

Multimodal Analysis about the America's Mascots Comics on the Shen Comics Instagram Account (A Language Learning Media)

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Abstract. The research entitled Multimodal Analysis of comics about America's Mascots in Shen Comics Instagram Account. The research has purposes to analyze the interpretation language that is appear in the comics on Shen Comics Instagram account. The research used the theories of multimodality analysis by Kress and Leeuwen. Theory of comic by Franz and Meier. The method of this research is a descriptive-analytic method. The analysis is based on an investigation of an event, essay, or act for know the real situation. This research is done by describing the data and information obtained, the writer used scientific journals, the sources are downloaded from the internet, as well as through visual media such as visual image from the Shen Comics Instagram account and at the final stage will be the conclusion of the analysis results. There are found that the interpretation language that is appear on comic in Shen Comics Instagram account is about local wisdom by illustrating the big four cities in America including San Fransisco, Los Angeles, New York and Boston. This analysis can be used for language learning purposes such as semiotic studies. The suggestions of the research are it would be better for the reader to understand the meaning of the comic, it will help the reader to be more completely understand the message or even the entertainment of the comic. Therefore, the reader will be able to acknowledge the information without any ambiguity occurs.

I. Introduction

Multimodality is a term used to refer to the way people communicate using different modes at the same time, which can be defined as the use of several semiotic modes in product design, or semiotic events simultaneously [1 ,2]. Multimodal learning suggests that when a number of our senses - visual, auditory, kinesthetic - are being engaged during learning, we understand and remember more. By combining these modes, learners experience learning in a variety of ways to create a diverse learning style. One of the media that can be used to analyze multimodal is images, such as comics. In this paper, the visual media used are sourced from shen comics. Shen Comics is one of the accounts that is popularizing in digital form. So that the comics are uploaded in the form of a combination of images and words which is a series. Based on the writer's interest in the study of comic analysis using the multimodal analysis method. This topic can be used as a research because social media is evidence of a sophisticated era with the development of technology. People can express their imagination and feelings through pictures and writing. Therefore, this study focuses on interpreting the meaning of comics in Shen Comics'

Instagram account. The interpretation of the meaning of the comics resulted from the analysis process using multimodal analysis.

In order to support the research, the authors conducted data analysis to interpret the meaning of the comics using the Multimodal Analysis method proposed by Kress and van Leeuwen. Kress and van Leeuwen argue that: The use of several semiotic modes in the design of a specific product, or semiotic events simultaneously, and this particular coupled modes for-strengthen, complement, or be in a certain order [1] [3-5]. In the context of analyzing a text, multimodal analysis can be understood as an analytical procedure that combines aspects and steps of linguistic analysis such as semantics and discourse. Multimodal analysis combines two aspects or two modes in the process of analyzing a text to get its meaning [1,6,7]. The two modes are verbal mode and picture mode, which can be used to convey the message to be conveyed and the meaning, representation from perspective, and the meaning of the visual image displayed [8,9]. The verbal mode is an aspect in the form of a word, sentence, phrase or utterance that is written or included, while the image mode is in the form of a particular form that is displayed. Both modes are included in combining visual communication such as writing, art, typography, drawing, graphic design, illustration, and color in its delivery [10,11]. So that the multimodal analysis method is considered as the most effective method for analyzing the meaning interpreted by the comic or the visual image displayed [12-14]. So based on the theory, according to these experts, it can be concluded that the multimodal analysis method is a method for analyzing text and visual images that combines the use of various kinds of visual communication such as writing, language, images, gestures, icons, art, typography, drawing, graphic design, illustration, and color and even voice in their delivery [12-14].

Previous research about multimodal has been done by Andrew Jocuns which analyzes multimodal within on-line instruction videos [15], Freek Olaf De Groot analyzes a communication with free of time and laces [16], Musyahda discusses more sensitive to the importance of accomplishing [17], Angraeni analyzes linguistics landscape [18] and Yohung discusses about multimodal social-semiotic [19]. The difference between this study and the previous study is this study places more emphasis on text and image analysis. Previous research emphasized the application of one method that examines one component such as images only, whereas in this study, the analysis method of the combination of text and visuals was developed.

2. Method

To conduct a study, a design is needed that contains a formulation of the object to be studied. The research method used by the author in this study is to use qualitative research methods. The purpose of using a qualitative approach is so that researchers can describe the empirical reality behind the phenomena that occur related to the analysis of the meaning of comics in the form of a combination of text and images about America's Mascots. In this study, the researcher made a match between empirical reality and the prevailing theory using descriptive methods. According to Sugiyono what is meant by descriptive analysis is as follows. Methods that describe the state of the object of research based on existing and ongoing facts through the process of collecting, compiling and explaining the data obtained for later analysis with existing theories [20].

The descriptive analysis method describes events that are ongoing or that are happening when the researcher is doing research, by collecting data, compiling the data then processing it and analyzing it qualitatively so that conclusions can be drawn. In this study, the object of research was the comic that was uploaded by Shen Comic's official Instagram account in 2018. Here the researcher looks for facts about the meaning contained in the comic / comic. Data collection techniques are methods used to collect the data itself. The data that will be analyzed in this study are comics / comics that tell about America's Mascot which are taken from Shen Comic's official Instagram account. The comic is a comic that was uploaded by the Shen Comic account in 2018. Researchers took random data containing mascot which was uploaded in 2018. Researchers took the data for reasons of data classification in accordance with the research topic.

3. Results and Discussion

The following pictures are comics that tell a story about a boy character who illustrates the mascots in America according to their place name or location. .



Figure 1. First comic image

Source : <https://www.instagram.com/shencomix/>

In Figure 1 there is one main character or represented participant, namely the character of a boy. He was sitting and told me that Japan is a country where cities have amazingly unique mascots. This can be seen in the text "IN JAPAN, CITIES HAVE ADORABLE MASCOTS" by displaying the two mascot characters in question. The dialogue arrow points to the boy, so that the conversation or text is the thought or idea of the represented participant. The mascot can provide an interpretation that Japan shows its expertise in displaying mascot. the cities have interesting, quirky, and adorable mascots.

In the Figure 2, tells about the continuation of the first image. After he told him that cities in Japan have amazing mascots, then he also came back to think that cities in America should have the same mascots as in Japan.



Figure 2. Second comic image

Source : <https://www.instagram.com/shencomix/>

The represented participant in this picture shows an expression that he has come across an idea that is considered brilliant. That was why the boy had a shining expression and eyes. He thought that was an amazing thing too. This can be seen in the text "WE SHOULD HAVE CITY MASCOT IN AMERICA TOO" and "THEY'D BE CUTE". The use of the word "we" can be interpreted that the represented participants in the comic have the characteristic of "offering" / offering information to the viewer. With the intention of providing information that he has a bright idea and information that America can also have a mascot for his city. Based on the text, it can be assumed that the boy lives in America and imagines if the cities also have mascots in accordance with the characteristics of each of these cities.



Figure 3. San Francisco mascot illustration
Source : <https://www.instagram.com/shencomix/>

Then Figure 3 illustrates the city mascot that the boy imagines. In this figure he illustrates that the city mascot owned by San Francisco is a picture of a house that has a price tag of \$ 4000. The illustration of the house in the comic depicts that the house has windows and doors that seem to form a smiling facial expression. Based on this figure, it can be assumed that the characteristic that characterizes the city of San Francisco is housing or property with relatively expensive monthly rental prices. This can be seen in the text \$ 4000 /month ". That is why in this comic, the mascot of San Francisco is illustrated with a house with a price tag. In other words, this comic offers information that in the city of San Francisco, which characterizes the number of rental services or property or house sales services, the prices offered are relatively expensive so that Shen Comix or the illustrator considers that a picture of a house is drawn in the comic series in this third picture. fit to be the mascot of the city of San Francisco.

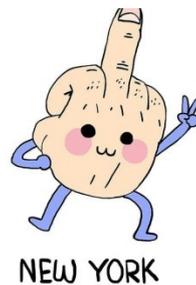


Figure 4. New York City mascot illustration
Source : <https://www.instagram.com/shencomix/>

Next, Figure 4 shows the mascot of New York City. New York City is assumed to be a metropolitan city, of course its people belong to a pluralistic type of society with the level of association from the upper middle class. With various societies that have diverse social interactions, the mascot of New York City is illustrated using a hand showing the middle finger. The middle finger itself is a form of physical embodiment of the word "FU * K YOU". The word is considered impolite, but because of the diversity of social types and social interactions that the city has, this symbol is considered the right

mascot to describe the city of New York. Although in this fourth series of pictures there is no text at all. However, the symbols used indicate a particular symbol or word meaning.

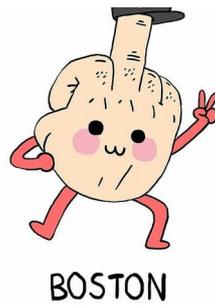
In the picture in this comic, it can be seen that the symbol of the middle finger appears to have a face with eyes, nose and a smile that form a friendly expression. It can be assumed that the middle finger symbol is considered commonplace or commonplace in the area or city of New York. However, the left hand on this symbol shows a hand symbol that seems to indicate the symbol "PEACE" which means that even though the middle finger symbol is considered impolite, there is a possibility that the community will think that it does not mean to be rude. It may be intended for certain jokes according to different contexts and speakers.



Figure 5. Los Angeles city mascot illustration
Source : <https://www.instagram.com/shencomix/>

Next, the fifth series of pictures shows the mascot of the city of Los Angeles. The city of Los Angeles is considered a densely populated and well-traffic metropolitan city. Therefore, the mascot of Los Angeles is illustrated by using a picture of two cars of different colors, namely blue and red, then the two cars seem to emit large amounts of smoke. It can be assumed that the city of Los Angeles is a city that is synonymous with pollution. That is why the illustrator describes the situation with a large amount of vehicle fumes produced by various vehicles in the city of Los Angeles. So that the illustration is considered an appropriate illustration and is able to represent the mascot or characteristics of the city of Los Angeles. As for the vehicle fumes produced by these cars, it seems that they form a face with a smiling expression. So it can be assumed that people in the city of Los Angeles are familiar with pollution.

Furthermore, the final series or the sixth image of the comic about America's Mascots is the city of Boston. In the Figure 6, you can see a hand drawing showing the middle finger symbol. Similar to the illustration in the fourth picture, the hand drawing showing the middle finger is a physical embodiment of the word "FU * K YOU".



SHEN COMIX ☺

Figure 6. Boston city mascot illustration
Source : <https://www.instagram.com/shencomix/>

But the difference is, in Figure 6, the middle finger is depicted like someone wearing a hat with the initials the letter B or Boston. So it can be assumed that the city of Boston has special characteristics, the people often use these initials as their pride identity, namely Boston. In addition, the city of Boston is also famous for one of its favorite sports, namely Baseball, and baseball players are synonymous with wearing hats as illustrated in the comics and also because of the various social interactions that make the middle finger symbol familiar in the community's interactions so that it is considered a common thing or it has become a habit. This is also followed by a two finger symbol meaning "PEACE" and an expression that seems to form a smiling face.

4. Conclusion

Based on the results of the multimodal analysis, it can be concluded that a language symbol or sign can have meaning. This approach is carried out by applying a semiotic study. The multimodal approach aims to develop students into knowledgeable multimodal text readers and producers by drawing attention to various sources in making meaning in text, images, or a combination of images and text for specific purposes so that the desired communicative goals occur. Based on the results of the analysis of the mascots shown above, it can provide interpretations such as encouraging someone to do something unique that has been done by another country, giving an idea of how expensive it is to live in a country as seen in the San Francisco mascot which illustrates that rental homes in the country are very expensive. Other interpretations can also illustrate the form of a city that is less friendly but there is still a smile for the city, meaning that not all conditions in the country are rude. Another interpretation could also describe a city full of pollution. This can provide insight for readers without even coming to the city, we can find out information about one thing such as the pollution. Pride in a country can also be illustrated in a mascot, such as pride in the uniqueness of a country that is well known in the field of sports as shown in the mascot in Boston writing.

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