2003) multimodal is said to be "a technical term that aims to show the meaning that we have done so far by utilizing various semiotics". This is in line with the opinion of Liu (2013) who defines multimodal as "rules and principles of analysis that help readers understand things such as the placement of elements in an image, frames, salience, color saturation, and the appearance of the image as a whole". Multimodal analysis emphasizes that all means of communication, both verbal and nonverbal, play an important role in generating meaning. All these communication interactions are called multimodal. Therefore, this research is appropriate when studied with multimodal analysis, because multimodal analysis is a comprehensive analysis of all those who have a communication role in conveying messages. As Sinar (2012:132-133) says that all interactions are multimodal. Multimodal analysis emphasizes that all means of communication play an important role both verbal and non-verbal because language contains meaning, informative content or content.

II. LITERATURE REVIEW

Research on multimodal analysis is growing rapidly, this is indicated by systemic linguists increasingly exploring the integration of language with other resources. Multimodal analysis provides an understanding that communication is not only limited to language but is also influenced by other resources such as: pictures, paintings or decorations, colors, music, atmosphere, designs, and so on. Research related to multimodal analysis has been widely studied by researchers. Harahap (2016) examined the multimodal visual metafunction of mangayun texts in mandailing communities based on LFS theory by applying the visual metafunction of Liu Y and O'Halloran's model. In the data analysis, it was found that: Multimodal mangayun texts are 1) ideational functions include process, participant and circumstance, 2) interpersonal functions consist of contact, distance, and point of view, 3) function textual consists of information value, salience, and framing. Verbal and visual texts in mangayun text have the same potential to explain messages, namely visual texts are able to explain verbal texts and vice versa.

The results of this study aim to provide a wider and varied interpretation of the traditional meaning (mangayun) and also to reveal the meaning behind a traditional text through an analysis of the context of the situation and the cultural context that surrounds the text. The next research is a study conducted by Pendri (2019) which examines multimodal analysis of Mojokdotco's Instagram uploads in discourse. This type of research uses content analysis with qualitative methods. The multimodal analysis model used is a combination of the Machi-Mayr and Kress Leeuwen models using lexical and visual cohesion. Lexical analysis is represented in the use of word connotation, overlexicalisation, structural opposition and lexical choices features. This feature is used to attack, emphasize and side with the author towards certain parties. Meanwhile, the visual aspect is represented by participant features, iconography, gaze, composition, setting, distance, salience, modality, and framing. This feature is used to impart positive and negative meaning by the illustrator to the party in the image. The purpose of this study was to find the meaning and interpretation of Mojokdotco's Instagram uploads in political discourse. The results of this study indicate that the use of lexical and visual aspects as media by Mojokdotco to show its alignment with certain parties.

III. METHODS

This research is a descriptive qualitative research. The approach used in this study is the visual metafunction multimodal approach by Kress and Van Leeuwen. The data in this study are visual data in the form of logos, name planks, pictures, paintings or other decorations found in coffee shops that have been determined in the city of Medan.

IV. RESULTS AND DISCUSSION

The results of this study include multimodal elements by analyzing the interactive meaning of verbal and non-verbal data contained in 10 predetermined coffee shops.

4.1 Visual Text in Coffee Shop Medan

Data 1



The data above is the Filosofi Kopi logo which was analyzed using the interactive meaning of the Kress and Van Leeuwen model. The interactive component found in the data above is an indirect gaze because the object in the image does not look forward or sideways but closes its eyes. In terms of social distance, the picture is intimate, as can be seen from the way the picture is taken up close. In terms of modality, the maximum color saturation displayed is because the image has several colors, namely brown, white, black and gray. The modality of context is high because the context of the image is clear, namely in the coffee shop room. The modality of representation is clearly visible from the dominant brown color on the walls of the coffee shop, while the white color is found in the words "Filosofi Kopi" and the logo in the shape of a cup.

In the picture of the motorcycle there is a combination of brown, white and black colors. The gray color is found on the coffee shop floor. The modality of depth is high because it is clear that the image shows a classic motorbike and above it there is a logo with a picture of a cup with a smiling face while closing his eyes and surrounded by the words "Filosofi Kopi". The lighting and brightness modality is high because the image is bright and vivid. The meaning of the classic motorbike in the picture is related to the concept they want to apply, which is classic, simple but looks elegant. The main reason why the coffee shop is named "Filosofi Coffee" is because each coffee has its own philosophy that is obtained from ups and downs and struggles. The image of a smiling face on the cup means that drinking a cup of coffee can increase energy and make the body enthusiastic in carrying out activities.

Data 2



The interactive component found in the data above is in the form of contact that is demand, which can be seen from eye contact who looks directly at the witness of the image. In terms of social distance, the image is intimate, as can be seen from the way it is taken close. From the point of view of the image is frontal because it looks straight ahead. In terms of modality, the color saturation in the image is maximum because the image has colors, namely red, white, black and blue. The modality of the context in the image is high because the context of the image is clear. The representational modality that is clearly displayed is the red color found on the clothes, lips and the letters that make up the word "Coffee". The black color is on the scarf and the glass a woman is holding in the picture. The white color is on the woman's body, while the glasses and hat have a combination of red and black and also in the background the image has a combination of white and blue. High depth modality which shows a woman holding a cup of coffee while smiling looking ahead. The lighting and brightness modality is high because the image is bright and vivid. The meaning of a woman holding a cup of coffee with a smile in the picture shows that the woman becomes enthusiastic and cheerful after drinking coffee as well as customers will feel the same when enjoying the coffee served at the coffee shop.

Data 3

The interactive component found in the data above is in the form of contact which is a demand to build closeness of the object with the audience, as can be seen from the gaze that looks directly ahead. In terms of social distance, the image is intimate, as can be seen from the way it is taken close. From the point of view, the image shows a frontal or straight forward view, supported also by the power of a sharp and firm view that is thrown at the viewer or witness to the image. In terms of modality, the displayed color saturation is maximized because the image has colors, namely orange, black and white. High context modality because the image context is clear. The representational modalities that are clearly displayed are the orange color in the background of the image, the black color on the suit, tie, eyeball, eyebrows, hair and writing in the image, and the white color on the shirt, hands, face, and cup. The high-depth modality shows a person holding a cup of coffee to drink while staring intently ahead. The lighting and brightness modality is high because the image is bright and vivid. The text in the picture above "If you want peace, you won't get it with violence" means that if you want to live in peace, then do good things. The meaning of this article is related to coffee drinks, namely a cup of coffee will taste delicious if it is made sincerely.

Data 4

The interactive component found in the data above is in the form of contact that is demand to build closeness of the object with the audience, as seen from the gaze that looks directly ahead. In terms of social distance, the image is intimate, as can be seen from the way it was taken close. From that point of view, the picture shows a frontal or straight-forward view. It is also supported by the power of views raised to the public to convince the audience of the enjoyment of the taste of coffee at the coffee shop. In terms of modality, the color saturation displayed is maximum because the image has colors, namely purple, red, orange, black and white. The modality of the context in the image is high because the context of the image is

clear. The representational modalities shown are clear, namely purple, red and orange colors in the background of the image, black colors on the mustache, beard, eyebrows, hair and writing in the image. The white color is on the face, while the glasses are black and white. High depth modality that shows a person looking forward with a sadistic impression. The lighting and brightness modality is high because the image is bright and vivid. The meaning of the image of a man looking ahead with the words “I dress to kill but tastefully” shows that appearance is one of the things that should be considered in social life. This paper is then related to coffee that for some people when they want to buy a coffee drink, not only look at the taste of the coffee but also the appearance of the coffee shop both in terms of place, atmosphere, and the service of the baristas at the coffee shop because all of that is very good, important and have a big impact on customer ratings and the progress of the coffee shop.

Table 4.1 Number and Percentage of Interaction Components on Visual Data for Coffee Shops in Medan City

No	Komponen Interaksi	Jumlah	Persentase
1	<i>Offer</i>	7	43,7%
2	<i>Demand</i>	9	56,3%
	Total	16	100%
1	Langsung	9	60%
2	Tidak Langsung	6	40%
	Total	15	100%
1	Intim	16	64%
2	Sosial	3	12%
3	Impersonal	6	24%
	Total	25	100%
1	Sudut Frontal	8	57%
2	Sudut Miring	6	43%
3	Kekuatan Pandangan	-	-
4	Kelemahan Pandangan	-	-
	Total	14	100%
		Tinggi	Rendah
1	Saturasi warna	✓	
2	Keberagaman warna	✓	
3	Perubahan warna	✓	
4	Konteks Tualisasi	✓	
5	Representasi	✓	
6	Kedalaman	✓	
7	Penerangan	✓	
8	Kecerahan	✓	

The interaction component of the contact aspect in the form of demand dominates as much as 56.3% compared to offer only 43.7%; in terms of gaze, direct gaze dominates 60%, while indirect gaze dominates 40%; in terms of social distance in the form of intimacy dominates as much as 64%, while social is 12% and impersonal is 24%; in terms of point of view, the frontal angle dominates as much as 57%, while the tilt angle is 43%, while the strengths and weaknesses of the view are not found in the coffee shop franchise data; and from the aspect of modality, it is found that high modality dominates more than low modality.

V. CONCLUSION

Based on the result above, it can be concluded that the interaction component of the contact aspect in the form of demand dominates over offer, in terms of gazes in the form of direct gazes dominates more than indirect gazes, in terms of social distance in the form of intimacy dominates more than social and impersonal, and from the point of view of in the form of frontal is the most dominant compared to the oblique angle, the strength of the view and the weakness of the view. Based on the analysis of the interactive meaning behind the logo, writing or pictures or decorations on the coffee shop, it was found that the meaning containing the ideology of the coffee shop was conveyed to the public or closer viewers through contact in the form of demand, direct gaze, social distance that is intimate, frontal point of view, and high modality so

that the audience or viewer can understand the message conveyed through verbal and visual texts contained in the coffee shop. What is presented in images and texts are interconnected and contain implied and explicit meanings so that when combining text and images in presenting information, the reader or viewer is able to interpret the message conveyed.

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