

Analysis Of Sincerity That Influences Consumer Psychology In The Advertising Text Of South Korean And Indonesian Products From A Pragmatic Maxim Perspective

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Abstract

The main objective of this research is to investigate the sincerity of advertisements through analyzing the pragmatic meaning of messages conveyed in multimodal advertising texts in Indonesia and Korea and to reveal the verbal and visual aspects used in advertisements that cause consumer harm from a multimodal pragmatic perspective. The research method used in this research is content analysis research method. The advertisements analyzed were advertisements for tobacco products, fast food products, and telecommunication products. These advertisements are selected and classified according to a marketing theory model, namely, the FCB Grid Model. The research findings show that tobacco products and fast food products are included as low-level emotional involvement products with a low level of thought that consumers consider before choosing a product, and telecommunication products are included as high-involvement rational products with a high level of thought that consumers consider before choosing a product. As a result of the 'expressive maxim analysis' of Korean and Indonesian advertisements, semantic and pragmatic expressions were found to mislead consumers. The maximum violation found in these advertisements was the use of 'False expressions', and the next most frequently used misleading item was the use of 'Omission expressions'. The overall pattern of flouting of the maxims found in the advertisements analyzed was the use of exaggerated and misleading expressions between the maxims of expression, the use of partially fictitious expressions, and the omission of some of the key information. The implication of this research is that consumers can consider advertising products based on the results of the analysis, and the results of this analysis can be used by teachers in teaching students how to make advertising text products in accordance with norms and rules, but still attract consumers.

Keywords: advertising sincerity, expressive maxims, FCB Grid model, content analysis

Introduction

Advertising is often interpreted as misleading because it is considered that there is no match between the meaning interpreted by the public and the intention that the company wants to

convey through the advertisement. However, advertisements that cause disputes between consumers and companies are not because of differences in interpretation, but because some of the advertising company's strategies are

deliberately aimed at misleading consumers. To prevent this, criteria for guaranteeing the sincerity of advertising text and more specific Consumer Protection Laws need to be drafted and enforced (Bolognesi & Strik Lievers, 2020; Syvertsen et al., 2022). The existence of misleading or inappropriate advertisements is certainly detrimental to consumers. Therefore, consumers have the right to demand their rights from business actors who make advertisements that are considered "deceptive" to cause harm to consumers. The problem is, how is consumer protection according to the perspective of Law Number 8 of 1999 concerning Consumer Protection (UUPK) and the Indonesian Advertising Code of Ethics? What forms of responsibility do advertising businesses have to give to consumers in accordance with Article 20 UUPK? Based on initial observations, consumer protection laws in Indonesia are still too general in protecting consumers from advertising content that is considered misleading. Therefore, conflicts often occur between consumers and advertising companies regarding product information. Companies create advertising narratives as deductions from facts, data, and consumer interests about a product, while consumers want detailed and honest information about the product. In addition, companies also often reduce information, even the main information about the advantages and disadvantages of the advertised product (Del Saz-Rubio, 2019; Mangiò et al., 2021). On the other hand, consumers will immediately have interpretations and expectations of a product from published advertising content which sometimes do not match reality. Conflicts caused by differences in interpretation do not only occur in advertisements for goods or services, but also in advertisements for the presidential election campaign in Indonesia. One candidate camp conveys slogans, statements and claims which are then criticized by the other candidate camps. Of course, this situation attracts experts in the field of forensic linguistics and linguistics in general to investigate the different views and

interpretations of campaign advertisements (Garaus, 2020; Hadiano et al., 2022; Yun et al., 2020). Thus, this study will attempt to develop principles that serve to assess and mediate conflicts between advertising companies and consumers through criteria for evaluating the authenticity of advertisements. This research will also attempt to formulate principles for evaluating or interpreting the sincerity of advertising content from a linguistic perspective, or more specifically from the perspective of pragmatic maxims.

Lee Seong-Beom (2012) examines the untruthfulness of advertising language through pragmatic theory. In his research "A Pragmatic Approach to the Non-truthfulness of Advertising Language," Lee Seong-Beom seeks to provide a pragmatic analysis of the untruthfulness of one of the most strategic languages used today, the language of advertising. Despite the widespread use of terms such as 'false or exaggerated advertising' in everyday life, a correct definition of the untruthfulness of advertising language from a pragmatic point of view has yet to be given (Mohr & Kühn, 2021; Segijn & Eisend, 2019). This study aims to deal with clearer and more specific concepts for the hype and fraudulent advertising messages. For this purpose, dishonest advertising language is classified into three namely, fictitious advertising, bluffing advertising and fraudulent advertising. Different and well-defined categories and the characteristics of each category and the possible implications of hidden advertising messages have been studied in neo-Gricean pragmatics. Ads have an autonomous structure and organized creation. Advertising must be treated in a different way. From this point of view, the non-Gricean school of communication theory introduced a new strategy in 'strategic communication', aiming at segmental social behavior with the aim of collective social behavior should be treated differently from overt and covert communication (Choi et al., 2019; Garaus, 2020). This theory can be applied to unrealistic types of advertising. In most

commercial advertisements, consumers expect advertisers to be able to tell everything about the products offered, including some of the advantages and disadvantages of these products.

A research methodology that allows a clearer understanding of the concept of 'sincerity' by observing 'insincerity' to reveal what the general public thinks of 'sincerity'. According to Finkel, 'sincerity' and 'insincerity' are different concepts linguistically and phenomenologically. As seen in the phenomenological explanation of authenticity, the vocabulary "No sincerity" is learned faster than the vocabulary "there is sincerity" because it is learned through certain events (Bell & Buchner, 2018; Del Saz-Rubio, 2019). Not only will it be faster to learn, but it will be more specific and clearer. This is also due to the severity of the concreteness or clarity of the consequences of insincerity for the parties in their experience. Therefore, respondents tend to find it easier to answer questions giving examples of "no sincerity" than answering questions giving examples of "there is sincerity". Sincerity is a more abstract concept, whereas insincerity is a more concrete concept, implying that events without sincerity remain in memory for a long time (Amazeen & Vargo, 2021; Yu et al., 2021).

From the point of view of common law, advertising without sincerity is false, exaggerated, deceptive, unfair comparisons and slander advertisements that are likely to deceive or mislead consumers by business actors. Specifically, advertisements without sincerity are advertisements that influence consumer purchasing decisions that are not true and have a negative impact on consumer choices by giving a false image or deceiving or misleading consumers in terms of influencing consumer purchasing decisions. Advertisements without sincerity include advertisements for promoting the company's image to the business owners themselves, advertisements about prices, advertisements about raw materials and ingredients, advertisements about quality,

performance, efficacy, advertisements about specifications, capacities, quantities, manufacture dates, expiration dates, methods of manufacture, product features, country of origin, manufacturer, warranty, containers and packaging, recommendations, methods of use, precautions, comparative advertising of competitors, omissions, concealment, advertisements of transaction details and transaction terms, and so on (Bolognesi & Strik Lievers, 2020; Syvertsen et al., 2022). Determining which ads are not sincere is actually not easy. Therefore, it is necessary to examine in more depth the issues being discussed in setting the meaning of advertising without sincerity. First of all, insincere advertising is advertising that tends to deceive consumers or cause consumers to misunderstand (fraud). Advertisements that tend to deceive or mislead consumers are misrepresentations or practices that may influence consumer choices or behavior regarding product purchases (Hayes et al., 2016; Lonigro et al., 2021; Lovett et al., 2019). In other words, advertising content that is 'deceptive' (fraudulent) or 'possibly misleading' means that it is related to verifiable facts through objective reasons that have a factual influence on consumer purchasing decisions. When there is no basis and objective evidence for the claims made in advertising, expressions that evoke persuasive and emotional notions of quality to consumers and expressions that cause positive reactions in consumers can be deceptive or misleading advertisements.

In this study, the aim of applying various pragmatic theories is to show the characteristics and problems of advertising content, extract the elements of criteria to be judged by pragmatic theories and lay the theoretical foundation for a balanced assessment standard. Paul Grice's 'Conversational Maxims' theory (Cooperative Communication Perspective, 1975), and Tanaka's 'Conversational non-Gricean' (Non-Cooperative Communication Perspective), as well as Geoffrey Leech's Social Pragmatics theory (1983), Sperber and Wilson's (1995)

Relevance theory, etc., indicating the characteristics and problems of advertising content. Meanwhile, the 'Theory of Communication Behavior' is a theory based on pragmatic theory, forensic linguistics, and linguistic philosophy. It exhibits 'rational' values and ideas, whereas modern advertising targets rational communication. Pragmatics theory is divided into three main areas. General Pragmatics relates to the use of language in general conditions of communication, Sociopragmatics uses language related to certain communities and there is Pragmalinguistics on certain linguistic resources provided by certain languages to convey illocutionary (actions implied in speech). Leech divides the concept of pragmatics into two aspects as follows in his pragmatic research. The first is the pragmalinguistic aspect, which deals with specific linguistic elements to convey illocutionary (action implied in utterances) and interpret the use of language in terms of structure and grammar (Piazza & Haarman, 2016; van Niekerk, 2020). Second, on the sociopragmatic aspect related to social perception which is the basis for fulfilling and interpreting the conversation participants' pronunciation behavior. The sociopragmatic aspect focuses on how language is used in society.

In the midst of a flood of products and information, consumers are faced with confusing choices. Therefore, there was a need to present clear standards and information with minimal advertising characteristics, and 'sincerity' emerged as an important factor to stimulate consumer interest and purchase. Sincerity is being actively researched in various fields. In a study on the sincerity of corporate social responsibility activities and corporate attitudes, assessed sincerity as a concept similar to the concept of purity and confirmed that consumers' perception of sincerity is a key factor for the success of activities (Chang et al., 2019; Tsai et al., 2021). In addition, sincerity in the form of corporate social contribution

activities has a positive effect on consumer awareness and corporate attitudes. In a study of perceived sincerity and brand assets providing information. Consumer awareness of certain sincerity has a significant influence on brand assets such as brand recognition, purchase intention, and brand loyalty. On the other hand, in the field of psychology, sincerity is defined as an individual's values, beliefs, thoughts, and feelings in accordance with his true self and being honest with himself. In modern society, where communication with other people is becoming more active, sincerity plays an important role in relations with other people (Garaus, 2020; Mohr & Köhl, 2021). Based on this explanation, the researcher formulated two problem questions in this study, namely:

- 1) How is the sincerity of advertising through an analysis of the pragmatic meaning of the messages conveyed in multimodal product advertising texts in Indonesia and Korea?
- 2) What are the verbal and visual aspects used in advertisements that cause consumer harm from a multimodal pragmatic perspective?

Method

Research Desain and Sample

This research uses content analysis research method. Content analysis was carried out on several ad text products in Korea and Indonesia. Extrinsic analysis of multimodal text is attempted in pragmatic semantic analysis by advertisement type. Furthermore, an internal analysis was carried out in the aspect of Maxim and analyzed Maxim items. The second stage of Maxim aspect analysis is the result of a brief application of Maxim to the meaning of advertising. The second stage of Maxim's item analysis attempts a more precise pragmatic analysis for each Maxim's item to objectify the brief results made in Maxim's aspect analysis (Dicerto, 2018). A linguistic study was conducted to evaluate the truth value of the

utterances tested within the Maxim of expression framework. The maxim of expression is the standard for evaluating the sincerity of advertisements. Maxim of expression is a criterion extracted based on Ethics, Forensic linguistics, Linguistic Philosophy, and Pragmatics linguistic basis. It is also a comparison of Indonesian consumer protection laws and seven pragmatic assessment criteria. The Maxim of expression framework consists of several Steps, namely, pragmatic semantic analysis by ad type, Maxim aspect analysis and Maxim item analysis, and application of pragmatic criteria. The advertisements analyzed are product advertisements, and the types are tobacco

products, fast food products, and telecommunications products (Bu et al., 2020; Choi et al., 2019). These advertisements were selected and classified according to the marketing theory model, namely, the FCB Grid Model (Foote, Cone, and Belding) which can be seen in table 1. Tobacco products and fast food products are considered low-involvement emotional products with low levels of thought. consumers before choosing a product, and telecommunications products include rational products of high involvement with a high level of thought that consumers consider before choosing a product. The products selected to be the sample in this study can be seen in table 2.

Table 1. Classification of products by FCB Box model

High engagement/thinking (informative)	High involvement/feelings (affective)
Housing, household appliances, finance, car, telecommunications costs	Jewelry, cosmetics, fashion, perfume, clothing, electricity and electronics
Low involvement/thinking (habit)	Low engagement/feeling (satisfaction)
Food, medicine, detergent, shampoo, toothpaste	Sign products (cigarettes / liquor / confectionery / drinks), miscellaneous goods, fast food

Table 2. Product Ads analyzed

Number	Product Brand	Thumbnail	Source
1.	AFRICA		Google
2.	PIZZA HUT		Google
3.	PIZZA HUT		

			Google
4.	Telkomsel		Google
5.	IndiHome		Google

Instrument and Procedure

The rationale for selecting different product types included in the extreme FCB grid model is to understand the meaningful relationship between the differences and similarities of expression strategies associated with advertising sincerity, and the misunderstandings about the interpretation of advertisements by this category. The data source is Google's website, and the researcher randomly selects advertisements according to the issue of 'sincerity' of advertisements. There are several instruments used in this study, namely, an instrument to analyze pragmatic semantic aspects based on the type of advertisement, an instrument to examine the maxims contained in advertisements, and an instrument to evaluate the application of pragmatics, namely true, honest, and clear. The instrument for the semantic pragmatic aspect was adopted from Dicerto (2018). The instrument for analyzing the maxims of expression contained in advertisements was an instrument adopted from Paul Grice (1975). The instrument for evaluating the application of pragmatic aspects in advertising was developed by researchers based on Habermas' communicative theory and pragmatic theory. The validity of the instrument was tested through empirical tests that were tested on consumers of advertising products with an internal consistency value of 0.80. The level of

instrument reliability was tested through expert judgment with doctoral qualification experts in the field of linguistics. The results of the validity and reliability tests showed that the instrument met the criteria.

Data analysis

Data analysis was carried out using the three-dimensional analysis model proposed by Dicerto (2018). The stages of analysis are as follows: The first dimension is the analysis of the semantic representation of individual modes of multimodal text: visual and verbal. Then the second is the dimension of multimodal text semantic representation, and logical-semantic relations (Martinec & Salway, 2005) to show the relationship between modes. Furthermore, the third dimension is analyzing the inferential meaning contained in multimodal advertising text. Inferential meaning consists of two namely explicature and implicature. Explicatures are assumptions that are conveyed explicitly or openly, whereas implicatures are contextual assumptions or implications where 'a speaker, intending that his speech is actually relevant, actually intends to make it clear to the hearer'.

Results

In the results section, the researcher presents the results of the analysis of advertising content in accordance with the

formulation of the problem proposed, namely explaining the sincerity of advertisements through an analysis of the pragmatic meaning of the messages conveyed in multimodal product advertising texts in Indonesia and Korea and an analysis of the verbal and visual aspects used in advertisements that cause consumer losses from a multimodal pragmatic perspective.

Analysis of pragmatic meaning aspects in multimodal advertising text in Indonesia and Korea

To answer the first problem formulation, the researcher describes the results of the analysis regarding the pragmatic meaning of

multimodal advertising texts for products from Indonesia and Korea. The selection of products analyzed was carried out based on the FCB grid model. The rationale for selecting different product types included in the extreme FCB grid model is to understand the meaningful relationship between the differences and similarities of expression strategies associated with advertising sincerity, and the misunderstandings about the interpretation of advertisements by this category. The results of the ad sample analysis based on the FCB Grid model can be seen in table 3.

Table 3. Results of the analysis of advertisements based on the FCB Grid model

Category	Type	Frequency	%
FCB Grid	High engagement/thinking (informative)	3	30
	Low involvement/thinking (habit)	0	0
	High involvement/feelings (affective)	0	0
	Low engagement/feeling (satisfaction)	3	70
Total		6	100%

Table 4. Types of speech acts for persuasion

Number	Advertisement	Direct speech act	(%)	Indirect speech act	(%)
1.	AFRICA	5	15.9	3	35
2.	PIZZA HUT	4	19.7	2	18
3.	PIZZA HUT	5	15.6	2	18

4.	Telkomsel	4	15.4	0	0
5.	IndiHome	11	40	3	35

The advertisements analyzed in this research are advertisements for tobacco products, fast food products, and advertisements for telecommunication products. These advertisements were selected and classified according to a marketing theory model, namely the FCB Grid Model. Tobacco products and fast food products are classified as low-involvement emotional products with a low level of thought that consumers consider before choosing a product, while telecommunication products are classified as high-involvement rational products with a high level of thought that consumers consider before choosing a product. The reason for selecting different product types and belonging to the extreme FCB grid model is to understand the differences and similarities of expression strategies related to advertising sincerity and causes of misunderstanding from various angles. The combined results of the pragmatic analysis of ad types are as follows. Based on the results of the analysis of persuasive speech act patterns in table 3 which are found in 5 advertisements, the case of direct speech acts, the forms of semantic expressions are the form of headlines, the form of slogans, the form of instructions (Deixis), the form of explicit statements, the form of warnings, the form guidance, assertive form, interjection form, suggestion form, and invitation form.

Conversely, in the case of indirect speech acts, semantic expressions are expressed in the form of explicit statements, indirect speech in the form of headlines, indirect speech in the form of instructions (Deixis), catchphrase forms, rhetorical interrogative forms, and so on.

Based on the analysis results in table 4, the pattern of persuasive speech acts displayed in rational product advertisements with high involvement is the same as the level of using direct speech acts of 50%, and the level of using indirect speech acts of 50%. In addition, the pattern of persuasive dialogue acts shown in emotional products with low involvement is the same as the level of use of direct dialogue acts of 33% and the level of use of indirect speech acts of 33%. From the figure it can be seen that the five advertisements use more direct dialogue acts than indirect dialogue acts as persuasive dialogue acts to persuade consumers. The use of direct dialogue acts was found to be higher than the low-involvement emotional products (33%), and the high-involvement rational products accounted for 50% of the total. These results provide examples that support the FCB network marketing theory perspective. The FCB grid model strategy suggests that for a product to fall into the rational high-involvement product category, a company must understand advertising techniques that can demonstrate product features and benefits along with detailed information. In this case, the expression strategy for highly involved opposite-sex products such as telecommunications products is to use a lot of direct dialogue in an easy-to-understand, simple, and clear form to convey product price and quality advantages and variety. Following are the results of the second stage of analysis for multimodal text product advertisements in Korea and Indonesia from the Maxim of expression aspect.

Table 5. The pragmatic maxims used

Aspect	Non-expression maxim	Maxim of expression
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Maxim of expression	Use the wrong expression	Use the correct expression (relevance of information)
	Use ambiguous expressions	Use clear expressions (clarity of information)
	Use abstract expressions	Use specific expressions (specificity of information)
	Use omitted expressions	Use complete expressions (information completeness)
	Use non-implicit expressions	Use implicit expressions (informational implication)
	Use exaggerated expressions	Use factual expressions (factual information)
	Use fictional expressions	Use honest expressions (correct information)

Table 6. The results of the maxim aspect analysis in advertising

Category	Type	Frequency	%
Non-expression maxim	Use the wrong expression	6	17.6
	Use ambiguous expressions	5	15
	Use abstract expressions	2	5
	Use omitted expressions	6	17.4
	Use implicit expressions	4	17.5
	Use exaggerated expressions	6	17.5
	Use fictional expressions	6	17.5
Total		30	100%

The maxim of expression is a criterion extracted based on ethics, forensic linguistics, linguistic philosophy, and linguistic pragmatic foundations. This maxim of expression is defined as a criterion for assessing the sincerity of advertisements. The scope of application of the criteria for determining the sincerity of advertisements is part of the 'key information' of the advertisement that consumers must know and can be classified into 7 categories, namely 'relevance of information, clarity of information, specificity of information, completeness of information, information implications, reality of information. ,

information truthfulness'. The main information of the advertisement related to the nature of misleading / confusing consumers about the advertisement is expressed in verbal and visual modes of multiform text with marketing strategies. Consumers need Maxim of expression in order to understand advertising messages correctly so that no losses occur due to advertising misunderstandings. However, advertisers prefer the Maxim of Non-expression with their marketing strategy. The Maxim Aspect analysis table above shows the approximate results of applying the 'Maxim of expression' to the integrated meaning of

advertising as shown through Dicerto's (2018) multimodal pragmatic analysis. Furthermore, a more precise semantic-pragmatic analysis of the multimodal text occurs at the stage of Maxim's item analysis.

In other words, the 'Maxim aspect' is the condensed result of applying the information displayed in the multimode-form text into the 'Maxim of expression', and in the next step, the validity of the judgment will be analyzed in detail for each Maxim item respectively. to objectify brief judgments. The results of the detailed application of each item from the 'Maxim of expression' to the results of 'multimodal pragmatic analysis' Dicerto (2018) are as follows. Based on the results of the maxim analysis listed in table 6, the level of use of abstract expressions found in the 5 advertisements is 4%, the lowest value among all items. The next lowest usage rate of ambiguous or polysemous expressions was 14%, omission of implicit expressions, exaggerated and fictional expressions, and incorrect expressions all showed the same usage rate of 16.6% of the total. These figures show that the five advertisements do not tend to abstract expressions. This is because when advertisers promote products to consumers

through advertisements, they judge that abstract expressions do not help in marketing strategies. If the causes of misleading/confusing consumers about advertising are not contained in the abstract of advertising information, then it can be concluded that the causes of misleading/confusing consumers are related to false statements, exaggerations, or fictitious expressions. This reasoning is also proven through speech act patterns for persuasion which are found in the analysis of the first stage of Maxim of expression. The reason why there are more direct dialogue actions than indirect dialogue actions is because exaggerations and fictitious expressions and false expressions have more to do with direct dialog actions than indirect dialog actions.

Analysis of verbal and visual aspects of advertising from a multimodal pragmatic perspective

To answer the second problem formulation, the following is the researcher's description of the results of the analysis of verbal and visual aspects from a multimodal pragmatic perspective. This analysis was conducted to find out the ambiguity, lies, and fraud aspects of advertising that make buyers interested in buying the advertising product.

Table 7. The results of the analysis assess the ambiguity of the five advertisements

Aspect	Category	F	%	Category	%
Verbal information	obscurity	8	21	Ordinary Ambiguity	22
	polysemy	4	15.2		
	Disappearance	6	21	Obvious Ambiguity	33
	Symbol	3	6.8		
	Metaphor	3	6.3		
	Visual information	abstraction	2	9.7	Extravagant Ambiguity
obscurity		2	6.8	Ordinary Ambiguity	43
polysemy		0	0		
Disappearance		0	0	Obvious Ambiguity	6

	Symbol	5	9.5		
	Metaphor	3	9.5	Extravagant Ambiguity	0
	Abstraction	2	3.6		
Total		35	100%	20	100%

Ambiguity is a feature or phenomenon in which language expressions have no boundaries or have no clear meaning. The more comprehensive the meaning of an expression, the higher the ambiguity. Ambiguity can be classified according to its causes, namely referential ambiguity and lack of specificity of meaning. Referential/identification ambiguity arises when words with clear meanings have unclear references. Lack of specification in meaning occurs when the contents of a word are not specified. Moreover, ambiguity occurs because of referential expressions where the reference is unknown. The issue of ambiguity is also emphasized in the interpretation of legal texts in forensic linguistics, a branch of applied linguistics. Legal text ambiguity is the usual ambiguity that appears as natural language boundaries, obvious ambiguity in adjectives, etc; excessive ambiguity (extravagant ambiguity), which requires context to determine meaning. Among the ambiguities there is polysemy, which is a linguistic phenomenon in which a single linguistic expression can be interpreted by more than one. Aspects of ambiguity found in the five advertisements analyzed are as follows: First, the causes of ambiguity found in all advertisements are 'omitted sentence components, omitted discourse context, omitted main information, information inconsistency, ambiguity of modification/referential object ambiguity, non-grammatical expressions, abstract expressions,

symbolic expressions, metaphorical expressions, vocabulary/syntax ambiguity', etc.

Based on the results of the ad ambiguity analysis in table 7, it was found that the frequency of ambiguity in the ad sample in the verbal mode (74%) was three times higher than in the visual mode (26%). The results of this analysis indicate that the biggest cause of advertising recipient identification errors is related to the verbal mode rather than the visual mode. In addition, this result is consistent with the results of the analysis of ambiguity levels, with the verbal form (53%) being higher than the visual form (47%), and in the case of clear ambiguity, the verbal form (32%) than the visual form (5%), which is much higher. On the other hand, the detailed frequency of integrated cause of ambiguity between multimodal modes is 26% for ambiguity, 20% for omission, 14.3% for polysemy/metaphor/symbol, and 11.4% for abstract expression in the entire advertisement. From the results of the analysis it can be seen that the biggest cause of misunderstanding about advertising is related to the ambiguity of advertising information and the omission of key information. Furthermore, the detailed frequency of individual sources of ambiguity between multimodal modes was 21% for general ambiguity and 32% for obvious ambiguity in verbal mode, On the other hand, In visual mode, general ambiguity was 42% and obvious ambiguity was 5%.

Table 8. Analysis of exaggeration and deception in advertising

Criteria for judging Exaggeration and Lies	F	%
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Types of Exaggeration and Lies	Whether or not there is a tendency for advertising to mislead consumers who are universally aware	10	24
	Whether or not the use of superlative terminology, unrealistic scenes, and such techniques creates anxiety	4	13.5
	Whether or not exaggeration or deceit seen in one ad is shown in another	7	16.5
	Expression of implicit falsehood	8	24
	Explicit falsehood	6	13.6
	Whether or not there is a possibility to prove the claim	4	13.6
Total		39	100%

The dictionary meaning of 'exaggeration' is to exaggerate or greatly reduce the truth, as well as to exaggerate and belittle. According to this conceptual definition, exaggerated advertising can be divided into hype and under-advertisement. If an advertisement claims to be based on certain facts or evidence, but its contents are exaggerated or reduced, it can be called 'exaggeration'. It can be seen that multimodal pragmatic analysis is needed in the evaluation of exaggerated advertising, which is one of the elements of deceptive advertising. Researchers have suggested relative standards for excessive advertising because it is impossible to set absolute standards. The relative criterion is 'whether the redundant ads that are visible in one ad are also shown in other ads or not'. However, this standard setting is according to the point of view of the speaker, i.e. the point of view of the advertiser, and the relative standard of excessive advertising from the point of view of the listener, i.e. the point of view of the consumer, must be set from a nature that misleads/confuses consumers with universal awareness. Meanwhile, 'false advertising' can be called 'false advertising' if the advertisement is untrue or unfounded. As advertising on products becomes specialized and technical, it is often very difficult or impossible for consumers to judge the veracity or claims made by businesses. Using this point,

there are many cases where business actors exaggerately claim a fact that is not objectively proven in advertisements.

Based on the results of the analysis of the exaggerated/fictitious aspects of the five advertisements, they are as follows that can be seen in table 8. First, the types of exaggeration and fictitiousness found in all advertisements are 'common exaggeration found in other advertisements, exaggeration by extending some facts, exaggeration by using superlative terminology, exaggeration by way of layout, deceit through polysemy, deceit through ambiguity, deceit through expression. assertive lies, lies through inappropriate images, unrealistic lies, implicit lies and explicit lies'. Furthermore, the frequency of each type of exaggeration found in all advertisements is as follows: Among the five advertisements analyzed, the most frequent type of exaggeration/falsehood is 'Implicit lying expressions', which accounts for 47% of all advertisement. Whereas explicit lying/use of superlative terminology/unrealistic creationism, use of anxiety, tied at 26.3% each. Implicit lies, unlike explicit lies, are semantic expressions that are not easily recognized by the recipient at once. However, this lie can inference to some extent in the relationship between multimodal modes.

Table 9. Analysis of fraud aspects in the five advertisements

Criteria for assessing Fraud		F	%
Types of Fraudulent Ads	Advertisements whose content is clearly false and easily verifiable	0	0
	Ads contain content that cannot be proven objectively	0	0
	Ads that exaggerate some facts	2	6.4
	Advertisements that deliberately omit information and hinder audience perception	6	38
	Ads that omit contextual conditions	0	0
	Misleading ads with inaccurate content	8	49
	Ads that are not false in their claims but are based on falsehoods	2	6
Total		18	100%

In advertising, deception is a sender's negative message strategy that intentionally reinforces false beliefs in recipients. Deceptive advertising can be assessed based on the following criteria: "Is the advertising content deceptive, such as hiding or omitting facts (deceptiveness), does the advertising content tend to deceive consumers or cause consumers to misunderstand information (misintelligence), and is there a risk of disturbing transaction order (inhibition)." Based on the results of the analysis of the fraud aspect in the five advertisements listed in table 9, they are as follows. First, the types of deception found throughout the advertisements are 'obscure information, intentional omission of information, partial omission of information, misrepresentation of information, falsification of evidence presented, exaggerated expression, exaggerated images, unsubstantiated claims,

implied lies', etc. Furthermore, the frequency of each fraud type found across all ads is as follows: The ad type with the highest frequency of all ads is 'inaccurate and misleading ads', accounting for 50% of all ads. The next highest frequency ad type is 'ads that intentionally omit information to hinder audience perception', which accounts for 39% of all ads. The other types are advertisements that exaggerate some facts, and advertisements that are not wrong in terms of claims but wrong in terms of evidence, showing a low frequency level, namely only 6% each. From the results of the analysis it can be seen that the biggest cause of recipient misunderstandings about advertisements is related to the semantic expression methods of conveying information in advertisements, such as conveying wrong information, intentional deletion of information, and omission of some information.

Table 10. Analysis of multi-mode text product advertisements in Korea and Indonesia from the aspect of applying pragmatic assessment criteria.

Aspect	Application of pragmatic assessment criteria		
Republic of Indonesia Law	Seven assessment criteria	F	%
Right	Overexpression	4	21

	Wrong expression	6	34.2
Honest	Lies expression	4	21
	Non-specific expression	0	0
Clear	Ambiguous expression	0	0
	Implicature expression	0	0
	Missing expression	5	25.4
	Total	16	100%

The maxims of expression presented in the table above are set as a standard for evaluating the sincerity of advertisements. Maxim of expression is a criterion extracted based on Ethics, Forensic linguistics, Linguistic Philosophy, and Pragmatics linguistic basis. It is also a comparison of Indonesian consumer protection laws and seven pragmatic assessment criteria. The table of results of evaluating authenticity based on Maxim of expression shows the results of applying 'Maxim of expression' to the integrated meaning of advertisements as shown through multimodality analysis Dicerto (2018). In other words, the final analysis of the sincerity of advertisements is based on the first stage, namely the analysis of the meaning of pragmatics according to the type of advertisement and the second stage, namely the analysis of Maxim aspects and Maxim items in advertisements. Based on the results of applying the pragmatic judgment criteria to the five advertisements listed in table 10, they are as follows. The maximum violation found in the five advertisements is the use of 'false expressions', which is 33.3% of the total items. Next was the use of 'Omission expression', accounting for 26.6% of all items. Then the rest are 'exaggerated expressions' and 'expressive lies', each representing 20% of the total advertising.

Specific examples of items that mislead/confuse recipients found in the advertisements analyzed are as follows: First,

the aspects found in the 'Maxim of misexpression' are 'racist expressions that occur in relations between several modal modes, information inconsistency between the same modes, excessive discount rates that cannot be priced, ambiguous semantic expressions of key information, expressions that compare products of other companies without providing evidence, and delivery of contradictory information between the same modes. Furthermore, the aspects found in the omitted maxim of expression are omission of main sentence components, omission of phrases containing key information, omission of discourse context, omission of key information such as the discount period, omission of some information through strategic discount rates, and hiding and avoiding information important by displaying the website address'. From the results of this analysis, it can be seen that the biggest cause of advertisements that mislead/confuse ad recipients is related to incorrect expressions and omitted expressions. The overall pattern of flouting of the maxim of expression found in the five advertisements analyzed was the use of exaggerated and incorrect expressions in the maxim of expression, the use of partially fictitious expressions, and the omission of some of the key information. This applies to untrue advertisements, dishonest advertisements, and unclear advertisements, which are based on Indonesian consumer protection laws.

Discussion

As a result of 'multimodal pragmatic analysis' Dicerto (2018) found the following. The modes found in the analyzed multimodal text ads are verbal and visual modes, with a total of 72 modes. Among them, 35 verbal modes and 37 visual modes appear as semantic expression strategies with relevance between different modes to convey information/messages related to each product in advertisements. This mode is also used for the main marketing purposes, namely attracting potential customers to buy (increase sales) of a product. Of all the types, the three sub-types for each type of relationship that occur most frequently in sub-type relationships are tokens, adjuncts, and defining appositions. Meanwhile, based on the results data, the most common logical-semantic relationship in the analyzed product advertisements is the 'idea projection' type of relationship, contributing 22.7% of the total with a frequency of 15 occurrences. In addition, as a result of the 'expressive maxim analysis' of 5 Korean and Indonesian advertisements, semantic and pragmatic expressions were found to mislead consumers. next is the use of 'Omission expression'. The items that mislead consumers are 'exaggerated expressions' and 'exaggerated lies', which show the same amount across advertisements. From the results of this analysis, it can be seen that the biggest cause of misunderstanding of ad recipients is related to incorrect expressions and omitted expressions (Chang et al., 2019; Macagno & Botelho Wakim Souza Pinto, 2021). The overall pattern of flouting of the maxims found in the five advertisements is the use of exaggerated and misleading expressions between the maxims of expression, the use of partially fictitious expressions, and the omission of some of the key information.

The products of the analyzed advertisements belong to the high-involvement rational products and the low-involvement emotional products of the FCB grid model and compared to cosmetics, which represent high-involvement emotional products, the use of visual and verbal modes is quantitatively

balanced with one another. This is because cosmetic advertising has the characteristic of using image-oriented visual modes as its main expression strategy, while other advertisements are semantic expression strategies that combine price information or event information, because there are differences in the expression strategy depending on the type of product (Eshghinejad & Moini, 2016; Mohr & Köhl, 2021). Meanwhile, the higher level of use of verbal modes (30%) for high-involvement rational products than low-involvement emotional products (13%) can be explained by the following reasons. The FCB grid model strategy shows that for products belonging to heterogeneous product categories with high involvement, it is suggested that companies need to use advertising language to show the features and advantages of their products with detailed information (Hadianto et al., 2021; Mangiò et al., 2021; Sander et al., 2021). In this case, the telecommunication product expression strategy is easy to understand, simple to disclose, and tends to have many verbal modes in assertive forms to convey price and quality advantages as well as a variety of benefits for their products so that verbal modes can be increased compared to other products.

'Inducing listener's reasoning', an advertising marketing strategy in commercial advertising, does not presuppose the existence of mutual cooperation in communication, so that it can become a strategy of evading and shifting responsibility. Researchers are concerned about the distorted nature of advertising language. Advertising language has the potential to be distorted by its commercial nature, causing cynical attitudes among consumers and discrediting advertisers, the media and all forms of advertising (Bell & Buchner, 2018; Yu et al., 2021). In any sense, the listener/receiver is not an active interpreter trying to interpret the intent of the speaker/sender. If we accept the role of advertising according to this definition for what it is, If we as recipients try to understand advertising strategically, we will inevitably

become recipients who are deceived by the advertisement (function), Actively understanding the intent of the advertising producer is difficult to expect from the perspective of the recipient. Currently, advertising in the global market is shifting from speaker-centered advertising to listener/customer-centric advertising. In a true sense, Grice's 'ideal is the prevailing trend. Recently, many advertisements provide exchange rates along with product use values by emphasizing social values or product images that attract consumers rather than product information such as function or product quality (Lovett et al., 2019; Syvertsen et al., 2022). For this reason, companies move away from simple product advertising images that inform the uniqueness and superiority of their products, and create consumer-oriented advertisements from corporate image advertisements or producer-oriented advertisements that return company profits to society. This is a trend that is developing in the right two directions while simultaneously expanding the reach of the communication area with consumers. Meanwhile, advertising linguistics mostly focuses on purely linguistic approaches such as text linguistics and semiotics, namely research on advertising language, and ethical aspects, which are pragmatic/dialogistic approaches to advertising, are relatively neglected.

Finally, we propose to write a manual that is more precise in linguistic terms to protect the rights and interests of consumers and prevent harm. This is because the objectification attempted from the subjective point of view of the researcher is not complete. To overcome the subjectivity of advertising interpretation and judgment, is to examine how to interpret and evaluate the sincerity of multi-modal advertisements through recipient responses, that is, evaluate sincerity from the perspective of multiple recipients. Quantitative investigations are needed for a more precise objectification of an analytical framework for evaluating advertising sincerity. In addition, this study suggests the need for more diverse

data analysis (emotional products with high involvement, rational products with low involvement). This is because the results obtained by analyzing various data in various fields suggested by marketing theory help to understand the sender's speech characteristics and strategies more holistically (Afzaal et al., 2019; Hayes et al., 2016; Piazza & Haarman, 2016). Based on the results of the analysis, if we study the characteristics and patterns of various forms and maxims of expression from advertisements that lack sincerity. through every consumer response, we can refine and refine the analytical framework with results analyzed in the real field. However, the value of this study in the early stages of research on advertising sincerity is to present it linguistically as a frame that serves as a basis for evaluation.

Conclusion, limitation and recommendation

As a result of the 'expressive maxim analysis' of five Korean and Indonesian advertisements, semantic and pragmatic expressions were found to mislead consumers. use of 'Omission expression'. The items that mislead consumers are 'exaggerated expressions' and 'exaggerated lies', which show the same amount across advertisements. From the results of this analysis, it can be seen that the biggest cause of misunderstanding of ad recipients is related to incorrect expressions and omitted expressions. The overall pattern of flouting of the maxims found in the five advertisements analyzed was the use of exaggerated and misleading expressions between the maxims of expression, the use of partially fictitious expressions, and the omission of some of the key information. The researcher proposes to write a more precise manual in terms of linguistics to protect the rights and interests of consumers and prevent harm. This is because the objectification attempted from the subjective point of view of the researcher is not complete. To overcome the subjectivity of advertising interpretation and judgment, is to examine how to interpret and evaluate the sincerity of multi-modal advertisements through recipient responses,

that is, evaluate sincerity from the perspective of multiple recipients.

This study has several limitations, including the number of advertising products analyzed which are still limited, the product advertisements analyzed also only compare advertising products from the two countries, the analysis was carried out on aspects of pragmatic maxims and verbal and visual aspects used in advertising text products. Quantitative investigations are needed for a more precise objectification of an analytical framework for evaluating advertising sincerity. In addition, this study recommends that further research needs to analyze more diverse data (emotional products with high involvement, rational products with low involvement). This is because the results obtained by analyzing various data in various fields suggested by marketing theory help to understand the sender's speech characteristics and strategies more holistically. Based on the results of the analysis, if we study the characteristics and patterns of various forms and maxims of expression from advertisements that lack sincerity. through every consumer response, we can refine and refine the analytical framework with results analyzed in the real field. However, the value of this study in the early stages of research on advertising sincerity is to present it linguistically as a frame that serves as a basis for evaluation. The implication of this research is that consumers can consider advertising products based on the results of the analysis, and the results of this analysis can be used by teachers in teaching students how to make advertising text products in accordance with norms and rules, but still attract consumers.

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