

An Analysis of Multimodal Text Design in Social Media Marketing: A Case Study of Starbucks Posts on Instagram

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ความนิยมของการทำตลาดผ่านสื่อสังคมออนไลน์ทำให้แบรนด์หลายๆ แบรนด์พยายามที่จะออกแบบโฆษณาดิจิทัลให้อยู่ในรูปของข้อความที่สื่อสารแบบผสมผสานเพื่อที่จะเข้าถึงลูกค้าออนไลน์ งานวิจัยนี้มุ่งศึกษาเทคนิคการออกแบบที่ใช้ในบริบทดังกล่าว และดูการมีอิทธิพลซึ่งกันและกันระหว่างภาพและข้อความ ในการออกแบบ โดยคัดเลือกข้อความที่สื่อสารแบบผสมผสานที่อยู่ในโพสต์ของอินสตาแกรมของสตาร์บัคส์มาเป็นกรณีศึกษา และใช้การวิเคราะห์ตามหลักการออกแบบทรัพยากรภาพในข้อความที่สื่อสารแบบผสมผสานของโจนส์และฮาฟเนอร์ (Jones & Hafner, 2012) และแนวคิดทฤษฎีทัศน์ศาสตร์ของเครสและฟาน ลีเออเวน (Kress & van Leeuwen, 2006) องค์ประกอบในการออกแบบที่ศึกษา ได้แก่ รูปแบบ สี และการจัดวางภาพและคำ ผลการศึกษาพบว่าผู้ออกแบบใช้เทคนิคของศิลปะโปป อาร์ต การใช้ภาษาแบบไม่เป็นทางการ การเล่นคำ การออกแบบและการจัดตัวอักษร การใช้สีคู่ตรงข้าม และการจัดองค์ประกอบของภาพและข้อความเพื่อดึงดูดความสนใจของผู้ใช้อินสตาแกรม ผลการศึกษายังพบว่าความสัมพันธ์ระหว่างภาพและข้อความที่อยู่ในข้อความที่สื่อสารแบบผสมผสานบนอินสตาแกรมของสตาร์บัคส์เป็นแบบการสื่อสารข้อมูลที่เหมือนกัน

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นอกจากนี้ ข้อความที่สื่อสารแบบผสมผสานเหล่านี้สามารถชักจูงให้เกิดอารมณ์ด้านบวกเพื่อสร้างความผูกพันกับลูกค้าทางสื่อสังคมออนไลน์

คำสำคัญ: การตลาดผ่านสื่อสังคมออนไลน์ การออกแบบข้อความที่สื่อสารแบบผสมผสาน ภูมิทัศน์สัญศาสตร์

Abstract

Due to the popularity of social media marketing, many brands have attempted to design digital advertisements in the form of multimodal texts to reach their customers online. This research aims to investigate some of the design techniques used in this context and the interplay between image and text used in the design. In this case study, selected multimodal texts in Starbucks' Instagram posts were analyzed by applying Jones and Hafner's (2012) design principles of visual resources in multimodal texts and Kress and van Leeuwen's (2006) semiotic landscape approach. The design elements that were examined consisted of styles, colors, and alignment of image and text. The findings of this study revealed that the designer applied the techniques of using pop art, informal language, wordplay, typographical devices, complementary colors, and image and text composition to attract Instagram users' attention. It was also found that the relationship between image and text in Starbucks' multimodal texts on Instagram was in concurrence. Furthermore, these multimodal texts could appeal to positive emotions in order to generate customer engagement on social media.

Keywords: social media marketing, multimodal text design, semiotic landscape approach

1. Introduction

Social media plays a significant role in the world of marketing at present. This is due to the fact that social media has many advantages in terms of time, audience, relations, and cost (Kirtis & Karahan, 2011). As of 2019, over 3.4 billion people are active on social media (Kemp, 2019). In light of this, using social media is a cost-efficient strategy since it is an inexpensive channel for easily and quickly distributing content marketing to a mass audience (Kirtis & Karahan, 2011). Business owners and brands can also take this opportunity to communicate or engage with their target customers, as well as to maintain customer relationships.

As numerous photo and video-sharing applications have emerged rapidly, social media marketers have tended to rely on using multimodal texts in their online marketing and advertisements. These texts are viewed as multimodal because they are designed with the use of multiple modes (namely linguistic, visual, aural, gestural, and spatial) to communicate with the audience (Arola, Sheppard, & Ball, 2014). Thus, it is important for business owners and marketers to know how to design multimodal texts to engage customers online.

Starbucks is one of the most famous coffee brands which comes to millennials' mind when speaking of coffee. The first Starbucks store was opened in 1971 (Starbucks Coffee Company, 2020). From the start of business, Starbucks positioned itself differently from competitors to be "One that not only celebrated coffee and the rich tradition, but that also brought a feeling of connection" (Starbucks Coffee Company, 2020, para. 6). It can be assumed that this business strategy has effectively led Starbucks to its success. Statistics show that the brand earned \$13.29 billion annually with 30,000 branches around the world (Gaille, 2017).

Numerous studies have investigated the marketing strategies used by Starbucks (Katerina, 2015; Mazouni, 2017; Nuraini & Ririn, 2015). Previously, research has reported the positive effect of using the word-of-mouth effect of marketing—spreading reputation via verbal communication (Kim, Zhang, & Lee, 2009). However, in the new media era, it is essential to touch on marketing in the

form of social media as it has influenced marketing for over 15 years (Baines, Fill, Rosengren, & Antonetti, 2017).

In terms of advertising, Starbucks creates its own social media channels to share campaigns and products to online users. Instagram is one of the social media platforms used by Starbucks for business and marketing purposes. Currently, Starbucks has over 18 million Instagram followers (Starbucks Coffee, n.d.-a). This application is a popular marketing tool and has been used as the powerful main channel to reach young adults for business marketing (Dorfman, Vaca, Mahmood, Fine, & Schierle, 2018). As most of the Instagram users are millennials (Statista, 2019), it can be beneficial to study Starbucks' social media marketing via the use of multimodal texts to approach this group of customers.

2. Objective

In order to enhance power of social media marketing through Instagram, it is essential to understand how multimodal texts are designed to build users' engagement online. Therefore, the study attempts to investigate the design of multimodal texts in Starbucks' Instagram posts for its social media marketing. It also aims to examine the interplay between image and text used in the design to engage the audience. The Starbucks brand was chosen for this study due to its popularity among millennials who are the largest age group of Instagram users.

3. Significance of the Study

The results of this study can offer a guideline for business owners and marketers on designing multimodal texts to support their advertisement on social media. In addition, this study can contribute to multimodality and marketing scholarship. Scholars whose interests lie in these fields can apply the ideas derived from this study to further investigate the elements of multimodal texts in advertisement design.

4. Literature Review

This section presents the review of literature related to this study. First, the background of social media marketing is sketched out to provide the general information about the topic. Then, a brief overview of Instagram is delivered in order to explicate the characteristics of this kind of social media. Next, the concepts related to multimodal text design used in this study are provided. Finally, the related research of using multimodal texts on social media marketing are also reviewed.

4.1 Social Media Marketing

The term “social media” has been defined by contemporary scholars in different ways. For example, Fowler (2018) defines social media as platforms for generating, sharing, and viewing contents online. According to Li (2019), social media refers to “any media that is shared via social networking platforms or channels” (para. 2). In addition, Leonardi, Huysman, and Steinfield (2013) view social media as software applications which people can use to create or share content with others online. To simplify the meaning, social media refers to a website or mobile application which acts as a medium for online communication.

Social media not only facilitates interaction in the personal domain, but it is also employed as a tool for marketing. This new form of marketing is recognized as Social Media Marketing (SMM) which refers to “the utilization of social media technologies, channels, and software to create, communicate, deliver, and exchange offerings that have value for an organization’s stakeholders” (Tuten & Solomon, 2015, p. 21). That is to say, it is considered as an alternate way that marketers employ to deliver advertisements and communicate with their customers in an instant.

In terms of marketing, several advantages of social media can facilitate the advertising of particular brands. Marketers use this kind of media as one of the tools to approach customers online. The use of social media is for branding promotion, market research, customer service, and maintaining relationships with customers (Jaakonmäki, Müller, & Vom Brocke, 2017).

4.2 Instagram

Launched in October 2010, Instagram is an application that comes with the functions for uploading and sharing posts, usually pictures, with friends and other people on Apple iOS, Android, and Windows Phone (Instagram, 2019). Considered to be one of the social media platforms, Instagram is also used as a tool for business owners and marketers for advertising their products.

According to Statista (2019), a provider of market and consumer data, most of the Instagram users are millennials. This group of users was born between 1981-1996. Millennials require different marketing approaches than the previous generations, due to a variety of lifestyle choices and abundance of media (Neuborne & Kerwin, 1999). In order to engage millennial users on Instagram, a brand should ensure that each content of Instagram posts represents its own identity to attract users. Gutierrez (2019) also adds that “once you’ve got their attention, you can subtly sell to them and trust their loyalty to do the rest” (para. 20). It can be inferred that brands need to pay attention to users on social media for maintaining trust from customers. Therefore, it is essential for brands to seek effectively designed advertisements to engage users on social media.

4.3 Multimodal Text Design

Multimodal texts are those created by using multiple modes for meaning making (Jones & Hafner, 2012). This term is based on the concept of multimodality which emerged in the late twentieth century. According to Kress and van Leeuwen (2006), the concept of multimodality lies in a belief that communication is not limited only to the use of language which is the traditional model. Rather, it should be conceived in the wider semiotic scope that embraces other modes, for example image, layout, and design (Kress & van Leeuwen, 2006).

According to the concept of multimodality, modes are several ways to support meaning making. For texts, there are modal resources including “syntactic, grammatical, and lexical resources, graphic resources such as font type, size” (Bezemer & Kress, 2008, p. 171). In addition,

images contain slightly different modal resources including shape, size, color, and position (Bezemer & Kress, 2008, p. 171).

The design of multimodal texts reflects the intention of designers to attract the audience. According to Bezemer and Kress (2008), the design of multimodal texts refers to the “process of giving shape to the interests, purposes, and intentions of the rhetor” (p. 174). Meanwhile, it is important for designers to know the target audience with which they prefer to engage. As stated by Bezemer and Kress (2008), designers’ interests and the characteristics of the audience may work together on designing multimodal texts.

Although the literature regarding multimodality covers a wide range of concepts, this review solely focuses on the design principles of visual resources and the composition principle of information value of the semiotic landscape approach. These principles are essential for analyzing the visual resources in the design of multimodal texts.

4.3.1 Design Principles of Visual Resources

According to Jones and Hafner (2012), the design principles of visual resources in multimodal text design are: 1) how image and text interact to connote meaning, 2) how image reflects reality and stimulates interaction from viewers, 3) how image appeals to viewers’ emotions, and 4) how the previous three principles can also be applied to the design of video. As this project aims to analyze only the still images in Starbucks’ Instagram posts, only the first three principles were employed for the analysis. More information about these principles are described as follows.

Image Text Interaction

Image text interaction is how text collaborates with image to convey meaning by framing each other or creating extra-contextual information for interpretation (Jones & Hafner, 2012). In an advertisement, image is usually added as a supplement to text for clarification. Despite the digital text on a screen, an image can provide “a better understanding of not just the message, but what’s

behind the message — explained easier, faster, and clearer than just a cluster of written words.” (Hollingsworth, 2018, para. 5).

According to Jones and Hafner (2012), the interaction between image and text can be observed in three forms namely concurrence, complementarity, and divergence. Concurrence of the information happens if the key message of the visual and textual information is the same and strengthen each other. If the visual and textual information is slightly different but provides additional message, the interaction is complementarity. Finally, if the image and text convey different or conflicting messages, they create divergence of the information.

Interaction and Involvement

Images can determine viewers' attitudes. Kress and van Leeuwen (2006) note that the interaction of images can occur between the representative participants and interactive participants. The representative participants refer to people, objects, or places; while the interactive participants refer to the communication between an artist and the viewers.

In order to effectively engage viewers with the design of multimodal texts, it is important to consider the techniques of Kress and van Leeuwen's visual grammar. The language of text contains structural rules, the same as images do. As stated by Ware (2012), elements of design work together to communicate a message. Visual grammar comprises gaze, the distance of viewers, camera angle, framing and position of images (Kress & van Leeuwen, 2006).

Appeals to Emotion and Visual Argument

Referring to the visual elements of images, the elements can stimulate emotional interaction from viewers. As claimed by Jones and Hafner (2012), images appeal to viewers' emotions differently from the text as they can present visual arguments to viewers. However, in the context of multimodal texts, the combination of images and text can be effective in persuading viewers to accept a particular idea as well. Considering one of the modes of persuasion pointed out by Aristotle (as cited in Elsbach & Kramer, 2015), pathos—emotional appeal—occurs from using the

effective word choices to convey a positive or negative meaning. Therefore, the visual elements and text altogether can create visual arguments.

4.3.2 The Composition Principle of Information Value: Semiotic Landscape Approach

It is noticeable that each multimodal text has a different style of layout. In some multimodal text designs, the designer emphasizes an illustration with which most of the space on screen is occupied with pictures; while in other multimodal text designs, the designer draws attention to the text, rather than pictures. However, the size of text and pictures is not the only concern for designing a multimodal text; in addition, the way these elements are arranged on screen is another factor that makes an advertisement more attractive. The decision of arranging each element may come from the intention of designers; how they make the choice of composition.

Viewing composition through the semiotic landscape approach, Kress and van Leeuwen (2006) point out that composition represents each element of the image itself and provides the meaning of the image to each other. In creating multimodal texts, there are several ways in which designers arrange each element on the screen with different information value. According to Kress and van Leeuwen (2006), the principle of information value is “the placement of elements...endows them with the specific informational values attached to the various ‘zones’ of the image” (p. 177). Based on this principle, elements of visual layouts can be composed in three ways: left and right, top and bottom, and center and margin. The meaning of composition of the informational values presented in these layouts can be interpreted as shown in Figure 1.

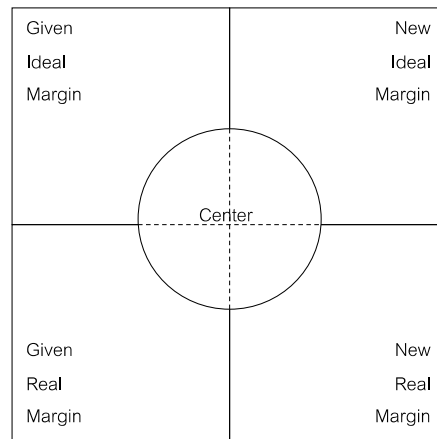


Figure 1. The principle of information value (adapted from Kress and van Leeuwen, 2006).

Left and Right Information Value

The relationship between left and right is usually presented in newspapers and magazines. The reader can read words and view pictures from left to right. As stated by Kress and van Leeuwen (2006), the “given” information is comprised of the elements on the left of the screen, whilst the elements on the right represent “new” information (see Figure 1). Kress and van Leeuwen (2006) add that elements on the left side are for information that readers already know, or “a familiar and agreed-upon point of departure for the message” (p. 181). In contrast, elements on the right side are for the new information that readers need to pay attention to as it is the new message.

Top and Bottom Information Value

Another layout used in multimodal text design is the ‘top and bottom’ configuration. This composition style is suitable for convincing readers to follow information from top to bottom of an artifact. As noted by Kress and van Leeuwen (2006), the top elements, usually an image, of an artifact provide an “ideal” or emotional appeal information to convince readers. The bottom elements, usually text, of an artifact work as the “real” information part for readers to know more about the top elements as in Figure 1. This orientation can be seen through advertisements.

Center and Margin Information Value

Thirdly, multimodal texts can be presented in the ‘center and margin’ layout. Kress and van Leeuwen (2006) point out that an element in the middle refers to “center” information surrounded by other elements which are “margins” (see Figure 1). To put it in another way, an element in the middle is the topic or the dominant information of a particular multimodal text, while other elements are minor details, or subservient to the one in the middle.

In terms of multimodal text design, composition is the arrangement of different elements in a single artifact (Jones and Hafner, 2012). Therefore, the choice of composition plays an important role in how a single multimodal text is viewed and it can also shape the viewer’s experience.

5. Related Research

Previously, there has been much research investigating the use of multimodal texts on social media marketing, including the use of multimodal texts to promote brands and to maintain relationships with customers.

In terms of the design of multimodal texts for marketers for branding promotion, Kuswandini’s (2018) study is an example. They investigated the use of multimodality in car advertisements and found that visual elements, such as colors, camera angles, and computer graphics were presented to promote the unique style of each product. For example, *BMW*’s advertisement added several blue and yellow linear lines around the car to show that the environment surrounding is blurred as the car is extremely fast. Moreover, the use of taglines in advertising can be beneficial in branding promotion. Therefore, it can be assumed that the gimmick of multimodal text design of advertisements on social media can be used as a tool to promote products and brands.

Multimodal text design can also support marketers in maintaining relationships with customers on social media. A study on 15 Instagram accounts of junk food marketing conducted by Vassallo et al. (2018) reported that brands use engagement posts on social media to captivate

users rather than presenting descriptions of their products. For example, most energy drinks on Instagram featured posts of sportspeople to appeal to men millennials (Vassallo et al., 2018). This kind of drink did not provide information about the taste, or pricing on Instagram posts. In this case, it can be indicated that brands intend to have users participate in comments in order to sustain relationships.

6. Methodology

A qualitative research method was used to examine the techniques of multimodal text design in this case study. The data were analyzed by applying the design principles of visual resources in multimodal texts outlined by Jones and Hafner (2012). These principles were 1) image text interaction, 2) interaction and involvement, and 3) appeals to emotion and visual argument. The data were also analyzed using Kress and van Leeuwen's (2006) semiotic landscape approach, focusing mainly on the composition principle of information value.

Artifacts of the analysis were the multimodal texts selected from Starbucks' Instagram posts. These multimodal texts were chosen based on the following criteria:

- 1) The artifacts should be still images, not videos because most of the videos on Starbucks Instagram only contain moving visual images without text which are not in the scope of the study.
- 2) The artifacts should consist of image and text to convey the meaning which aims to engage users on Instagram.
- 3) The artifacts should be selected from the main official Starbucks' Instagram posts (<https://www.instagram.com/starbucks/>) to investigate how Starbucks uses multimodal texts for its worldwide social media marketing.

- 4) The posts should be high-engagement posts. In this light, the researchers selected the posts based on the number of likes on Instagram. Each of the selected posts have reached over 60,000 likes.
- 5) The artifacts should contain phrases or sentences, not a single word to examine the interplay between text and image used in each of the design.

According to the aforementioned criteria, the posts of Starbucks' Instagram from its debut on the platform in December 2010 until 2018 were excluded as they mostly contained pictures or images without text, which did not meet the selection criteria. These posts usually presented Starbucks' coffee products and the brand as shown in Figure 2.

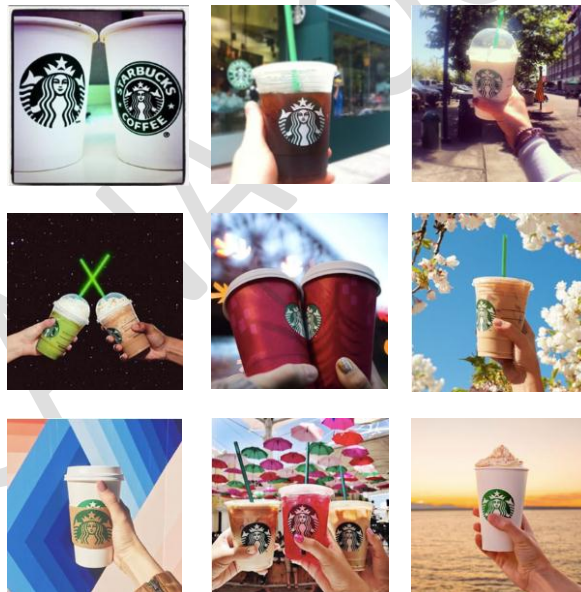


Figure 2. Examples of Starbucks' Instagram posts from 2011 to 2018 (Starbucks Coffee, n.d.-b).

In 2019, Starbucks participated in the U.S. and Canada's National Coffee Day on September 29 (while the International Coffee Day was on October 1 (International Coffee Organization, 2019)). To honor this special occasion, Starbucks posted a set of multimodal texts on Instagram on September 25, September 26, and September 29, 2019. These posts came with #NationalCoffeeDay which comprised 14 multimodal texts in total as listed below and presented in Figures 3-5. All of these multimodal texts meet the selection criteria, so they were selected as the artifacts of analysis for this study.

- Starbucks' Instagram post on September 25, 2019 (one post with a set of four ads)

Which One Have You Experienced?

1. *Coffee Comes First*
2. *That Warm Fuzzy Feeling*
3. *You've Found the One*
4. *Always on Your Mind*



Figure 3. Which One Have You Experienced? set of ads (Starbucks Coffee, 2019a).

- Starbucks' Instagram posts on September 26, 2019 (four posts in a roll)

Here's to Those Who...

5. *Order Cold Brew, Even When It's -2°*
6. *Only Drink It One Way: Black*
7. *Show Up Late with Starbucks Coffee in Hand*
8. *Know All Their Friends' Orders by Heart*



Figure 4. Here's to Those Who... set of ads (Starbucks Coffee, 2019b, 2019c, 2019d, 2019e).

- Starbucks' Instagram post on September 29, 2019 (one post with a set of six ads)

Here's to the ...

9. 83% of You
10. 114, 421 of You
11. 100,213 of You
12. 51% of You
13. 40% of You
14. You All Love Coffee



Figure 5. Here's to the... set of ads (Starbucks Coffee, 2019f).

7. Scope of the Study

This study intends to understand how multimodal texts are designed for social media marketing. In this case study, Starbucks Instagram was selected as the site of the study, and images in specific Starbucks' Instagram posts were chosen as artifacts. Hence, the present research study is confined to the analysis of still images.

8. Results

In this section, the results of the analysis of multimodal text design are presented in two main topics: general characteristics and design of multimodal texts for #NationalCoffeeDay. First, the general characteristics of the selected Starbucks' Instagram posts are described. Then the elements of multimodal text design of these artifacts are discussed with regard to image text interaction, interaction and involvement, and appeals to emotion and visual argument.

8.1 General Characteristics

The design of 14 multimodal texts for the National Coffee Day posts can reflect some characteristics of the prior design of Starbucks' posts. Tracing back to Starbucks' earlier posts on Instagram, the common gimmick of each post was only a photo of a Starbucks' coffee cup held out by a customer's hand with a picture caption as seen in Figure 6. This characteristic can be also found in advertisements of other typical coffee brands, such as Nescafé, Costa Coffee, McCafé. In this regard, the only thing that could possibly affect customers' behavior on buying a product was the appearance of the product itself. Nowadays, multimodal text design is employed for creating artifacts of many Starbucks' Instagram posts for advertising. That is, the producer might foresee that the combination of images and text provides more details to stimulate customers' purchasing decisions.



Figure 6. Frappuccino advertisement (Starbucks Coffee, 2012).

Starbucks' Instagram posts for the National Coffee Day can be recognized by several characteristics. The collection of the artifacts differs from other posts not only in terms of the use of multimodal texts, but also its general characteristics of style, color, and alignment of images and text. These characteristics play a significant role in making this collection more noticeable as well.

Instead of using real images of a Starbucks cup and realistic scenario, the collection of #NationalCoffeeDay posts is presented in the style of graphic design images with a colorful palette. This color scheme of images and text is chosen based on the green color from Starbucks Coffee logo: a dark shade of green-cyan. There are also five other colors including, red, pink, light green, brown, and light blue. Images and text are aligned in several compositions comprising left and right, top and bottom, and center and margin (depending on the size of images and the amount of text). More information about the design of the selected posts are examined in the following section.

8.2 Design of Multimodal Texts for #NationalCoffeeDay

The multimodal text design of the National Coffee Day posts was analyzed based on Jones and Hafner's (2012) design principles of visual resources in multimodal texts and Kress and van Leeuwen's (2006) composition principle of information value under the semiotic landscape approach as follows.

8.2.1 Image Text Interaction

The collection of #NationalCoffeeDay advertisements aims to see how audiences can relate to the special occasion by using image and text to connote meaning. Based on Unsworth (2008 as cited in Jones & Hafner, 2012), the message of images and text in each post in Figure 3 *Which One Have You Experienced?* and Figure 4 *Here's to Those Who...* are in concurrence. That is, images and text convey the same messages.

In “*Coffee Comes First*” post in Figure 3, the concept of the illustration is using a gigantic sunrise to attract audiences' eyes. There is also a person stretching their arms out on a bed, with two pillows behind. These elements indicate that the event occurs in the morning. It is obvious that essential messages from the image are similar to the text: “Coffee Comes First. Enjoy Your Starbucks' Coffee without Interruption.” The relationship of images and text in the post can be described in Table 1.

Table 1. A description of the same messages of images and text from *Coffee Comes First*.

Objects and Symbols	Text
A Peace Sign	Enjoy
A Cup of Coffee	Starbucks Coffee
The Sun	First
A Bed	Without Interruption

Another example is from “*Here's to Those Who...Order Cold Brew, Even When It's -2^o*” post in Figure 4. There is a person wearing a mitten and holding a cup with ice cubes inside. The essential messages of both image and text are also the same as shown in Table 2.

Table 2. A description of the same messages of images and text from *Order Cold Brew*.

Objects and Symbols	Text
A cup with ice cubes	<i>Order Cold Brew</i>
A mitten	<i>When It's -2°</i>
Snow	

8.2.2 Interaction and Involvement

In creating multimodal texts, there are several techniques that can be employed to engage viewers. Considering elements of the sample collection of Starbucks' posts, it is interesting to notify the styles of art, language, colors, and alignment as they are predominant elements that attract viewers.

Style of Art — In respect of the style of images, the collection of Starbucks' National Coffee Day Instagram posts drew on the style of "Pop Art". The pop art style emerged in the middle of the 20th century (Khan Academy, 2020). One characteristic of pop art is to use vibrant and bright colors, with high saturated colors and the contrast of complementary colors (Christophe, Hoarau, Kasbarian, & Audusseau, 2012). The reason for choosing this style of art might be that it can convey energy and emotions, which are easily comprehensible to the modern audience.

Style of Language — In terms of wording, the level of diction is informal. This style could be detected from the use of contractions and tone of the artifacts. For example, "You've", "Here's", and "We're" are some contractions used in the written text of the collection. The word "Your" in "*Always on Your Mind*" and "*Coffee Comes First*" posts is a second-person possessive determiner which is used in an interpersonal context. To this extent, it can be assumed that the creator tries to reach Instagram users with a personal tone which can communicate directly with Instagram users. By

selecting this choice of diction, readers can feel more relaxed to read the text in the collection of artifacts.

Apart from the informal language, a few styles of wordplay were also found in the collection of Starbucks' National Coffee Day Instagram posts. Wordplay is the technique of using words in the clever and amusing way including the use of literary and linguistic devices (Literaryterms, n.d.). It can be spotted by the spelling, sound, meaning, and pronunciation of words that persuade readers (Literaryterms, n.d.). This technique is commonly used in advertising for many brands since it can be an effective tool which helps to build positive feeling with an advertisement and its brand (Korčák, 2011).

To exploit the capacity of wordplay, the creator of Starbucks' National Coffee Day posts employed alliteration, homophones, and rhymes as the main linguistic devices to attract attention of readers. Alliteration is "the repetition of initial word sounds across two or more proximal words" (Center for Services Leadership, 2019, para. 1). The repetitive feature of alliteration plays a crucial role in advertising as it can have a positive influence on customers' purchase behavior (Davis, Bagchi, & Block, 2016). In pop culture, numerous businesses also employed this type of linguistic devices for the better recognition of branding such as, Krispy Kreme, Coca-Cola, and Dunkin' Donuts (Literaryterms, n.d.). it was also found that using alliteration could be more effective than other memory cues (Rubin, 1995).

In the collection of Starbucks' National Coffee Day Instagram posts, alliteration could be found in the text of "*Coffee Comes First*" and "*That Warm Fuzzy Feeling*" posts in Figure 3. "Coffee" and "Comes" are repetition of the consonant letter/sound /k/ and "Fuzzy" and "Feeling" are repetition of the consonant letter/sound /f/. To this extend, the creator might prefer to use these alliterations to catch the readers' attention to the marketing content as they are more captivating than using simple wording or statements.

Homophones could also be detected in Starbucks' National Coffee Day posts. A homophone is “[a] word which is pronounced the same as another but has a different spelling and meaning” (Cuddon & Habib, 2013, p. 338). Thus, people have to take a pause for a moment to think of the actual meaning of each homophonic word within a phrase. In advertising, homophones are “treated as a means of enriching the communicative resources of the language” (Leech, 1966 as cited in Fišer, 2007, p. 24). In such a way, using homophones tends to make a particular advertisement more outstanding.

An example of homophones in advertising can be seen in *83% of You* post in Figure 5. The designer intends to spell the word “PURRRFECT” instead of “PERFECT” to imitate a cat's sound. This linguistic choice is in line with the use of a visual image of a cat on the advertisement.

Rhyme is the last type of wordplay found in the National Coffee Day collection. The use of rhyme in advertising is popular because it is a simple tool that can make an advertisement memorable in the consumer's mind (Bowdery, 2008). An example of rhymes in this collection of Instagram posts is *“Here's to Those Who...Order Cold Brew, Even When It's -2°”* in Figure 4. In this case, “Who”, “Brew”, and “2” are rhyming words which can make the advertisement easier to remember than others in the same set of posts.

In addition to the use of wordplay, the designer also employed some typographical devices to draw customer attention. For instance, the use of “Santana Black Font” in bold and regular font in different sizes was found in every advertisement of Starbucks. This unique font is actually an official font of the Starbucks brand (as shown in Figure 7). It is a good technique to remind Instagram users that this is an advertisement of Starbucks Coffee. The full use of capitalization in Starbucks' National Coffee Day collection can also help achieve an emphatic effect.



Figure 7. Starbucks Coffee Logo (Pngpix, 2018).

Colors — The artist drew on the technique of complementary colors: green and red as presented in the color wheel theory in Figure 8. This color wheel illustrates the opposite color of the dark shade of green-cyan, which is red.

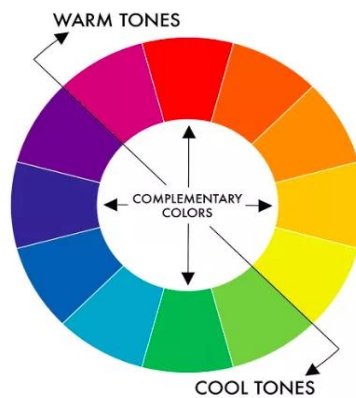


Figure 8. Color Wheel Theory (Kim, n.d.).

According to Kamps (2013), the function of complementary colors is that it draws the viewer's eyes. Considering the placement of light blue Starbucks cups in every artifact, all of the cups are placed in either green or red shade of backgrounds. If the backgrounds of light blue Starbucks cups are bright, the picture will appear less attractive. This is in line with Kamps' (2013) rule of higher complementary colors, as Starbucks cups in the sample pictures (Figures 3-5) draw more attention from viewers.

In accordance with the theory of colors above, the two dominant colors of the National Coffee Day posts are the dark green and red. Four other colors from the palette are toned down. Thus, there are six colors for the National Coffee Day in total: dark green, red, light green, pink, brown, and light blue. The eye-catching color palette used in the collection of Starbucks' National Coffee Day Instagram posts are illustrated in Table 3.

Table 3. An illustration of the color palette used in each Starbucks post for the National Coffee Day.

Posts	Dark Green	Red	Light Green	Pink	Brown	Light Blue
Coffee Comes First	•	•	•	•	•	•
That Warm Fuzzy Feeling	•	•	–	•	•	•
You've Found the One	•	•	•	•	•	•
Always on Your Mind	•	•	•	•	•	•
Order Cold Brew, Even When It's -2°	•	•	•	•	•	•
Only Drink It One Way: Black	•	•	•	•	•	•
Show Up Late with Starbucks Coffee in Hand	•	•	•	•	•	•
Know All Their Friends' Orders by Heart	•	•	•	•	–	•
83% of You	•	•	–	•	•	•
114, 421 of You	•	•	–	•	–	•
100,213 of You	•	•	–	•	•	•

Posts	Colors	Dark Green	Red	Light Green	Pink	Brown	Light Blue
51% of You		•	–	–	•	•	•
40% of You		•	•	–	–	•	•
You All Love Coffee		•	–	–	•	–	•

As shown in Table 3, the symbolic dark green color of the Starbucks Coffee logo displays in every post for Starbucks’ National Coffee Day collection. The red color, the opposite color of dark green, is also used to draw attention from viewers. Following the red is the light blue which mostly represents the Starbucks cups and snow. In addition, the light blue color is selected as the color of text for dark backgrounds. At a certain point, the lighter color helps to make the text more readable for viewers due to higher contrast.

Alignment — The choice of selecting where different elements of modes should be placed is vital in terms of multimodal text design. Based on the semiotic landscape approach, Kress and van Leeuwen (2006) remark that the composition can affect how viewers read. By investigating the alignment of the sample Starbucks posts on Instagram, three types of composition can be seen in the following table.

Table 4. An illustration of images and text composition in each post of the National Coffee Day.

Post	Alignment	Left and Right	Top and Bottom	Center and Margin
Coffee Comes First		–	–	•
That Warm Fuzzy Feeling		–	–	•
You’ve Found the One		–	–	•

Post	Alignment	Left and Right	Top and Bottom	Center and Margin
Always on Your Mind		–	–	•
Order Cold Brew, Even When It's -2°		•	–	–
Only Drink It One Way: Black		•	–	–
Show Up Late with Starbucks Coffee in Hand		•	–	–
Know All Their Friends' Orders by Heart		•	–	–
83% of You		–	•	–
114, 421 of You		–	•	–
100,213 of You		–	•	–
51% of You		–	•	–
40% of You		–	•	–
You All Love Coffee		–	•	–

According to the categorization of images and text composition in Table 4, it is noticeable that each set of images, including set 1) *Which One Have You Experienced?*, set 2) *Here's to Those Who...*, and set 3) *Here's to the ...*, has different configurations of image and text alignment. Based on Kress and van Leeuwen's (2006) principle of information value of visual layout regions, three types of image and text composition can be seen through the collection of the National Coffee Day posts.

Left and Right

In *Here's to Those Who...* set of advertisements in Figure 4, the designer places text and images in the left and right composition. However, left and right composition in this design cannot be interpreted that the given information is on the left with the new information on the right as it is usually found in newspaper and magazines. In this context, it is more likely that the designer puts an emphasis on both the image and the text as they can convey the same messages.

Top and Bottom

Top and bottom is the composition found in the advertisements of *Here's to the...* set of posts in Figure 5. However, most of the artifacts in this set presents the statistical information, i.e. "83% of You," "114,421 of You," and "100,213 of You," which is the factual information or the 'real' on the top to establish relationships with coffee lovers. The bottom textual elements, such as "Sip Your Way to Success," "Real Friends Will Get It," and "That's Commitment," suggest the 'ideal' information which comes in the form of aspiration or the interpretation of the information at the top. Interestingly, in the last post of the set which is also the last of the National Coffee Day collection, the designer follows the principle of information value by placing the text "You All Love Coffee" as the ideal information at the top and the text "We're 100% with You" and the image of a Starbucks' cup at the bottom as the real information. This arrangement might be intended to emphasize the key message of Starbucks' commitment to customers.

Center and Margin

In *Which One Have You Experienced?* set of advertisements in Figure 3, all of the elements including image and text are aligned in the center. It can be assumed that the artist intends to align text in the middle with the gigantic sun in the first image of the set to capture the viewers' eyes. Then, the designer decides to arrange other images at the center in order to have all elements balanced and to create the continuity of reading.

8.2.3 Appeals to Emotion and Visual Argument

In the case of the collection of the National Coffee Day, viewers are persuaded by the artist to appreciate the coffee season. In terms of the emotional appeal, the collection of Starbucks posts appeals to the viewers' emotions of calmness and joy. The emotion of calmness can be notified by the warm tone of dark green and brown colors, whereas the joy can be implied from delightful wording and visual elements such as glitters, stars, and hearts. Most importantly, the image of Starbucks coffee cups is emphasized along with these positive emotions. As seen from Figures 3-5, the National Coffee Day collection of ads aims to convince the viewers that Starbucks could be part of every coffee lover's experience. Therefore, the collection ends with the *"You All Love Coffee. We're 100% with You"* advertisement to strengthen the emotional appeal and create customer engagement.

9. Conclusion

This study aims to investigate the multimodal text design of Starbucks' Instagram posts for its social media marketing and the interplay between text and image in this context. Three sets of posts in the National Coffee Day collection were selected as the artifacts of analysis. Jones and Hafner's (2012) design principles of visual resources and Kress and van Leeuwen's (2006) semiotic landscape approach were applied in the methodology.

Overall, the results showed that the chosen artifacts employed several techniques in designing multimodal texts for customer engagement. In addition, the design principles of visual resources in multimodal texts proposed by Jones and Hafner (2012), coupled with Kress and van Leeuwen's (2006) semiotic landscape approach, could be applied in designing a still multimodal image for social media marketing. These principles include image text interaction, interaction and involvement, and appeal to emotion and visual arguments on artifacts.

First, the interaction between image and text could be significant in designing multimodal texts. It was found that the relationship between image and text of the artifacts was in concurrence.

As seen from the results, the main elements, like words, images, and symbols, presented in each post conveyed the same meaning. In this way, the key messages delivered through the visual and textual information reinforced each other. It is considered to be a useful design to help the audience receive the core messages from the multimodal texts.

Second, the techniques of interacting and captivating audience involvement, such as styles, colors, and alignment of images and words were detected throughout multimodal texts of all Starbucks Instagram posts. In designing multimodal texts, designers should know which target group of people they prefer to engage. As found in the study, the designer applied the techniques of using pop art, informal language, wordplay, typographical devices, complementary colors, and image and text composition to engage the millennial age group. So far, the key reasons that brands should consider are the customers' interests and lifestyles in order to design an effective advertisement for social media marketing. To this extent, it is in accordance with Vassallo et al.'s (2018) study which found that brands often select images that are based on customers' preference in order to maintain relationships with customers.

Nevertheless, regarding the image and text composition, it could be pointed out that the multimodal text design of some Starbucks' Instagram posts in the same collection did not follow the principle of information value. As online advertising is competitive these days, good display advertisements rely very much on visuals which include a flexible structure (Smith, 2020). This flexibility might allow designers to achieve creativity and break down the barriers of designing advertisements for target customers.

Third, it was discovered that emotional appeals also play a crucial role in designing multimodal texts for marketing. In this study, it was found that the use of multimodal texts in order to appeal to the emotions of viewers by embedding objects, signs, and word choices was used in Starbucks Instagram posts. The images in the selected multimodal texts could appeal to viewers with delightful and calm emotions in spite of using emotional context. This plausibly shows that the

designers of the Starbucks Instagram posts analyzed here considered emotionally appealing content to be beneficial for social media marketing on brand promotion and for maintaining relationships with customers.

Ultimately, it might be concluded that each element of the visual artifacts in the selected Starbucks Instagram posts represented the brand to social media users with an outstanding concept to build engagement on social media. As the collection of posts aims to participate in the special occasion of National Coffee Day, the design of the multimodal texts tries to engage with customers through their coffee experience rather than selling particular products. This design is unique when compared to other Starbucks' Instagram posts in general and the advertisements of other typical coffee brands which emphasize the use of photos and captions. This style of multimodal text design is apparently a useful option for marketing in the digital era.

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