



KEMENTERIAN PENDIDIKAN DAN KEBUDAYAAN
UNIVERSITAS PENDIDIKAN INDONESIA
BALAI BAHASA

Jalan Dr. Setiabudhi Nomor 229 Bandung 40154, Telepon (022) 2000022
Laman: balaibahasa.upi.edu – Surel: balaibahasa@upi.edu

Acceptance Letter
212 /UN40.R4.4/DL.17/2021

Dear all presenters,

We are pleased to inform you that your abstracts have been accepted by the Committee of *The Fourteenth International Conference on Applied Linguistics (CONAPLIN 14)*. The complete list of presenters and abstract titles accepted is attached.

Those who have not transferred the conference fees are expected to complete the payment no later than July 4, 2021. We would also like to remind you to submit your presentation videos on July 10, 2021 or earlier. The guideline on video submission is available [here](#), or you may also visit <http://conaplin.event.upi.edu/>. The conference days will be conducted on July 13–14, 2021.

We are looking forward to hearing from you.

Bandung, July 2, 2021

With Warmest Regards



Head,

Dr. Raden Safrina, M.A.

CSID 196207291987032003



KEMENTERIAN PENDIDIKAN DAN KEBUDAYAAN
UNIVERSITAS PENDIDIKAN INDONESIA
BALAI BAHASA

Jalan Dr. Setiabudhi Nomor 229 Bandung 40154, Telepon: (022) 2000022
Laman: balaibahasa.upi.edu – Surel: balaibahasa@upi.edu

Attachment: 212 /UN40.R4.4/DL.17/2021

No.	Paper Title	Author(s)	Institution
90.	HELPING STUDENTS TO IMPROVE PRONUNCIATION ABILITY THROUGH DIGITAL APPLICATION	Author : Halimah Halimah Co-Author : Silviani Vina Nurviyani	Universitas Suryakencana
91.	The Effectiveness of Multimodality in Marketing through Social Media	Fathia Pradina	Universitas Trilogi
92.	THE USE OF LANGUAGE VARIATIONS IN INSTAGRAM CAPTIONS: LANGUAGE AND GENDER ANALYSIS WITH SOCIOLINGUISTICS APPROACH	Adinda Oktaseska Agata	Universitas Pendidikan Indonesia
93.	ANALYSIS OF CHILDREN'S ATTITUDE TO DATING ISSUES IN FACEBOOK STATUS: APPRAISAL STUDY	FARID MUHROJI	Universitas Pendidikan Indonesia
94.	Conversational Implicature based on Maxim Variaton in EFL Teaching during The Covid-19 Pandemic	Novia Anjani Dewi	Universitas Pendidikan Indonesia
95.	LANGUAGE DISRUPTIF IN REVOLUSI INDUSTRY 4.0	Benedikta Mayirga	UNIVERSITAS PENDIDIKAN INDONESIA
96.	Linguistic Politeness on Non-Binary Pronouns Use in Instagram Comment Section	Husna Ismayati	School of Postgraduates, Universitas Pendidikan Indonesia
97.	MULTIMODAL ANALYSIS OF SOUTH KOREAN MALE SKINCARE ADVERTISEMENTS	Author : Ahmad Bakri Alhadi Co-Author : Wawan Gunawan, M.Ed., Ph.D. Yanti Wirza, M.Pd., M.A., Ph.D Prof. Dr. H. Syihabuddin, M.Pd.	Universitas Pendidikan Indonesia

Introduction

- Fathia Anggriani Pradina, S.S., M.Hum
- Lecturer at Universitas Trilogi, Jakarta
- English Linguistics
 - Sociolinguistics
 - Language and Media
 - Language and Marketing
 - Language and Children





The Effectiveness of Multimodality in Marketing through Social Media

Fathia Anggriani Pradina, S.S., M.Hum

Abstract

In this digital era, communication can be done in several ways. It is not only from the writing words, but also the design, image, font or even the illustration can give the meaning of the message. All of these aspects are known as multimodality. As multimodality also known as the combination of multiple sensory and communicative modes, one of the fields that used multimodality is in the field of marketing. Brands start to involve influencer in social media to campaign their products. The influencers use speaking and writing technique as well as visual media such as video or photo on their content. This technique is now believed to make a lot of impact in consumer decision making. It leads us to the consumer behavior also. This research shows in what term the multimodality is used and also shows the effectiveness of using multimodality in marketing area. This research focuses on the language used by the influencer when they make content about a brand. The researcher uses quantitative and qualitative method in the research.

Keywords:

Multimodality, Social Media, Language Used, Marketing



01

Linguistics

Pragmatics and Semiotics

03

Economics

Marketing and Consumer
Behavior

02

Multimodality

Sight, Sound, Print,
Images, Video, Music

Research and Method

The method used by the researcher is quantitative and qualitative method. The method is used to describe the analysis of consumer behavior towards the product by looking form the content creators' reviews. Besides, the quantitative method is used to show how effective the review from content creators to the consumer behavior. This research is used to describe how the content creators using social media in doing marketing of a product to make their followers have the same perspective of the product and leads to the consumer behavior. One of the other aims of this research is to analyze the reasons why multimodality in this case words and images can make a powerful branding in marketing field.

Discussion



As we all know that in Indonesia there is one brand of instant noodle which has the best sell and become the top of mind instant noodle. Namely Indomie who has a lot of flavors becomes the most favorite instant noodles in Indonesia.

Not only from the flavor, but its image in the advertisement also gives another plus point to the brand.

This is one of the advertisement from Indomie in Ramadhan and Idul Fitri month.

They eliminate the noodles from the plate as the symbol of fasting. On the other hand, they give back the noodle on the plate in Idul Fitri as the symbol of togetherness.



Influencer: Nexcarlos (Food Blogger)
Product Campaign: Mieghetti

In this advertisement, Nexcarlos uses several utterances just like "Hmm.. Mie-nya lebih kental", "Dagingnya menggoda banget", "Gurih banget bumbunya jujur", and "Uuunikmat!". All these utterances is regarded as illocutionary acts as in expressive. It expresses on the speaker's attitudes and emotions towards the proposition. In this case, his review about Mieghetti that he is eating. His utterances is expected to attract his followers to try and buy Mieghetti as he does. It is also being more powerful by the picture that being displayed. It shows that Nexcarlos really enjoys his noodle and it looks really delicious. Meanwhile, Indomie also gives another statement to ask their audience to try their newly product by saying "Nexcarlos aja udah nyobain yang uuuunikmat, kamu udah belom?"



**NEXCARLOS
AJA UDAH
NYOBAIN YANG
UUUNIKMAT,
KAMU UDAH
BELOM?**

Conclusion

Linguistics and marketing are in the two different field. On the other hand, this can be very interesting to be learned because it can be a multidisciplinary study. It takes models and findings from pragmatics and semiotics as well as consumer behavior in marketing. This research can be used in both linguistics and economics fields.

Theoretically, this study provides pragmatics and semiotics as the phenomenon in marketing. The language used, which is studied in this research, is quite different from usual. The researcher tries to involve the use of linguistics in marketing related to the consumer behavior. The language used that used by the content creator is the main interest of this research because it reflects the marketing technique that leads to the consumer behavior.

Practically, this study can contribute to language use in marketing as one of strategies that lead to the consumer behavior. Consumer behavior is considered as parameter of the marketing of a product. It is used to determine whether the content creators are succeed to make their followers believe about the product or not.