

REPRESENTATIONAL AND IDEATIONAL MEANING IN CONSTRUCTING MEANING IN THE VIDEO WONDERLAND INDONESIA: THE SACRED NUSANTARA

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Abstract

Indonesia merupakan negara yang memiliki kekayaan sumber daya alam dan keanekaragaman budaya. Oleh karena itu, peneliti meneliti penelitian ini dengan menggunakan objek video Wonderland Indonesia: The Sacred Nusantara. Video ini berisi tentang keanekaragaman dan keajaiban Nusantara yang menggambarkan keindahan alam Indonesia. Penelitian ini bertujuan untuk mengetahui makna representasional dan ideasional dengan menggunakan analisis wacana multimodalitas. Hal ini menunjukkan kepada penonton melalui tiga aspek: proses, partisipan, dan situasi. Dan peneliti mencari tahu interaksi antara mode visual dan linguistik untuk menyampaikan makna. Dalam penelitian ini, peneliti menganalisis gambar visual dan perspektif teks linguistik yang didukung oleh teori tata bahasa visual pembacaan dari Kress van Leeuwen dan pendekatan Linguistik Fungsional Sistemik dari Halliday. Kedua modus visual dan linguistik tersebut saling melengkapi dalam mengkonstruksi makna representasional dan makna ideasional. **Kata kunci:** Analisis wacana multimodal, Makna representasi, Makna ideasional, visual, linguistik.

Abstract

Indonesia is a country that has a wealth of natural resources and cultural diversities. So, the researcher examined this research using object from the video Wonderland Indonesia: The Sacred Nusantara. This video contains the diversities and wonders of the Nusantara, which describes the natural beauty of Indonesia. This research aims to find out the representational and ideational meanings using multimodality discourses analysis. These show the audience through three aspects: process, participants, and circumstances. And the researcher find out the interplay of visual and linguistic modes to convey the meaning. In this study, the researcher analyzed visual images and linguistic text perspective supported by Kress van Leeuwen's reading visual grammar theory and Halliday's Systemic Functional Linguistics approach. The two modes of visual and linguistic complement each other in constructing representational meaning and ideational meaning.

Key words: Multimodal discourse analysis, Representation meaning, Ideational meaning, visual, linguistic.

INTRODUCTION

Indonesia is a country that has a rich diversity of cultures, languages, tribes, races and also abundant natural resources. Indonesia's diversity comes from the noble values and heritage of ancestors from each region, tribe or ethnic group with their own beliefs. However, if this richness cannot be appropriately maintained, it will fade slowly and cause disaster for the country. With this, researcher used the video Wonderland Indonesia II: The Sacred Nusantara in the research because it tells about the diversity and beauty of the Nusantara that the young generation must preserve well.

Wonderland Indonesia II - The Sacred Nusantara is a work created by Alfyy Rev and his team. An extraordinary collaboration that highlights the history of the Nusantara era that introduces a wealth of culture that cannot be found anywhere else. The diversity and wonder of this land

illustrate the natural beauty of Indonesia. The richness of Indonesia is summarized in this video, including a diversity of fauna and flora of the Nusantara, traditional game, traditional musical instrument, traditional dance, traditional clothes, tourist attraction, and traditional house from several regions. The video begins with a narration that tells the story of the ancient Nusantara, which has a beautiful land with hidden wealth and accompany by epic visual animations. This video was released through Alfyy Rev's YouTube account on August 17, 2022, coinciding with Indonesia's Independence Day. The release time of this video on YouTube is also very unique according to Indonesia's independence day, 19:45:75. This 16-minute 57-second video caught the public's attention, so within two days, this video became trending three on YouTube, with a total to date counted as many as 10 million viewers.

Many previous researchers have analyzed by exploring multimodal discourse analysis. In a study by Nurmala

(2022), she examined the Riau Archipelago Promotional Video, which only examined the visual mode in representational meaning. Meanwhile, other researchers examined ideational and representational meanings by taking data from visual and verbal modes. The data was not taken from promotional videos but other media, such as Japanese Children's Books, Puspita (2021) and Radio Communication On Board Texts in MarEng™ Learning Tools, (Bedagama, et al., 2021). To provide a difference, this research uses Kress and Leeuwen's theory to find out the representational meaning in the visual video and Halliday's Systematic Functional Linguistic Theory to analyze the ideational meaning in the video. The focus of this research is to find the processes, participants, and situations that exist in the representational meaning in the visual images and the ideational meaning in the linguistic meaning of the video to find out how these modes support each other in conveying a meaning.

METHOD

This research used descriptive qualitative research as an approach. The data source for this research comes from a video from Alffy Rev's youtube account entitled Wonderland Indonesia: The Sacred Nusantara. For the data, the researcher took from the visual images and linguistics text in the video. Visual image retrieval is done by capturing each frame in the video, while the linguistic text is taken from the story narration in the story. The video contains many visual images, and there is a story narration that the researcher will analyze.

The researcher used data collection techniques and document analysis. The main research instrument of this research is the researcher, who took all the data through observation of the Wonderland Indonesia video: The Sacred Nusantara video uploaded on Alffy Rev's Youtube account. Then the secondary instruments in the research are computers and notebooks. The computer used to watch the videos, types data, and makes research reports. At the same time, books used to write the story narration of the video, collect appropriate theories and assist researchers in collecting and categorizing data.

In this study, data was collected from observing the video Wonderland Indonesia: The Sacred Nusantara video uploaded on Alffy Rev's youtube account. The researcher used several steps to collect data.

1. Open the YouTube page and search for Alffy Rev's youtube account.
2. Search for the video Wonderland Indonesia: The Sacred Nusantara by Alffy Rev on his account (https://www.youtube.com/watch?v=Fa_rNR__UV0)
3. Watch and observe every scene in the video

4. Take a screenshot of each frame of the scene in the video to analyze the visual mode
5. Write a narration of the story told in the video to analyze the linguistic mode.
6. Analyze the visual data using Representational meaning from Kress van Leeuwen's metafunction of images by looking for three aspects: process, participants, and circumstances.
7. Analyze linguistics text using three metafunctions of language: process, participant, and circumstance. Using Ideational Meaning by Halliday Matthiessen (2004).
8. Collect all data to find the meaning of Wonderland Indonesia: The Sacred Nusantara video repeated many times.
9. The results of data analysis present in the form of visual and linguistic modes.

Data analysis was carried out using the theory of Miles, Huberman and Sadana (2014). The researcher examined using three steps: Data condensation, presenting data, drawing conclusions or verification. In this analysis, it was found that (1) analyzing visual images using the representational meaning theory of Kress & van Leeuwen's theory by using three aspects which are processes, participants, and circumstances (2) analyzing linguistic text using Halliday's theory of ideational meaning by using three aspects by using Halliday's ideational meaning theory by using three aspects, which are processes, participants, and circumstances. (3) then found the meaning of visual and linguistic modes that support each other.

RESULT AND DISCUSSION

In this video, there are many visual images and clauses in the linguistic text that show the representational and ideational meaning. This chapter shows what categories of processes, participants, and circumstances are found in the video and the interplay between them that support each other. In the process show of what happens, who is involved, and what events occur, which are connected between visual and linguistic elements to reveal the meaning of the video. to simplify understanding, the researcher categorizes a table as below.

Table 1 categorizes in visual and linguistic aspects


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| A | Analyze the visual aspects related to the representation of meaning in the video Wonderland Indonesia: The Sacred Nusantara. |
| 1) | Process |


In the process of visual mode, it is related to narrative

No.	Mode	Aspect	Category
1.	Visual	Process	Action and reaction
		Participant	Fauna, Flora, Traditional game, Traditional musical instrument, Traditional clothes, and Dances.
		Circumstances	Tourist attraction, Traditional house.
2.	Linguistic	Process	Existential, Behavioral, Material, Mental.
		Participant	Goal, Existent, Range, Actor.
		Circumstances	Place circumstances, Accompaniment circumstances, Mental circumstances, Time.

representation. In narrative representation, it consists of action processes and reaction processes. For action processes, "an actor is a participant from which a vector originates, or which itself, in whole or in part, constitutes a vector" (Kress & van Leeuwen, 2006). Additionally, in reaction processes in narrative processes, "vectors can be formed with eye lines, with the direction of view of one or more represented participants" (Kress & van Leeuwen, 2006). Visual images in the video, processes were categorized in the following table.

Table 2 process in visual images


No	Frame	Category	Explanation
1.		Action process	This frame shows the actress plays the role of Tribhuana Wijayatunga Dewi, the third ruler of the Majapahit Kingdom who ruled from 1328-1351. In this video, she is the princess of a depth forest where life is very peaceful and has magical beauty hidden within. She lives with





			eight Jalak Bali named Jili, her little friends.
2.		Reaction process	We can see the reaction of the actress. we can see through the facial expressions that the actress shows, with the vectors produced by the actor's eye lines.

2) Participants

In the participant aspect, it is related with conceptual meaning. These process divided into three parts: classification, analytical and symbolic. Visual images in the video, participants were categorized in the following table.

Table 3 participant in visual images

No	Frame	Category	Explanation
1.		Fauna	Snake is a kind of reptile that can be found on most of the land. And the snake skin that appears in this video is batik-patterned, which is the identity of the Nusantara.
2.		Flora	Rafflesia Arnoldi. It is the Indonesian endemic flora that is a unique and rare species. Only found on the Indonesian islands of Sumatra and Kalimantan.

3.		Traditional Game	Congklak is an ancient traditional game in Indonesia
4.		Traditional Musical Instrument	Angklung is an Indonesian musical instrument originating from West Java. This musical instrument is made of bamboo. The way to play it is by shaking it so that it can produce sound.
5.		Traditional Dance	Tor-Tor Dance is the traditional dance of Batak People from the Province of North Sumatra
6.		Traditional Clothes	Ulos Traditional Clothes from North Sumatra

3) Circumstances

In the circumstance aspect, it is also related to conceptual meaning. It shows the place where the participant performs the action. The places shown are tourist attractions and the characters of traditional houses located in each region of Indonesia

Table 4 Circumstance in visual image

No	Frame	Category	Explanation
1.		Tourist Attraction	Padar Island from NTT, specifically in the Komodo National Park Area

2.		Traditional House	Baileo, the traditional house of Maluku People
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- B Analysis of linguistic aspects related to ideational meaning in video wonderland indonesia: the sacred nusantara.

Once upon a time There was a princess who lived in a beautiful land, which everything in it lived peacefully. She spent all her time in the depth of a forest with her eight little friends. There was a hidden secret place, so magical and dangerous at the same time. This is a story where the culture had started, and now let me take you on a journey. So Welcome to Wonderland Indonesia: The Sacred Nusantara.

In analyzing the linguistic text in the video, data were taken from the beginning of the narrative story, which the narrator reads out. The researcher found the category of each clause in the linguistic text in the video narration. The category was found as shown in the tables below.

1) Process

Table 5 process in linguistic text

No	Category	Total Number
1.	Existential process	4
2.	Behavioral process	2
3.	Material process	4
4.	Mental process	1

From the clauses in the linguistic text, it was found that the process categories that appeared most in the story were existential process and material process. The existential process appears four times in the story narration. The verbs shown are 'There is', 'Which', and 'This' which tell something that really exists in a simple way. With the appearance of these clauses, the audience knows the existence of something clearly. And process material that appears four times describing a process that occurs and performs an activity to do something that may be done by another entity. Verbs that indicate 'Spend', 'Start', 'let', and 'welcome'. Followed by behavioral processes that appeared twice and mental processes that appeared once. 'there was a princess' contains the existential meaning and describes the circumstance's participant 'who lived in a beautiful land,' which also contains the behavioral process. The word marks the behavioral process 'lived.' Each clause

in the linguistic text that is formed fulfills the function well in identifying each other. 'Once upon a time, there was a princess who lived in a beautiful land.' The existential process is marked by the word 'there was,' which shows that something existed and happened. And the behavioral process is marked by the word 'lived.' besides that, a clause shows the material process 'she spent all her time'; the word 'spent' identifies the material process built to show that the princess is doing something.

2) Participant

Table 6 participant in linguistic text

No	Category	Total Number
1.	Existent	4
2.	Actor	1
3.	Goal	2
4.	Range	1

clauses in the video linguistic text, the clause participant that appears dominant is the existential participant. existential participants appear four times in the story narrative. It shows the fact of an event. seen in the words 'a princess', a princess who plays an important role in the video storyline that will show the diversity of the beautiful country she lives in.

3) Circumstances

Table 7 Circumstance in linguistic text

No	Category	Total Number
1.	Time	2
2.	Place	3
3.	Accompaniment	1
4.	Manner	1

Circumstances can describe situations such as when, why, where, how, how many, and how much and as what. In the discovery of circumstances, four categories were found, there are the circumstances of time, place, accompaniment, and manner. In the video language text clauses, the dominant circumstances found was the place circumstances that appear four times. Here it is shown with 'The princess who lives in a beautiful land' which shows the place where the princess lives, a land that is beautiful, peaceful, and has abundant natural resources and diversity which will all be shown in the video. 'In the depth of forest' is also a place circumstance that shows where the process takes place. Princess as the ruler of the depth of forest. Followed by time circumstances that appear twice, also accompaniment and manner circumstances that appear once.

C The significant numbers of visuals and linguistics in supporting the conveyance of meaning

The dominant of processes clause construct in the linguistic text most of the clauses are existential and material processes that appear four times. as a marker of the existence of a thing that doing an action. The narrator provides information to the audience, shown in the text's existential process clauses. This existential process appears as 'there was, 'which is everything,' and 'this is.' it shows the existence of the princess who lives in the depth of the forest as the ruling queen. Combined with the visual image of a princess and the beauty of the land she lives in, which is explained in the clause 'there was a hidden secret,' which describes the princess's hometown because the land has a lot of wealth. Then for the process material, the text shows the words 'spent,' 'started,' 'let me,' and 'welcome.' it shows the state of activity that the actor is carrying out. 'she spent all her time' identifies that the princess lived there. When the narrator reads out these clauses, the narrator wants to invite the audience to participate in the journey. To see the beauty and wealth of Indonesia through the support of visual images shown in the video.

Meanwhile, the small of processes clause also support in the linguistic text. The behavioral and mental processes formed in the linguistic clauses of the text also contribute to conveying meaning. Although it is not dominant in the text, it is not unaffected in participating in building meaning in the video. The clauses characterize the behavioral process that explains the activities carried out by psychological participants 'live in a beautiful land' and 'lived peacefully.' Here, the visual images in the video support the situation by showing a place that describes the state of the actor's hometown—accompanied by the appearance of visual images of the state of the deep forest in which there are many endemic Indonesian fauna and flora. With the emergence of behavioral processes in text linguistics, the narrator wants to show the audience the actor's state while living in a beautiful and peaceful land. Then, in addition, the mental process appears once. As shown in the clause 'so magical and dangerous,' the mental process is built as the narrator's perspective in describing the beautiful land. Here visual images bring up visual modes in the form of various beauties and wealth owned by Indonesia. It is supported by visual images, categorized in the conceptual representation process. The analytical process is shown in the diversity of Fauna, flora, traditional games, traditional musical instruments, traditional dance, tourist attractions, and traditional houses, which is included in the possessive attribute. At the same time, the carrier is the wonderland of Indonesia, which represents the clause 'the magical.' While the word 'dangerous' has the opposite meaning. It explains that if this land is not properly cared for, it will soon be

destroyed. It is supported by the emergence of the process in narrative representation, where the appears of two Banaspati youths destroys the land instantly.

CONCLUSION

Drawing on Kress van Leeuwen's visual grammar theory and Halliday's Systematic Functional Linguistics to analyze representational and ideational meanings, it can be concluded that the video consists of three aspects: process, participant and circumstance. The meaning of representation in the visual mode is represented in narrative and conceptual representations. Narrative representation describes the action-reaction performed by the participants. Conceptual classifies the diversity of culture and natural resources owned by Indonesia, such as fauna, flora, traditional games, traditional musical instruments, traditional dances, traditional clothes, and tourist attractions, traditional houses as circumstances that explain the existence of participants in the video. Then the analysis process has a part-whole structure, with two interrelated participants: Carrier (whole) and Possessive Attributes (part). In this video, the Carrier is the diversity of Indonesia, and the Possessive Attributes are the various kinds of diversity that exist in it, such as Fauna, flora, traditional game, traditional musical instruments, traditional dances, traditional clothes, tourist attractions, traditional houses. For the symbolic process that describes Indonesia is batik as a characteristic of Indonesian art, and Garuda as the symbol of the country.

The ideational meaning is also concluded in the video represents three aspects: process, participant and circumstance. Participants are dominant with the word 'there was', 'there was', 'which', 'this is' appearing four times which indicates the existence of something and doing something for the material process. In the process aspect, the material process and existential process dominantly appear four times. This shows that the material process is an activity in the process and the existential process shows the existence of a process. And in the aspect of the most dominant circumstance is the state of place and the state of time which appears three times. The narrative of the story shows where the event happened and when it happened.

Visual images and linguistic text in the Wonderland Indonesia video work together to form a meaning. Both produce a meaning that shows that representational meaning and ideational meaning support each other in constructing meaning in the video. The meaning of the video shows that Indonesia has natural wealth and cultural diversity. The natural wealth and cultural diversity are told in the narration of the story that becomes the plot of the video, where it is told that a

princess lives in a peaceful land with beauty and wonders in it. However, if we cannot take good care of it, the land will soon be destroyed. Here, the narrator reads the story narration with visual images that serve to illustrate the story narration. The beauty and wonders in question are Indonesia's natural wealth in the form of fauna, flora, and tourist attractions located in various regions in Indonesia. As well as Indonesia's cultural diversity in the form of traditional games, musical instruments, traditional dances, traditional clothes, and traditional houses that are displayed in each visual image.

SUGGESTION

From the findings found in each research question, we can take the message that the diversity and richness of culture and nature owned by Indonesia must be maintained so that it not quickly damaged and exhausted. If we cannot protect it well, and it is in the hands of the wrong people, then the previously beautiful land with a lot of beneficial wealth for villagers will be destroyed immediately.

Multimodal Discourse Analysis is widely used to analyze various media, especially video media. In analyzing the field of Multimodal Discourse Analysis, it can use various modes, many of which we can investigate in the linguistic field. Therefore, for future research, it is recommended to conduct a video analysis to select the video showing the content of the video and the intended target message by the intended meaning. The audience can also take the video's meaning and be understood in conveying the message.

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