

Multimodal Discourse Analysis (MDA) on Willy Nilly by Ellovv's Novel

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Abstract

A multimodal discourse study of the cover art for Ellovv's book "Willy Nilly," highlighting the ways in which visuals, color, and text work together to reveal deeper ideas and ideologies. The research acknowledges the necessity of comprehending the connection between textual discourse and visual aspects as well as the notable developments in visual communication. The study uses a qualitative approach to investigate how the cover's imagery promotes concepts of development, love, and safety while certain hues, such as pink, allude to femininity and subtle emotional traits. Additionally, the study looks at how language, as a semiotic tool, works with imagery to help readers understand the main ideas of the tale. Using the representation and interaction theories of Kress and Leeuwen, the results show that the cover design functions as a layered text that captures the character dynamics and underlying messages of the book in addition to being an attractive way to introduce it. The goal of the research is to further knowledge of multimodal analysis in literature and offer suggestions for further research in visual rhetoric and social semiotics in a variety of media.

Keywords: Multimodal, discourse, analysis, novel

Abstrak

Kajian wacana multimodal terhadap desain sampul buku "Willy Nilly" karya Ellovv, yang menyoroti cara-cara visual, warna, dan teks bekerja sama untuk mengungkapkan ide dan ideologi yang lebih dalam. Penelitian ini mengakui pentingnya memahami hubungan antara wacana tekstual dan aspek visual serta perkembangan penting dalam komunikasi visual. Penelitian ini menggunakan pendekatan kualitatif untuk menyelidiki bagaimana citra sampul mempromosikan konsep pengembangan, cinta, dan keamanan sementara warna tertentu, seperti merah muda, menyinggung feminitas dan sifat-sifat emosional yang halus. Selain itu, penelitian ini juga melihat bagaimana bahasa, sebagai alat semiotika, bekerja dengan citra untuk membantu pembaca memahami ide-ide utama dari kisah tersebut. Dengan menggunakan teori representasi dan interaksi dari Kress dan Leeuwen, hasil penelitian menunjukkan bahwa desain sampul berfungsi sebagai teks berlapis yang menangkap dinamika karakter dan pesan-pesan yang mendasari buku tersebut, di samping menjadi cara yang menarik untuk memperkenalkannya. Tujuan dari penelitian ini adalah untuk menambah pengetahuan mengenai analisis multimodal dalam literatur dan memberikan saran untuk penelitian lebih lanjut mengenai retorika visual dan semiotika sosial dalam berbagai media.

Kata Kunci: Multimodal, wacana, analisis, novel

INTRODUCTION

1.1 Background

Nowadays, there have been significant advancements in technology and design visual communication. and these advancements have inspired individuals to be more creative in presenting information using visual imagery paired with appealing colors, forms, and text. When pictures, forms, colors, and text are combined in a discourse, they provide literal meaning (real meaning) and contextual meaning (implied meaning). A wise reader will undoubtedly analyze the content given in order to avoid misunderstandings while obtaining information.

As part of society's social life, the media, according to (Chandler, 2005), uses a variety of signifiers and signifieds to create signals through visuals in print media. Just one media-presented image can pique the reader's interest to the point that the producer's goal can be understood without the use of several phrases.

The growth of the world of literature (novel) always demonstrates its brilliance and individuality. This transition represents a dynamic literary identity in a roundabout way. According to the author, the present drop in the creation of literary works (novels) is quite diversified.

Multimodal discourse analysis (MDA) examines discourses using unusual combinations of pictures, colors, and forms. According to (K. O'Halloran, 2004) multimodal discourse analysis is a method of studying language in conjunction with additional aspects such as visuals, gestures, movements, music, and sounds.

Language, pictures, music, signs, and designs that include all sensory modalities, including audio, visual, tactile, olfactory, taste, and kinesthetic, are all examples of resources (patterns) that are referred to as multimodal phenomena. Multimodal text talks and events combined. Because every mode of representation has the capacity to have meaning, even if it differs from another mode, the multimodal social semiotic approach presupposes that all forms of representation have the same relevance in representation and communication (Kress, 2010)

According (Halliday, 1978) language as a subfield of social semiotics. A language is built on three core concepts: (1) a phrase or other spoken or written communication; (2) lexical-grammatical constructions, structure, or words used in conjunction to produce a phrase; (3) the speaker's intention, or what they wish to say.

A specific composition is present in a multimodal text, the piece of writing that links the text to the meaning of representation and interactive meaning (Kress & Leeuwen, 2006). This phrase aims to convey the idea that every combination of signs and omens has a special meaning. the language being utilized, whether it be spoken, written, or both. To comprehend the meaning that is conveyed by spoken language that takes the form of images or forms seen from multiple angles, or what is referred to as multimodality, study and comprehension are required.

Applying semiotic analysis will help readers comprehend the novel's cover image. Readers can use multimodal analysis to examine book covers by integrating visuals,

colors, forms, text, and text layout. The author conveys a certain ideology through a variety of pictures, colors, forms, and sentences.

1.2 Previous Research

Research related to multimodal discourse analysis include: A Multimodal Discourse Analysis (MDA) on *Bidadari Bermata Bening* Novel By Habiburrahman El-Shirazyby (Permata Yanda, 2018) An examination of the pictures, hues, and text on the book's cover that allude to its contents is done in this research using a multimodal semiotic method. The reading image theory of Kress and Leeuwen was used to examine pictures and colors, while James Paul Gee's seven building task theory was used to assess text as a representation of reality.

A Multimodal Discourse Analysis in Pantene Advertisement (Sari & Noverino, 2021) A qualitative research is used to examine the multimodality of Pantene's advertising in Indonesia. The data are put to the test using Kress and Van Leeuwen's theory of representation and interaction. This study uses Halliday's transitivity system for the verbal mode.

Future research is Multimodal Critical Discourse Analysis (MCDA) Study of the movie "DuaDetik" from the Dakwah Perspectives on Cyberbullying (Achfandhy et al., 2022). This study was done to examine the ideology present in the video "DuaDetik," which was made and uploaded on YouTube by the *Manusia Biasa* channel. The multimodal critical discourse analysis (MCDA) method and the notion of a qualitative approach are used by Achfandhy et al. to analyze and interpret the movie. This research, which begins with a qualitative approach, tries to explain and analyze how language, text, pictures, and music are used in relation to social and sociocultural situations. According to MCDA research, there is a connection between the discourse presented in the movie "DuaDetik" and social reality. The underlying rhetoric against bullying that account owners and producers have created through the movie "DuaDetik" is that of the anti-bullying movement. According to the research's findings, da'wah efforts are revealed to include the development of anti-bullying discourse from the standpoint of Islamic studies. Activities that engage in transformative da'wah can be recognized by their social focus, social advocacy, interactive discussion, and development of stakeholders.

1.3 Purpose

The purpose of this research is to explain and analyze the multimodal elements that Ellovv used to create the cover art for her books' *Willy Nilly*. In regards to the hidden purposes in the novels' cover, the outcomes of this study should be useful to potential customers and readers. This study is anticipated to serve as a guide for future research that examines social semiotics to examine visual imagery across media.

METHOD

2.1 Respondents

A qualitative methodology was used to gather the data for this research, which was based on photos, hues, and language on the novel's cover serve as the research's source of data.

2.2 Instrument

In this study's descriptive research design, a qualitative approach was employed. (Nugrahani, 2014) said that while conducting a study utilizing a descriptive qualitative technique, the researcher examined the data in accordance with its original form, using words that were more in-depth, comprehensive, and precise about the real scenario to support the presentation of the data. This method is used to explain the significance of the images, colors, and text arrangement on the book's cover.

2.3 Procedures

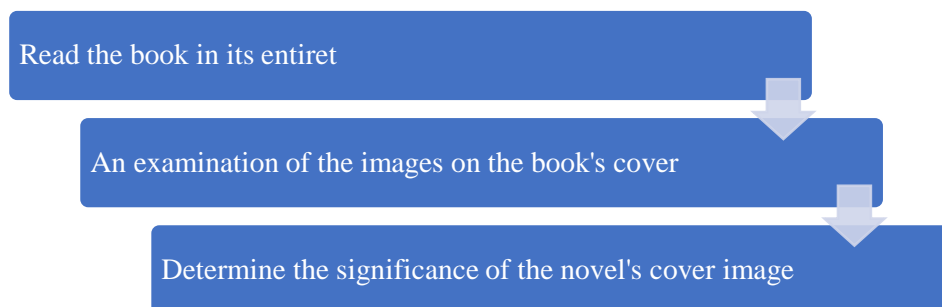


Table 1

Several procedures are done while examining a novel's cover:

1. First, read the complete text of Ellovv's novel Willy Nilly. Not simply reading, but comprehending the message Ellovv wishes to impart in his work.
2. Then, using Ellovv, evaluate the cover of Willy Nilly's novel, analyzing the pictures, colors, and wording on the cover of the novel, and understanding the novel cover's meaning.
3. The final step is to draw inferences from Ellovv's cover of Willy Nilly's novel, namely the link between the pictures, colors, and language on the novel cover and the plot in the novel.

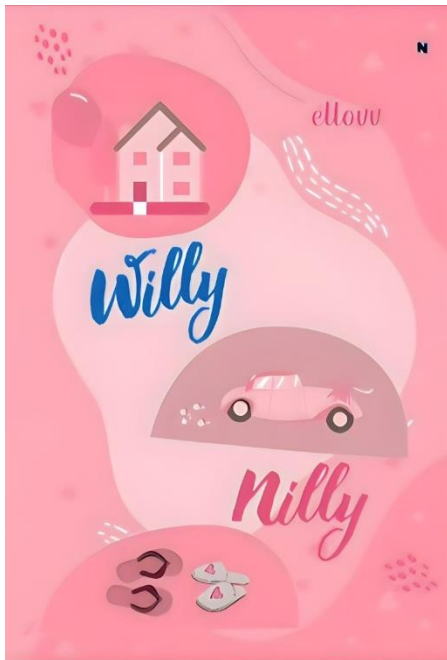
Data analysis

The most crucial component of any research is data analysis since it may be significant and extremely helpful in addressing the study's research objectives. This work used Kress and Leeuwen's theory of picture reading to image and color analysis.

FINDINGS AND DISCUSSION

Language is considered as a form of sign and social interaction. Each picture, piece of text, or color used as a symbol has a specific meaning that helps it express a message. Shape, form, and color are conceptual components that serve as semiotic systems for comprehending visual interactions and interactions with audiences, according to Kress and Leeuwen's (2006) argument. Readers typically find the cover design to be distinctive and appealing. With the help of cover design, designers hope to encourage debate, inquiry, and decision-making. The book's cover is intended to have a profound significance that both summarizes the book's main subject matter and vividly expresses the themes being explored.

Ellovv's novel *Willy Nilly's* cover features an image, text, and color.



1. The significance of the colors on the book's cover
 Pink layers may be seen across the cover. Pink has a strong female and feminine connotation. Love, gentleness, and peace are all represented by this color. Additionally, pink represents purity,

perfection, love, and delicate feelings in addition to beauty and perfection. In addition, the color pink represents love, kindness, caring, and self-worth. Violence and aggressive conduct can be reduced using pink.

Rara's attitude of upholding self-esteem even though she lives in a relatively free atmosphere, Rara maintains a self-esteem-preserving attitude, which is shown in the fact that she doesn't do anything out of the norm. Her strong relationship with her mother also supports this.

In this book, Rara has a strong peace-loving mindset, as seen when, before to her relocation, she confronted her neighborhood acquaintances and was subjected to rumor but took no action. emotionally arousing. The statement "Sedangkan Rara terdiam lagi, entah mengapa dia merasa bahwa Hawa menaruh perasaan pada suaminya. Jika ditanya apakah Rara marah? Maka jawabannya adalah tidak. Siapasih Rara? Dia tidak punya hak dan kuasa untuk mengatur hati orang lain. Selama Hawa tidak mengganggu dan tahu diri, tahu posisi, tahu kenyataan, yasudah. Perasaan Hawa adalah tanggung jawab Wanita itu sendiri, jika Hawa mencintai dirinya sendiri ya dia akan berusaha keluar dari kekangan rasa itu."(Ellovv, 2021) demonstrates Rara's peace-loving disposition. She is aware that Hawa adores her husband but chooses to ignore it while being oblivious to it.

Rara's concern for others was evident when she dealt with the issue of a student who performed an immoral deed while attending the Islamic boarding school run by her in-laws and wanted to get married to her family. Rara, however, did not concur with the stance adopted by her family since, in her opinion, it was not the best course of action. When she saw the immoral video, she noticed that the santri was not doing it voluntarily or willingly; rather, she was being forced to do it, or you could say the santri was a victim of sexual harassment. Rara contends that it is best to avoid pairing together sexual

harassment victims and offenders since doing so will leave the victims greatly traumatized.

The lettering of Willy and Nilly differs in color on the cover of Willy Nilly's book. As a result, it may be concluded that there are two points of view, namely male and female. This book is written from Ghani's perspective, yet the narration is still in the third person. It is evident from "Belum hilang sesak dadanya menahan kerinduan, dan kini Ghani ditimpa lagi hingga yang terasa bukan hanya sesak, tapi mulai remuk. Ghani pikir, air mata istrinya kemarin itu adalah refleksi dari kekecewaannya akan masalah Ghani yang tidak dibicarakan jujur padanya, namun ada hal yang lain lagi." (Ellovv, 2021)

2. The significance of the text on the book's cover

Both the book's title and the author's name are written in the text on the cover. Willy Nilly is divided by the picture of the wedding delivery car in the novel's title section. By starting with their personalities, family backgrounds, and current environments, this illustrates how different the male and female main characters are from one another. As can be observed by the male major character's excellent religious upbringing and attendance at a boarding school, meanwhile female leads' family backgrounds as well as her family's lack of strong religious beliefs, the two main characters come from quite different families. The two characters' environments are also dissimilar; the male lead character's is at a boarding school and rural environment, while the female lead actor is in a world of worldly adores. And it might be read that the two of them, who come from quite different backgrounds, families, and have very different personalities, are linked together through marriage.

3. The significance of the images on the book's cover

The novel by Willy Nilly has several of images on the cover, including a photo of a straightforward home with a balloon and a tree at the rear of the house, a wedding cars decked up in ribbons and other decorations, and two pairs of sandals standing in front of each other.

The first is photo of a straightforward home with a balloon and a tree at the rear of the house. According KBBI House is a residence-building. However, other people see a home not just in terms of its outward appearance and intended use; these individuals believe that a house should provide us with a sense of security, comfort, and tranquility when we are within. And, in accordance with (Pratchett & Gaiman, 2006) the significance of the balloon is that there are some times in life when one should hold on. Balloon is made to impart this knowledge to young infants. Although the balloon symbol is attempting to hold something, it may also signify that something is ready to be released. According to a variety of literary sources, letting go is letting go of the unpleasant past and being prepared to confront a present that has to be lived more effectively. The balloon discharge also denotes a wish. A tree or plant might be seen as something that has to be cared for in order to ensuring that the soil remains healthy, being careful not to dry out, and needing to ensure that the plants are constantly alive.

So, based on the first image, it is clear that the house is where we go to unwind after a long day of work. We must therefore take good care of it and maintain it so that we can

always visit it in comfort, safety, and peace. It is also hoped that once we are married, we will be able to improve and let go of our negative pre-marriage traits. She wants to take care of her household with Ghani despite the various hurdles, much like Rara who overcame her negative tendencies and became a nice person again. She never loses up on her goal to continue performing good deeds for everyone, though.

The second is the wedding car. A car, according to KBBI, is a four or more-wheeled, always even, land vehicle that is powered by an internal combustion engine. Car engines are often started using fuel oil. The word "car" has the connotation of beginning a journey, namely a home voyage with a partner, and entrusting oneself to the driver, in this case, our husband. This is evident from the following quotation: "Saya punya tanggung jawab di sini dan tidak bisa meninggalkannya, apa nanti setelah menikah, kamu bersedia tinggal di sini sama saya?" Meletakkan Kembali cangkir tehnya, Rara tersenyum tipis. "Aku udah dinasihatin Mami. Aku ikut kemana aja kamu pergi, Mas." (Ellovv, 2021), which Rara uses to demonstrate how strongly she believes in Ghani.

The third is two pairs of sandals standing in front of each other. Sandals shield us from harmful objects like pebbles, nails, and other sharp objects as well as dirt. No matter the type of road—smooth, gravel, or even steep—life will continue to move on while we are wearing sandals. In the same way that life wants us to experience many pebbles and even large rocks, we must continue to do so while continuing to keep God in mind.

And the final point is how some of the aforementioned photos are shaped like patches. This patch's significance is analogous to Ghani repairing anything in Rara's life; it isn't perfect, but it looks right and doesn't come across as forced. This is stated in the passage from the book that begins, "Ghani begitu melengkapinya, membantu Rara mengisi yang kosong, menambal yang sobek, menyambung yang putus. Laluapa yang membuat Rara harus merasa kurang?" (Ellovv, 2021)

CONCLUSION

Multimodal analysis of novel covers is a technique for examining novels in a variety of ways. Communication analysis may also be used in a variety of ways to study commercial speech, where ads have a combination of pictures, text, and text, which, of course, contains some concealed thoughts from marketers. There are various considerations to consider while employing language as a social activity.

It reveals the novel's contents based on a cursory analysis of the novel's cover design in terms of the images, colors, and language. The predominance of the color pink really captures the tenderness, care, and love that Rara possesses, while the images of houses, balloons, and trees show the figure of Ghani who provides comfort by transforming Rara's bad behavior into someone who is devoted to worship and is knowledgeable about the religion he follows. Similarly to Rara, who embarks on a fresh beginning with Ghani on a houseboat, the picture of a car is representative of a tool utilized to make a new beginning. An image of two pairs of sandals that represent something so that we can remain pure and clean, not exposed to dirt, and continue on our trip through life. The last one is

a poster design that resembles a patch, depicting the figure of Ghani mending Rara's flaws.

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