



## The Ideational and Representation Meaning of Promotional Video “Explore Flores: Komodo Island”

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### Abstract\*

This paper aims at describing the multimodal discourse analysis of linguistic form and images in the “Explore Flores: Komodo Island” video. The study focuses on the ideational meaning and representational meaning of spoken texts and visual modes. This is a qualitative study that uses the Systemic Functional-Multimodal Discourse Analysis approach. The researchers gathered the information by capturing some shots of “Explore Flores: Komodo Island” video. The results showed that the “Explore Flores: Komodo Island” video is a video made by an individual private party that has both promotional and persuasive value. Based on the results of the ideational meaning analysis, the appearance of the participant as a dominant carrier indicates the clarity and firmness of the persuasive meaning of the video maker to protect the sea around Komodo island tourist spots. Representational meaning is explained through conceptual meaning and narrative meaning. Based on the conceptual meaning, the video describes the symbolic icons of the tourism spots in Komodo Island, Flores including its Komodo Dragons, the ocean, the sunset seen from Komodo Island and other magnificent natural scenery. Based on the narrative representation, action and reaction process dominate the promotional video. Action process is presented in various activities shown by the park guard and the visitors, meanwhile reaction process is shown by smile on the face of the children and woman who are visiting the Komodo Island to show happiness of being in the tourism spot. The study contributes significantly to the theory of multimodal discourse analysis viewed from the phenomena of spoken text and visual modes.

### 1. Introduction

Komodo is one of the rare animal species in the world. Due to of its rarity and wonder, Komodo is categorized as one of the seven wonder of the world. With this category, the Komodo dragon becomes an attractive animal that can attract tourists to come to see it.

Data related to the number of tourists visiting Komodo Island is that in 2017 there were 117,102 people, in 2018 there were 176,830, and in 2019 there were 221,703 people. In 2020 the number of visitors was 51,618 people. This number has decreased due to the Covid-19 pandemic (<https://www.merdeka.com>). Economically, the Komodo National Park is a regional and national

asset that contributes to the economic development of the surrounding community. Therefore, promotional activities are carried out.

Nationally, both the government and the private sector have made various efforts to attract tourists to visit various tourist destinations in Indonesia. One of the efforts is by utilizing technology to promote these tourist destinations using videos that are shown through the YouTube channel. For example, through promotional videos with the theme wonderful Indonesia, the government through the ministry of tourism has promoted various tourist destinations in Indonesia with international market targets (Ansori & Taopan, 2019: 2). The same effort was made to tourism objects in the local area, including tourism objects in Komodo Island, Flores, Indonesia. Efforts to promote Komodo island tourism are carried out by various parties, both by the government, community groups collectively and individually. One of the videos promoting Komodo Island as one of the world's most unique tourist attractions is a video with the theme “Explore Flores: Komodo Island” which was made individually and has been broadcast on the ESTPR Youtube channel since February 13, 2018.

Introduced in the early 1990s, multimodal discourse analysis has evolved into a rapidly evolving new field of study. It is widely used in various research fields such as literature, art, and education. In the concept of multi-modality, communication and expression are not only understood as a language. Multimodality pays more attention to other forms of communication such as image visual modes, gestures, gaze, posture, color, typography, composition, etc. (Kress & Leeuwen, 2006). In this regard, Kress and Leeuwen discovered that the framework for analyzing visual modes is a visual grammar. Visual grammar has three meta-functions: representational, interactive, and composition. Image analysis is based on Halliday’s approach to language as social semiotics. In this approach, language is considered as one of the semiotic frames that culture represents. Language is not understood as a concept of situation, process, or fact as part of the ideal meaning. It is understood with reference to its position in the social process, presented as a meaningful resource, and organized according to three meta-functions exercised in society (Halliday 1978; cited in Djonov and Zhao 2014 in Brad 2015). These metafunctions are the ideational, interpersonal, and textual function (Halliday & Matthiessen, 2004).

Some scholars have conducted the studies on multimodal discourse analysis of spoken text and visual mode (Wang, 2022; Zhu, 2021; Teo, 2021; Rens, 2021; Helland, 2018; Gottschall & Saltmarsh, 2017; Wang & Feng, 2021; Lähdesmäki, 2017). The studies on multimodal discourse analysis of spoken text and visual mode in Indonesia context have been conducted. Savitri & Rosa (2019) A Study of Multimodal Analysis in Smartphone Advertisement, Azkiyah, et al. (2021) a Multimodal Discourse Analysis of Disneyplus Hotstar Indonesia TV Advertisement, Pratiwy & Wulan (2018) Multimodal Discourse Analysis in Dettol TV Advertisement, Sari, et al. (2021) Multimodal Discourse Analysis Of “Privacy That’s Iphone” Advertisement.

Based on the studies, it can be seen that the focus is mainly on analyzing multimodality discourse in advertisement. In terms of conducting the studies on multimodal as a promotional tool in advertising the tourism spots so far has not been widely studied from the perspective of verbal language, nonverbal language, images, aspects of situations and conditions, as well as aspects of local culture. Thus a study that combines these aspects needs to be undertaken. This study is multimodality discourse analysis which aims to investigate the spoken text and modes in the video under theme “Explore Flores: Komodo Island”. The video becomes interesting to be investigated since it is made by a private party individually but it has promotional value to attract the tourist to come to Komodo Island Flores.

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## 2. Literature Review

This study is multimodal discourse analysis which combining the use of systemic Functional Linguistic (SFL) proposed by Halliday (2004) and multimodal analysis proposed by (Kress & Leeuwen, 2006). By using systemic Functional Linguistic, The current study uses ideational meaning as the basis theory for analyzing the data. Ideational is language functions that can express human experience with language. It can be realized with a transitivity system consisting of a process, participant, and circumstance. There are six processes in ideational, such as material, mental, relational, behavioral, verbal, and existential process. Interpersonal is a language function that can show social relations from how language is used in social. It is explained by a modality system consisting of mood and residue. Textual relates to how a text is arranged in relation to its context. In analyzing textual functions, theme and rhyme are analyzed (Sari et al., 2021).

In order to capture the meaning of data in the video studied, the current study focuses on representational meaning of multimodal analysis. Representational meaning refers to how semiotic systems represent the objects and relations between them outside the representational system or within the context of a culture. There are two categories of representation meaning including conceptual representation and narrative representation. Dealing with conceptual representation, Kress, G., & Van Leeuwen (2006) defined it as a non-narrative process. Conceptual representation involves representing participants in terms of their more generalized and more or less stable and timeless essence, in terms of class, or structure or meaning. Conceptual representation has no vector and also has three structures involved including classificational, analytical and symbolic processes. Meanwhile “Narrative patterns serve to present unfolding actions and events, processes of change, translatory spatial arrangement” (Kress & Leeuwen, 2006:59). Representation of the narrative type consists of six processes, namely, Action processes, Reactional processes, Speech processes, Mental processes and Conversion processes. In short, “image can represent the world ‘narratively’ that is, in terms of ‘doing’ and ‘happening’” (Kress, G., & Van Leeuwen, 2006).

## 3. Research Method

This study used a descriptive qualitative method. This study aims to describe ideational meaning and representational meaning of “Explore Flores: Komodo Island” video. The study used the Systemic Functional-Multimodal Discourse Analysis approach. The data in this study were in the form of some shots of images of “Explore Flores: Komodo Island” video.

The subject of this study is some shots of images in “Explore Flores: Komodo Island” video. The objects of the study are ideational meaning and representational meaning of the image.

In the process of collecting data, it’s important to plan and undertake certain technique that helps researchers obtain the research data. In undertaking the study, the researchers gathered the information by capturing some shots of “Explore Flores: Komodo Island” video. The duration of the video is 3 minutes 31 seconds. In collecting the data, there were some steps taken by the researchers. The first step was downloading the video from the You tube Channel of ESTPR (<https://www.youtube.com/watch?v=5vQLkGslRvI>). Second, the researchers watched the video several times. Later, the researchers captured some shots as data for analysis. There were 24 data that have been used in the study. The 24 data were taken for the sake of deep analysis on the ideational meaning and representational meaning of the images. For the linguistic (verbal) analysis, the researchers transcribe the audio that is spoken by the person in the video. And final step is drawing conclusions.

The study data were analyzed based on the theory of systematic functional grammar by Halliday (2004). Based on the theoretical framework of multimodal discourse analysis, there are five levels of analysis, including culture, context, meaning, form and media. In this study, the researchers will describe the ideational meaning and representational meaning of the “Explore Flores: Komodo Island” video. The ideational meaning was analyzed through the transitivity system, meanwhile the representational meaning was focused on conceptual and narrative representations.

#### 4. Results

This part provides the findings of the research based on the research questions. It covers both ideational and representational meaning found in the promotional video of “Explore Flores: Komodo Island”.

##### 4.1 Ideational Meaning

The video with the theme “Explore Flores: Komodo Island” is a short video with a duration of 3 minutes 31 seconds made by an individual private party with promotional value. The video shows the magic and beauty of Komodo Island tourist destinations which consist of Komodo dragon tourism and marine tourism in the vicinity. The magic and beauty is shown through the video maker's experience when traveling to the Komodo National Park. However, it is also seen that at the beginning of the video, the video maker displays aspects of spoken language that have a certain meaning.

The ideational meaning allows us to express patterns of experience and also to conceptualize situations, processes or circumstances. The ideational meaning described in this study is an ideational meaning which is realized through the transitivity system. Furthermore, the data is analyzed by connecting the spoken text clauses that appear in the video with the meaning behind the text. The following data analysis is limited to the verbal promotion clause which includes three categories of ideational meaning; participants, process and circumstances.

<i>Datum one</i>		
I	am	the oceans
Participant: carrier	Process-existential,	Participant-goal

Based on the data above, it can be seen that from the clause "I am the oceans". Syntactically, the clause is in active voice. There is one participant in this clause, which is “I”, as the carrier, one process as the type of existential, and one participant as goal.

<i>Datum two</i>		
I	covered	this entire planet once
Participant: carrier	Processs-behavioral	Participant-goal

Based on the datum two above, it can be seen that from the clause "I covered this entire planet once", syntactically, the clause is in the form of an active sentence. There are two participants, namely the participant as the carrier and the participant as the goal and one process component, namely the behavioral process.

<i>Datum Three</i>			
I	can always	cover	It again
Participant: carrier	Processs- relational	Process-verbal	Participant-goal

Based on *datum three* above, it can be seen that from the clause "I can always cover it again", syntactically the clause is in the form of an active sentence as in data one and two. There

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are two participants, namely participant as carrier and participant as goal in this clause. In addition, there are also two processes, namely process as relational and process as verbal.

## 4.2 Representational meaning

### 4.2.1 Conceptual Representation

In the video, the symbolic icons of the tourism spots in Komodo Island, Flores were conceptually described. It includes Komodo Dragon, the ocean, the beach, the sunset seen from Komodo Island and other magnificent natural scenery.

Frame 1 which is presented in the initial part of the video, clearly describes the man stands under the sun with widely opened hands. It describes that Komodo Island as part of Indonesia is categorized as a tropical country. It has good weather and fresh air that makes it is worth to be visited. It's followed by Frame 2 that shows wonderful scenery of Komodo Island that formed from the beauty of beach, mountain and sea. The appearance of the view of the island of Komodo does not only occur in this section. In another part of the video, Frame 11 and 12, a beautiful view of the Komodo island is shown. This clearly shows that the video maker clearly wants to convey to the audience that the Komodo Island is a tourist spot that is very worth visiting. Komodo Island offers a million charms that do not disappoint and will always be beautiful to remember. Sequentially, Frames 3 and 4 show an image of the ocean with a sunset in the afternoon accompanied by a phrase "Explore Flores" in the middle of the frame indicating that the island of Komodo has a very beautiful view in the afternoon, especially at sunset. Therefore, the video maker invites the audience to explore the island of Komodo to get an amazing experience. Frames 4 and 5 show the position of the ocean very dominantly. There are also other aspects that support the appearance of the sea aspect, namely motorized boats that are sailing the sea and several boats that are leaning on the beach. This is a symbol that shows the Komodo Island tourist park has ocean attractions that can be used for swimming, diving or surfing. The available boats can be rented by tourists for sea tours or moving from one tourist spot to another. This can be seen clearly in frames 8, 9 and 10.

In Frame 7, a tourist couple is shown enjoying a trip using a motorized boat. The frame shows the beauty of traveling on the island of Komodo by using a motorized boat at night. Implicitly, the symbol shows information that for tourists who want romance at night, Komodo island attractions also provide facilities that can be used by tourists. In Frames 13 and 14, the Komodo National Park icon is clearly displayed, namely the Komodo animal which is a rare animal in the world. The video maker wants to convey to the audience that the Komodo dragon is something real and exists to attract tourists to come to visit. With various types of frames displayed on the video that have an amazing appeal, the video maker is actually promoting the Komodo National Park on Flores Island which is indirectly conveyed through the experience of the video maker when traveling to Komodo Island. This is clearly seen in Frame 15 which shows one of the beautiful places on the island of Flores with the words "Magical Flores" in the middle and very prominent.



Frame 1



Frame 2



Frame 3



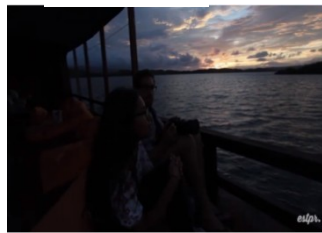
Frame 4



Frame 5



Frame 6



Frame 7



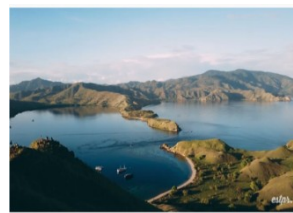
Frame 8



Frame 9



Frame 10



Frame 11



Frame 12

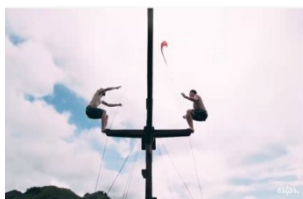


#### 4.2.2 Narrative representation

The narrative representation occurred when the participants were connected by a vector. They are shown to be doing something for each other. The narrative process can be distinguished based on the type of vector, the number and type of participants involved, including action process, reaction, conversational, mental and conversational processes (Kress, G. & Van Leeuwen, 2006). The videos examined reveal that the narrative process is primarily represented by behavioral and reactional processes. Action processes were represented as transactional and non-transactional processes. A transactional process has both goals and actors, but a non-transactional process has no goals (Ansori & Taopan, 2019).

Frames 1, 2, 4, 5, 6, 7 show some action processes both transactional and non-transactional processes. Frame 2 shows his role as an actor, namely as a komodo national park guard who is giving an explanation to visitors about the Komodo dragon and how to tame it. It is clearly seen in the picture that there is one type of wood with a forked end as a tool used by park rangers to avoid the bites of Komodo dragons. Frame 1, 4, 5, 6, 7 shows the role of tourists as actors with various activities that represent their actions, such as jumping from the boat, gathering, walking on the beach and taking pictures. This video shows the natural beauty of Komodo Island such as beautiful and clean beaches, clear seas and charming small hills. With the activity of taking pictures or photo shoots (Frame 5 and Frame 6) by visitors, this video also shows that the natural beauty of Komodo Island deserves to be documented for various purposes.

Dealing with reactional processes, Kress and Leeuwen (2006) stated that reactional process is shown by an eye line, by the direction of the glance of one or more of the represented participants. Based on this definition, Frames 3, 8 and 9 are reactional processes. These could be seen through their smiles and eye line of the people as the reactional process that sincerely comes from their heart. Frame 3 shows the reaction of children visitors to the charm of the beauty of Komodo island tourism. Children visitors show joy and happiness which is a reaction to feelings when they are on the island of Komodo. In addition to the reactional process, Frame 3 also shows the meaning that traveling to Komodo Island is safe for children. Frame 8 and Frame 9 show the reaction of adult visitors when they are on the island of Komodo. The smile that is displayed shows feelings of pleasure and joy when traveling by motorboat (Frame 8). In Frame 9, the smile that is displayed shows the feeling of having fun playing on a clean and beautiful beach.



Frame 1



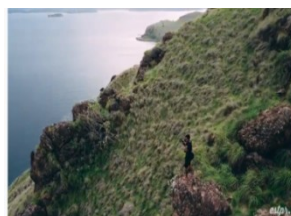
Frame 2



Frame 3



Frame 4



Frame 5



Frame 6



Frame 7



Frame 8



Frame 9

## 5. Discussion

Based on the three data above, it can be seen that participant as carrier "I" appears dominantly in the text, followed by participant as goal and process as verbal. This shows that the video producer clearly and unequivocally conveys a certain message to the video viewer. It aligned with the study conducted by Lähdesmäki (2017) stating that the speech of the narrators in the videos is filled with kinds of textual tropes that – in the visual, audible, and narrative context of the videos – have an affective appeal and seek to invoke an emotional response.

The message in the video of Komodo Island can be interpreted is the concern of the video maker if the sea as the ruler of the land is not cared for and guarded. In the context of this video, it includes the sea located around the island of Komodo which is visited by many tourists every day and has the potential to be polluted. Thus, the three clauses in data 1, 2, 3 above indicate that the video producer wants to invite video viewers who will visit Komodo Island to protect the sea so that it can be used as a clean and comfortable tourist spot.

By using these three clauses, the video producers promote the safe tourism spot where people experience comfortable place and situation of being in the Komodo Island area. It's supported by some images shown in the video, such as a clean and beautiful scenery of the sea, happy people using motorboat to travel in the sea, and smiling face of the children when they are in the Komodo Island. Bo (2018) through his study on multimodal discourse analysis stated that the analysis of text structures are implemented by linguistic characters, layout colors and typography at the sentence and discourse level. Multimodal Discourse Analysis (MDA) makes sense by looking at how text uses communication formats such as images, movies, videos, images, and sounds in combination with words (Zheng, 2019; Pratiwy & Wulan, 2018). From a discourse analysis perspective, the multimodal approach uses linguistic and visual elements to perform and analysis (Duma & Sinar, 2014; Daar et al., 2023; Khasanah & d Syifa, 2023). The term multimodality includes more than Language from Communication and Expression (Kress and Van Leeuwen, 2006) in Azkiyah et al., 2021).

Multimodal Discourse Analysis describes the analysis of different semiotic discourse modes. It aims to incorporate the expressive and interactive textual meaning achieved through different types of elements. It analyzes how these elements work together to form a complete discourse. Multimodal Discourse Analysis (MDA for short) explores how text makes sense by using communication formats such as images, movies, videos, images, and sounds in combination with words (Zheng, 2019; Pratiwy & Wulan, 2018; Bo, 2018). In its implementation, multimodal discourse analysis lies in integrating the expressive, interactive, and textual meanings of various elements.



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Martinec & Salway (2005) states that systematic semiotics is "the only theoretical framework in which believers deal with the semiotic relationship between images and text." A systematic and functional approach is well suited to provide theoretical tools for MDA. This is because the meaning sees social semiotics as a context. MDA's Systematic Functional Theory focuses on the meta-functional principles of Halliday (2004), which provides a useful platform for theorizing how semiotic resources interact to produce meaning (Zheng, 2019). Halliday believes that the semiotic term makes sense because the language used in the text fits into the social and cultural context. In this SFL, the meta-functions of text analysis are useful because they combine the internal form of the language with the functions of social semiotics realized by semantics. In language, the three metafunctions are mapped to the structure of the sentence by specifying the grammatical system in which they are implemented. Language meta-functions are associated with a variety of meanings, including ideological, interpersonal, and textual meanings (Halliday, 1985).

Conceptual and narrative representations are the two aspects of the representational meaning. There are two classifications of conceptual representation namely analytical and symbolic process (Kress, G., & Van Leeuwen, 2006). Based on the data, it's found that the producer mostly used the symbolic process. The symbolic icons are shown through Komodo Dragon, the ocean, the beach, the sunset seen from Komodo Island and other magnificent natural scenery which included in conceptual representation.

These symbolic icons are used as the effort of the producer to persuade and convince and attract the viewers to see and visit the Komodo Island. Lan (2015) stated that there are three ways to convince the audience to believe some ideas including rational appeal, emotional appeal and character appeal. Wang (2022) add that the persuasion can be achieved by means of stating facts, employing concrete numbers, scientific data and quotations. Facts and logic are the significant parts to rationally persuade audience by making the speech more objective and convincing.

In reference to what Lan (2015) has stated, the emotional appeal in the video of Komodo Island represented through the use of the icons that can influence viewer's feeling so that they are attracted to visit the Komodo Island. Meanwhile, character appeal represented through particular characteristic of Komodo island which is very different from other tourism spots in the world. Brennan (2004) stated that conceptualization is a process in which the emotions and affects of one person, and the energies these affects entail, can enter into another. He further stated that the origin of the transmitted affects is social, as they do not only arise within a particular person but also emerge in an intertwined interaction with other people and an environment (Daar, 2022).

Meanwhile, the reactional process is shown through various expressions shown by visitors to Komodo Island when they experience a tourist situation in that place. (These could be seen through the smiles and eye line of the people, children visitors charm of the beauty of Komodo island, Children visitors show joy and happiness which is a reaction to feelings when they are on the island of Komodo). Teo (2021) stated that besides depicting affect as a corporeal embodiment through facial expression, body posture, gesture or sequence of actions, affect is also signaled through the circumstances or environment within which the narration unfolds. The reaction shown by the visitors through facial expressions and body movements when experiencing a tourist situation on Komodo Island is a reaction process.

Various facial expressions and body movements shown through the video show that visitors will have an exhilarating experience when visiting the island of Komodo. The facial expressions and body movements shown can be interpreted as an effort by the video producer to present an exhilarating experience for visitors who have traveled to Komodo Island. This is a form of promotion that has high value and is expected to attract more viewers to travel to Komodo Island.

O'Halloran (2008) stated that the systemic functional (SF) approach to multimodal discourse analysis (MDA) deals with the theory and practice of analyzing meaning arising from the use of multiple semiotic resources in discourses. It is range from written, printed and electronic texts to material lived-in reality. Kress, G. and Van Leeuwen (2006) stated that the visual grammar analysis is conducted by social semiotic approach. In this study, representational, interactive, and compositional are the three adapted and renamed meta-functions. Representational meta-functions deal with the representation of interactions and conceptual relationships between people, places, and objects depicted in images. The interpersonal meta-function approaches deals with social relationships between producers, viewers, and represented objects. And, the way elements placed in an image or text to convey a sense of structural coherence are composition meta-function (Ansori & Taopan, 2019; Alyousef, 2016; Surjowati, 2021; Fitriani et al., 2021; Zulita, 2020; Mensah, Tabiri & Fenyi, 2021).

## **6. Novelty**

This study focuses on the multimodal discourse analysis of linguistic form and images in the "Explore Flores: Komodo Island" video. It analyses the ideational meaning and representational meaning of spoken texts and visual modes in the video. By carrying out this study utilizing a multimodal approach across various locations, contexts, and cultures, the theoretical framework and understanding of the linguistic landscape can be further enriched from a multimodal perspective. The findings revealed that the video titled "Explore Flores: Komodo Island," holds both promotional and persuasive significance. The analysis of ideational meaning indicates that the prominence of the participant as the main figure highlights the video maker's clear and strong persuasive intent to safeguard the marine areas surrounding Komodo Island's tourist attractions. Representational meaning is conveyed through both conceptual and narrative elements. Conceptually, the video showcases symbolic icons of Komodo Island's tourist spots, such as the Komodo Dragons, the ocean, sunsets viewed from the island, and other stunning natural landscapes. Narratively, the video is dominated by action and reactional processes, reinforcing its promotional message.

## **7. Conclusion**

Based on the discussion above, it is concluded that the video "Explore Flores: Komodo Island" is a video made by private parties individually which has promotional value as well as persuasive value. The promotion aims to attract both domestic and foreign tourists to come to Komodo Island. The value of the persuasion is shown at the beginning of the video which is delivered through spoken language to keep the sea around Komodo Island clean and comfortable to visit. It can be seen that from the aspect of ideational meaning, participant as carrier "I" appears dominantly in the text, followed by participant as goal and process as verbal. This shows that the video producer clearly and unequivocally conveys a certain message to the video viewer. Meanwhile the conceptual representation meaning is described by the symbolic icons of the tourism spots in Komodo Island, Flores such as its Komodo Dragon, the ocean, the beach, the sunset seen from Komodo Island and other magnificent natural scenery, and the narrative representation meaning is mostly described by the action and reaction of the park guard and visitors shown in the video.

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