

## Multimodal Analysis of South Korean Male Skincare Advertisements

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### Abstract

The complexity of advertisements meanings realized by selected images and words always leads to multiple interpretations. This study attempts to examine the meaning representation in the Korean skincare advertisements intended for males. This study follows Kress and van Leeuwen's (1996; 2006) systemic functional approach to multimodal discourse analysis to reveal the representational meanings from the advertisements. The data sources were three Korean skincare advertisements namely "UL.OS", "Dandyguy", and "Power Perfection BB Cream" selected to instantiate how verbal and visual data deliver representational meanings. Following SFL -Multimodal discourse analysis, this study focused on identifying ideational meanings of the intermodal relations in terms of their representation, interaction, and composition. The findings showed that the intermodal relations of the Korean male skincare advertisements relied on the meanings conveyed by the elected images. The images presented a typical masculinity showing the Korean cultural identities. The meanings were complemented through the choices of verbal, material, and circumstance. This study suggests that the advertisements represent cultural identity being constructed by the choice of visual images.

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## INTRODUCTION

Advertisement is an effective way to introduce goods or services through texts, pictures, and audiovisual (multimodal). It is also made to be published in order to attract potential buyers as the target groups to whom the products will be sold (Hasanah, 2013). Therefore, there are many advertisements created uniquely and creatively so that the people can remember those advertisements. To increase the appeal to the target groups of buyers, advertisements use the famous models, actors/actresses, and influencers to attract buyers' attention (Schouten, 2018).

Correa (2011) states that advertisements become the tool or instrument for ideology to reflect ideas, beliefs, and public opinions. It can be inferred that advertisements function not only for advertising and marketing but also for conveying the ideology of products and companies in which the service scape and consumption experiences are explored to give the cues of how ideology is manifested in advertisement (Al-Omar, 2019; Pecoraro et al., 2020). The cultural value and social value are also conveyed and described through advertisements (Abokhoza et al., 2019).

The complexity of meanings in advertisements is realized by selected images and words leading to multiple interpretations (Eynullaeva, 2018). The multiple interpretations emerge as the meaning relation between the context of culture and the context of situation related to other elements such as communication goal, advertising theories, and linguistics. The ethic of advertising, its development, and the alteration of culture influence society in understanding the meanings of advertisements. Therefore, this phenomenon has the big impact to communication of advertisements toward the society with various cultural backgrounds.

Advertisements can drive the meanings of the contents in delivering the intended impacts wished by companies to the costumers (Turhan, 2017). The meanings contained in the advertisements are usually conveyed through persuasive, puffery, and exaggerating messages that cause multiple understandings (Romanova & Smirnova, 2019; Halim et al., 2020). As the consequences, it is not uncommon that some consumers who were neither satisfied nor pleased with the products, and lost materially and psychologically. The unsatisfactory of consumers happens because they regard that the products are similar to advertisements.

This research attempts to reveal the meanings on skincare advertisements intended for males. Nowadays, there are many companies which give attention to the treatment to male skin in order to make their appearance better and more good looking. The representation of beauty does not only belong to women but also to men in which the concept of the beauty is described by the white skin, soft skin, and cleanliness as this concept always appears on cosmetics advertisement (Puspitasari & Suryadi, 2020). South Korean men have long concerned to beauty products that over the past decades, they have become the world's biggest male spenders on skincare, known by a market that grew by 44% in the country between 2011 and 2017 (Rapp, 2020). Therefore, in South Korean, physical appearance of the body and the face becomes the crucial factors in social life that the society pays

great attention to the beauty of their appearance by spending on cosmetics (Gelézeau, 2015).

Several factors influencing male behavior in consuming skincare products in South Korean, especially in Suwon city as the highest density in South Korean can be identified. These factors consist of normative influences and attitudes toward applying skincare. The first factor occurs because of emerge of men awareness in using skincare to support and improve their performance and career. The second factor is the support of family and the surrounding environment in using skincare (Ridwan et al., 2017). Generally, the factors that influence purchasing determinant of men toward the skincare product are self- image, celebrity endorsement, ageing-concern, lifestyle, and social culture (Ling et al., 2015).

This current study proposed to seek answer to the research questions pertaining to: 1) what messages are conveyed in South Korean male skincare advertisements through multimodal analysis? 2) how are the messages revealed in South Korean Male Skincare advertisements by identifying ideational meaning of SFL-Multimodal discourse? As the research questions stated, generally, this research aims to formulate the principles that can help the readers to understand the information and the messages on the advertisements. Specifically, this research aims to analyze and identify the language used on advertisement from multimodal perspective, and also to formulate the language principles used to understand the meanings conveyed on the advertisements through multimodal analysis.

### **Systemic Functional Linguistics**

Systemic functional Linguistics (SFL) is the approach of language science stated by Halliday, viewing language as the social semiotic system. Technically, paradigmatic approach is the main basic of the language use related to how the society make meanings. According to Halliday (2004), language involves three metafunctions consisting of ideational, interpersonal, and textual. Ideational metafunction is language functioning as a means of conveying and interpreting the world. It means that language is related to the 'theory of experience', including 'experiential' and 'logical' function. Experiential function refers to the choice of grammar that is possible to the speaker for conveying and interpreting the world while logical function refers to logical-semantic between the clauses.

Interpersonal metafunction is language functioning as expression of one's attitudes and an influence upon the attitudes and behavior of the hearer. It refers to the grammatical choice that possible for the speaker to determine his interpersonal

relation where the speaker always speaks to and with others. In functional grammar, interpersonal relations is also mentioned as interpersonal meaning in which the meaning expresses the attitude and behavior (Gerot & Wignell, 1994). Textual meaning is language function as a means of constructing a text or a spoken or written language. Through textual function, language its own semiotic system called, in modern term as 'virtual reality' (Halliday, 2003, 2001). Textual meaning, according to Gerot and Wignell (1994), indicates that language is related to its area, including verbal area of co-text and non-verbal (context).

### Multimodal Analysis of Kress and van Leeuwen

In developing analysis visual, van Leeuwen made visual grammar combined with semiotic sources of visual and verbal (multimodal) such as color, typography, and sound. This analysis model is the developed by Kress and van Leeuwen (1996, 2006) with the reference to Halliday's (1985) Systemic Functional Linguistics in which the language is a part of social semiotic. Kress and Leeuwen (1996, 2006) afterwards divided this visual grammar into three metafunctions consisting of representational, interactive, and compositional. These three metafunctions is identically related to three metafunctions of SFL stated by Halliday (1985) consisting of ideational, interpersonal, and textual. Representational includes processes, participants, and circumstances; interactive includes contact, social distance, and subjectivity; and compositional includes information value, salience, and framing. Jewwit and Oyama (2001) describes these three metafunctions as the interrelation of representational and interactive elements between individual in a text of communicative events.

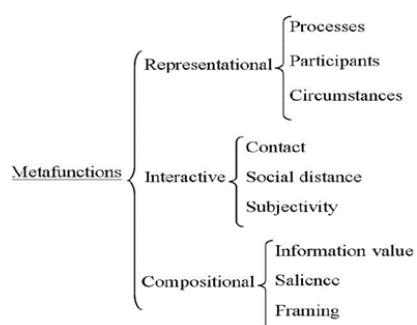


Figure 1

The illustration of Kress dan van Leeuwen's (1996, 2006) visual metafunctions.

### Advertising and Marketing

The ways companies or businessmen introduce the products to consumers or buyers is called as promotion. Promotion is carried out to convey the information related to the products made by companies or business institution to reach out the

consumers or buyers (Kasali, 2007). Promotion also can be done by marketing advertisements. Advertising has become the most efficient techniques gaining a great deal of publicity in the last to fifteen years (Lim-fei et al., 2017). Koçyiğit (2018) pointed out that the benefit of oral contact and engagement between individuals and brands on network channels are provided by marketing so that the brands of consumers can establish more strategies and tactics to find the problems of customers by offering the solutions toward costumers of the issues in a short time. Kotler and Armstrong (2007) suggested that brand image builds consumers convenience toward brand in which the product can have special quality such as functional brand, image brand, and experiential brand.

Shimp (2000) stated that the functions of advertising are informing, persuading, and reminding. Informing function is that advertising should make the awareness of consumers toward the new brands. It also should build their understanding about the features and advantages of the product by creating the positive brand image. Persuading means that an effective advertisement can persuade consumers to buy the product or service being advertised. Reminding is that advertising can keep the brands to be remembered by the consumers.

Goddard (1998) argued that advertising is not only related to the commercial promotion of commodity but also it is related to sharing ideas with the aims to improve the image of individual, groups, or organizations/institutions. In advertising, the products are usually shown interestingly and attractively in order to get public attention. It is also known that advertisements are made outstandingly to attract consumers and buyers to buy those products with the hopes that they will get those products as they have ever seen on advertisements.

Related to promotion strategies, Goddard (1998) provided three strategies used in advertising. The first strategy is image/picture which is effective to promote something because consumers will buy the products based on the attractive pictures on advertisements. There are also many advertisements made absurdly to make consumers curious and interested. The second strategy is verbal text that considers the choice of writing, letter, and font that can make meanings on advertisement. The clear, simple, and bigger font is interesting to the people because they can read and understand the advertisement easily. The third strategy is layout in which using space can convey some messages to the readers.

According to Gelbirch, Gathke, and Westjohn (2012), there are three conditions of effective marketing: 1) memory (attractiveness, ability to recognize

and remember the product); 2) persuasion (influencing cognitive response, attitudes toward advertisement, brand, and advertiser institution); 3) buyer attitude (desire and passion to purchase the product). In the persuasion context, language using on advertisement influences the persuasion toward the consumers. In the globalization era with the developing technology, using bilingual or multilingual in advertising becomes the common use. Using English in advertising has become prestigious and impressive so that it can reach out the consumers more widely. Nevertheless, using English on advertisement is not always effective due to the fact that an effective advertising can be well spread out by using the language of marketing targets.

This is certainly similar to Goddard (1998) who said that advertising becomes more effective by using the language of marketing targets. The advertisement to publish also should be publish more creatively and attractively, following the trend of nowadays society with the context of language and culture so that it can be understood well by advertising targets. Other elements such as location, angle, and colors used on advertisements is convinced to convey the meaning of the products advertised toward public or society.

Several studies have done investigation on multimodal analysis of advertisements. The study about multimodal analysis of Wardah Lipstick conducted by Raharjo et al. (2020) looked elements of multimodal on advertisement which contained persuasive messages influencing the buyer's decision. Rosa (2012) also conducted the research of Sunsilk Nutrient Sampo Ginseng (SNSG) that resulted as five elements of multimodal integrated on the advertisement. Another research is conducted by Hafrianto (2019) that analyzed multimodal analysis of Indomie in Arabic version. The result of his research is four linguistics elements consisting of process of material, mental, relational, and verbal structured on advertisement containing the messages, aim, and meaning conveying to advertising target. Based on mentioned several research, this research focuses on investigating the meanings of cultural identities conveyed on South Korean Male Skincare advertisements through identifying ideational meanings of the intermodal relations in terms of Kress and Van Leeuwen's (2006) representation, interaction, and composition.

## **METHOD**

The method used in this research is qualitative descriptive utilizing Systemic Functional Linguistics in advertisements focusing on multimodal text of South Korean Male skincare advertisement. Following SFL -Multimodal discourse analysis, this study

focused on identifying ideational meanings of the intermodal relations in terms of Kress and Van Leeuwen's (2006) three metafunctions consisting of representation, interaction, and composition. Identifying ideational meaning is implemented through analyzing participant, process, and circumstance to reveal representational meanings of the advertisements (O'Halloran, 2008). Qualitative method is used to answer questions "what", "how" and "why" on certain phenomenon (McCusker & Gunaydin, 2015). This method also provides directly the data of language as it is used among society. This method reflects phenomenology perspective which attempts to understand the meanings of events and interactions in certain situations (Zaim, 2014: 13).

The data to be analyzed in this research are three South Korean male skincare advertisements posters "UL.OS", "Dandyguy", and "Power Perfection" which consist of multimodal element such as visual and verbal. These data selected are based on some singers and actors who become the models for cosmetics brands as its news is released on soompi.com, korea.net, and herworld.com.

The data were analyzed by identifying the ideational meaning in the advertisements which is a reference to Halliday's three metafunctions: ideational, interpersonal, and textual. Kress and van Leeuwen (2006) suggested that the concept that ideational meaning can be demonstrated through the picture which consist of several elements: participant, process, and circumstance. The participant refers to character shown on the picture as the object who can do or experience something. The concept of process is used to identify imagery event or the activities imagined by drawing techniques. Whereas, the concept of circumstance can be seen from the setting or other elements used to identify participant and process. The data were Korean male skincare advertisements that consist of participant, process, and circumstance as the elements of ideational meaning. The example of analysis is described as below:



Figure 2. (Source: google image)

Participant	Process	Circumstance
A man (a man with beard using red t-shirt, black shorts, and red shoes)	Is running (material process)	Quickly (he is probably in race).

**FINDINGS AND DISCUSSION**

The elements of representational meanings analyzed through ideational meanings are presented as below:

**Advertisement “UL.OS”**

Below is the UL.OS advertisement (Fig.2) which is the product of moisturizing male skin showing South Korean model, product, and Hangeul-written verbal known as intermodal relations. Ideational meaning is applied to identify and analyze this intermodal so that the representational meanings can be found through the choices of verbal, image, and circumstance.



Figure 3: UL.OS advertisement (Source: <https://www.sompi.com/article/1185787wpp/male-stars-who-are-advertising-models-for-cosmetics>)

The representational meaning of UL.OS advertisement is presented in table 1 which describes ideational meaning consisting of elements: participant, process, and circumstance. According to Kress & Leeuwen (2006) (Fig. 1), the approach of ideational meaning is used to identify the elements of participant, process, and circumstance. They further asserted that the *participant* can be known by character referring to the picture. Another element is process that is identified by imagination of the picture whereas process indicates the situation (Kress & Van Leeuwen, 2006).

**Table 1**

Ideational Meanings		
Participants	Process	Circumstance
Visual: Korean model “Yunho” using black cloth, with full appearance (his face and hand).	Verbal (Verbal process): 원터치로 열고 “open with one touch”, 빠르게 스며들고”absorb quickly”, 하루 종일 촉촉하니까”because it is humid all day”, 시작부터	Visual: The colors of the background consisting of white, light blue, and grey, and the colors of model cloth and products, the position of Korean model in front of the product. Verbal: Korean letters원터치로 열고빠르게



	<p>끝까지“<i>from the beginning until finishing</i>”, 남자 공학적 “<i>Engineering Science for male (scientifically engineered for men’s cosmetics)</i>” “우르·오스 올인원 모이스처라이저 (<b>UL OS All-in-one Moisturising</b>)” ,,</p> <p>Visual (material process): Korean model smiles and puts his cheek on his hand.</p>	<p>스며들고하루 종일 촉촉하니까 시작부터 끝까지남자 공학적 “우르·오스 올인원 모이스처라이저on advertisement.</p>
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In the UL.OS Advertisement (fig. 2), it can be seen that visual elements consist of South Korean Model Yunho known as a singer and actor using black cloth and his face is fully shown. According to a UL.OS official that Yunho's healthy and manly skin with his sophisticated image suits as a new model for the brand image of UL.OS (TVXQ Express, 2017). This South Korean Model is identified as participant. Another visual element is the way Korean Model showing his smile and putting his hand on his cheek. Colors on the advertisement is also visual element that can represent more meaning on this advertisement. The visualization of famous Korean actor shows the demanding of the product containing persuasive message that male should keep their appearance well by using this skincare “OL.OS” and also represents the typical masculinity of South Korean male.

The process involved material process in which the Korean actor shows his smile and puts his cheek on his hand that can indicate the demand of the advertisement. The demand is realized through the eye contact or gaze that establishes the connection between the viewers and the model. This material represents the meaning that using this product enable to make male skin clean, white, fresh, and well-treated. The process also involved the verbal process. This process describes that Korean Model introduces the product of moisturizing cream that shown in Korean letters on advertisement 원터치로 열고 “*open with one touch*”, 빠르게 스며들고“*absorb quickly*”, 하루 종일 촉촉하니까“*because it is humid all day*”, 시작부터 끝까지“*from the beginning until finishing*”, 남자 공학적 “*Engineering Science for male (scientifically engineered for men’s cosmetics)*” “우르·오스 올인원 모이스처라이저 (**UL OS All-in-one Moisturising**)” ,, 남자를 아니까 “*because it knows*

male (because this cosmetic knows male skin)", and "@ **UL OS (우르·오스):** the product". This verbal process represents the simple usage and the benefit of product while the material process shows the "offer" of product of moisturizing cream intended for male.

The circumstance involved the Korean letters (Hangul) "원터치로 열고빠르게 스며들고하루종일 촉촉하니까 시작부터 끝까지남자 공학적 "우르·오스 올인원 모이스처라이저" on advertisement that indicates the product is made in South Korean. The background colors are also identified as circumstance that represent meaning of White, light blue, and grey color of background is represented as stated by Wilfred (1962); Kress and Leeuwen (2002) as peace, independence, and stability which describe the common personality of male. The *circumstance* is also represented by the color of the background consisting of white, light blue, and grey. It is also represented by the white of the verbal with the green background. The Korean letters also can be categorized as the circumstance of place due to it indicates the country of Korea.

As stated by Kress and Van Leeuwen (2006), Colors have role in giving the meanings. Colors on the images are explained by Wilfred (1962); Kress and Leeuwen (2002) that analyzes the features of colors representing the meanings. White color on product "OL.US" and on the verbal indicates naturalness, affection, freshness, and peace. Therefore, white color on product can be interpreted that men also have to take care of the cleanliness of their skin by using skincare. Black Color on the actor model can be represented as formality, artist, and elegance so that it can be interpreted as the simplicity or modesty that indicates to the masculinity. White, light blue, and grey color of background is represented as peace, independence, and stability which describe the common personality of male.

The messages of the advertisement is conveyed through announcement which becomes the process element of ideational meaning. The announcement contains the persuasive message for having and using the product that refers to the verbal in Korean language having meaning 원터치로 열고 "open with one touch", 빠르게 스며들고"absorb quickly", 하루 종일 촉촉하니까"because it is humid all day", 시작부터 끝까지"from the beginning until finishing", 남자 공학적 "Engineering Science for male (scientifically engineered for men's cosmetics)" "우르·오스 올인원 모이스처라이저

(**UL OS All-in-one Moisturising**)”, 남자를 아니까 “because it knows male (because this cosmetic knows male skin)”, and “@ **UL OS (우르 ·오스)**: the product”. The persuasive message of the ad also contains imperative modes to the product commodity that realizes male for having and using “UL.OS”.

From those three elements of participant, process, and circumstance, it can be interpreted that the advertisement above represents the soft masculinity of South Korean cultural identities. Soft masculinity (Hwang, 2011; Bano & Sharif, 2016; Azizah & Dwiyantri, 2021) of Korean male is demonstrated through image of the advertisement how the male take care of their skincare by using skincare or grooming and also how pose of male on advertisement. The verbal of the ad shows the simplicity of using the skincare for male. The selected colors of the image explain how the advertisement skincare is intended for male. The soft masculinity of South Korean or the well-known as *kkonminam* male is portrayed as groomed and fashionably dressed, and excessively concerned with their looks. They are also invariably young and not adverse to using any cosmetic or surgical intervention to stay looking good that way. Sometimes they also do not averse to showing off their well-toned muscular bodies while they have opportunities (Hwang, 2011).

The famous model or actor on advertisement can be categorized as *salience* (Kress & van Leeuwen, 2006; Hu & Luo, 2016; Machine, 2007) due to the fact that he is positioned to impress the viewers. The image of the South Korean handsomeness is also showed through male skincare advertisement as the custom, habit, and fashion to use skincare in with the purpose to treat the skin well, keep skin cleanliness, and to make better appearance and performance. The *information value* (Kress & van Leeuwen, 2006; Hu & Luo, 2016) refers to the image of the model, the written verbal, and the product. According to Kress and Van Leeuwen (2006), information value refers to composition, setting/arrangement, and column/position. Therefore, the position of the model, the written verbal, and the product explains the information value. Based on the information value, it can be known and understood that the model is the result or effect of the consuming the product. The written verbal can be known as the information of benefit and the usage of the product.

The frame size of advertisement above is close up which represents intimate or close emotion. It means that advertisements have message to persuade the consumers by showing the models in the close-up frame size (Selby & Coedery, 1995; Kress & Leeuwen, 2006). The advertisement is also made with eye level camera angle

which represents the equality which means that the models/actor on advertisements are positioned to impress and attract the viewers or whoever sees/watch those advertisement. It also purposes to attract and make buyer's decision (Selby & Coedery, 1995; Kress & Leeuwen, 2006). Color saturation of advertisement consists of warm. It represents optimism, hope, desire, and agitation. It means that those advertisement raise and built the hope, desire, and optimism to the consumers that by using those products they can treat their skin well and they can make their appearance and performance better than before as imagined on the advertisement by the models/actors.

**Advertisement, “Dandyguy”**

The second advertisement is Dandyguy (Fig.3) as the product of moisture BB cream or Blemish Balm intended for male skin that shows two South Korean models, product, and verbal written in English. The elements of ideational meaning (participant, process, and circumstance) is utilized to reveal the representational of this advertisement.



Figure 4 (Source: <https://emilyfreyblerfinalpresentation.wordpress.com>)

This Table 2 describes the representational meaning of the second advertisement “Dandyguy” with the description of ideational meaning elements: participant, process, and circumstance. A brief description of this approach has been explained in the previous advertisement.

**Table 2**

Ideational Meanings		
Participants	Process	Circumstance
Visual: Two Korean Models: the right “Lee Min Ho”, showing the product, with full appearance; the left one “Song Joong-ki” shown only half face.	Visual: material process: The model on the right side is showing the product “Dandyguy”, Verbal process: “Real Men don’t wear makeup...JUST BB CREAM” promoting product by asking for using male skincare “BB Cream”.	Visual: White background behind Korean Models.

From the advertisement above, the participant is represented by two famous Korean models and actors. The left side is "Song Joong-ki" that is only shown half of face while another is "Lee Min Ho", whose face is fully shown. The participant of two Korean actors realizes the image of the handsomeness of Korean male because of using skincare "Dandyguy". The handsomeness of typical masculinity of South Korean male is seen by their habit of using skincare such as BB cream in order to treat their skin well and look better in performance and appearance. The process is material process represented by one of them showing the product which establish the demanding to the viewers. Another process also is represented by the verbal on the advertisement which describes as if the model conveys the use of product. The circumstance can be represented as white background behind the actors.

The *salience* (Kress & van Leeuwen, 2006; Machine, 2007; Hu & Luo, 2016) of the advertisement above is those two famous South Korean actors positioned to impress the readers or the views. *Information value* (Kress & van Leeuwen, 2006; Hu & Luo, 2016) of advertisement consist of position of the models, the verbal, and also the product. The value of the product refers to the model having white and clean skin as the effect and result of using skincare product. The verbal also correlates to the model and product that convey the demand of the product. This demand of product is clean and white skin owned by the models as they always consume this product.

The advertisement above is actually divided into two pictures which actually disconnect between each other. In the right picture, the participant is showing the product and there is no information or announcement while the left one is a picture with participant, announcement, and the visual of product. The shape of both trademark product is also different. According to van Leeuwen (2005), even though the two pictures disconnect, both can be connected as a coherent text by providing *information linking*. It can be seen from the written verbal indicating the information or announcement about the product "Dandyguy". The *linking information* is "Real Men don't wear makeup. JUST BB CREAM". Therefore, the verbal on the left picture actually gives information about the product on the right picture.

Analyzing colors can give more information of meanings on the image. According to Wilfred (1962); Kress and Leeuwen (2002), the brown color of the product can be represented as fertility and wealthy. The color indicates that the product is intended for male. The white color of background and actor clothes can

be represented as pureness, peace, and goodness. The white color indicates the cleanliness. It can be interpreted that the cleanliness of male skin should be kept by them or the white color is represented as the image of handsomeness of Korean male that indicates the soft masculinity of South Korean male cultural identities.

In analyzing verbal, the messages of the advertisement are conveyed through the announcement as written on image as "*Real Men don't wear makeup. JUST BB CREAM*". The written verbal on ad conveys the message that men can also treat their skin well without makeup as women did. They can take for treatment of their skin by only simply using BB cream. The message written in English indicates that the product is made for male in other countries. The message also conveys the representation of the masculinity of Korean men by taking care of the skin. The written verbal "*Dandy Guy Moisture BB Cream SPF30 PA++*", "*Moisturizing, Natural Color and Coverage, Oil Controlling silky finish, No sticky feel*" contains the substance and the benefits of the products that suit for male. The letters "BB CREAM" written in "caps lock" represents emphasizing persuasive message for male to realize using bb cream. The letters also indicate the demand/display related to information value and the salience of the advertisement.

The frame size of advertisement above is close up which represents the intimation or close emotion as stated by Selby and Coedery, (1995); Kress & Leeuwen (2006). It means that advertisements have persuasive messages toward the consumers by showing the models in the frame size "close up". The demand of advertisement is inferred by eye level of camera angle and that represents the equality as stated by Selby and Coedery (1995); Kress & Leeuwen, 2006. The demand is also represented by the way how the model is showing the product. It means that the position of the model/actor on advertisement is to impress the readers or viewers that effects to the buyer's decision. Camera angle describing eye contact explains the interaction between the participant and the viewers as the demand or display. Warm color saturation of advertisement represents hope, optimism, and desire. The messages conveyed though the color saturation is raising and building desire, hope, and optimism through the good performance and appearance by treating well the skin with this product.

#### **Advertisement "Power Perfection"**

The last advertisement to analyze is "Power Perfection" BB cream (Fig.4) as the product of moisture BB cream or Blemish Balm intended for male skin South Korean

models, product, and with no verbal process. The elements of ideational meaning (participant, process, and circumstance) are described in the table 3.



Figure 5 (source: <https://id.pinterest.com/pin/346566133802566549/>)

Table 3 is a descriptive explanation of the representational meaning with ideational meaning approach of the third advertisement "Power Perfection" BB cream with the elements of participant, process, and circumstance.

**Table 3**

<b>Ideational Meanings</b>		
<b>Participants</b>	<b>Process</b>	<b>Circumstance</b>
Visual: Korean model "Kim Hyun Joong" using purple cloth, shown with full face.	Visual: Material process: The way the model smiles and puts his chin on his hands.	Visual: The model position behind the product; background colors consisting of white, grey, and green.

It can be known that the participant from image above is Kim Hyun Joong who is a famous South Korean K-Pop stars using purple clothe. As he became the ambassador, this brand achieved best- selling and most ironic cosmetics product (Adminhw, 2013). The character is completely shown due to his face/head can be fully seen. The process is represented by the way he smiles and puts his chin on his hands. The circumstance can be identified from his position behind the product that describes he is showing the product. From the correlation of participant, process, and circumstance, it can be interpreted that the soft masculinity of Korean male appears on the image of how the actor poses the cuteness and the calmness with his smile and shows the skincare with the purple color. Another interpretation is that using the product can make male face as clean and white as the model on advertisement. According to Wilfred (1962); Kress & van Leeuwen (2002), purple color has meaning of femininity, expressiveness, and sensitiveness which also relates to female. This color on product indicates the usage for male and female.

The *saliency* (Kress & van Leeuwen, 2006; Hu & Luo, 2016; Machine, 2007) of this advertisement refers to the famous South Korean model with his pose or gesture and the product "Power Perfection" which is shown in the big size. It is actually different from two previous advertisements where the *saliency* only refers to the models. This *saliency* consisting of the model posing his gesture and the appearance of the product, is showed with the big size with in order to impress the readers or consumers. The position of the model beside the product also represents the demand. This position also indicates the *information value* of the advertisement. Another *information value* also can be found on the visual product which explains about the benefits of product.

Circumstance is also represented in the color of background consisting of white, grey, and green, as according to Wilfred (1962); Kress & Leeuwen (2002), that have meanings of pureness, peace, independence, naturalness, and freshness. It can be represented that based on the nature of human being, men like cleanliness, freshness, peace and pureness that they can afford by consuming this skincare product in other to keep the cleanliness, freshness, and whiteness of their appearance. Those kinds of good things can be represented in his pose, smile, and position beside the product.

There is no verbal process on these advertisements as the two previous advertisements but the written verbal can be found on product which gives the information as mentioned "POWER PERFECTION, BB CREAM, SPF37/PA++, LIGHT BEIGE", A BB cream providing total skin treatment to achieve a "POWER PERFECTION SKIN" by imparting proactive care to overall skin problems, including bagginess, roughness and dryness", "FACE it". The verbal describes the announcement or information of the product. It means that using this product can help male solve the problem of skin such as bagginess, roughness, and dryness and the result of using the product can be seen on the model of the advertisement who has clean and white skin. The *saliency* or information written in English indicates that the product is made for other countries. It can be interpreted that the soft masculinity as South Korean cultural identity is introduced and spread by advertisement of skincare intended for male. The letters written in "caps lock" on the visual trademark product represents the meaning relation between the *saliency* and *information value* as the message conveyed from the advertisement.

As the previous two advertisements mentioned, the third advertisement has frame size identified as "close up" which also represents close emotion and



intimacy (Selby and Coedery, 1995; Kress & van Leeuwen, 2006). This frame size is taken to impress the viewers by seeing the model as the participant on the advertisement text. The impression based on this frame size is certainly made with the aim to persuade the readers, viewers, or buyers in consuming this product. The demand shown in this advertisement refers to the eye contact based on angel camera which relies on eye level. This camera angle "eye level" has the meaning or representation as the Equality (Selby and Coedery, 1995; Kress & van Leeuwen, 2006). The interaction between the participant and the viewers of this ad is also liked by the eye contact of participant (model). Warm Color of color saturation is also described in this advertisement. This color saturation also represents desire, hope, and optimism. The messages conveyed through color saturation is that the desire, hope, and optimism are shown on product, the model (participant), and the benefits of product. The message of the color saturation also contains the persuasion about the ability of showing desire, hope, and optimism by consuming this product which can make male appearance and performance better as imagined by the model on advertisement.

## **CONCLUSION**

The analysis of SFL-multimodal through ideational meaning shows that South Korean advertisements delivered meanings conveyed by elected images. It is revealed that the typical of South Korean cultural identities is soft masculinity based on the images presented on advertisements. The meanings conveyed on the advertisements are complemented through the choice of participant, process, and circumstance. This research suggests that the advertisements represent cultural identity constructed by the choice of visual image.

The Korean models on advertisements are identified as the participants. The ways how the participants (model) do or poses are identified as process. The position of participants, the background, and the Korean letters on the advertisements are identified as circumstance. Frame size, colors, camera angle, and color saturation also have roles in giving the meanings of the advertisement. Frame size of three advertisements is identified as "close up" which represents the emotion and intimacy.

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