INTERACTION OF TEXT, VISUALS, AND MODALITY IN CHATGPT AND JENNI AI ADVERTISEMENTS: A MULTIMODAL ANALYSIS

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ABSTRACT

One change influenced by the development of Artificial Intelligence (AI) is the advertising strategy in online media. Generative AI platforms ChatGPT and Jenni AI have used multimodal advertising to create a technological identity, keep users interested, and build public perceptions of AI-driven productivity and creativity. This study aims to analyze the interaction of text, visual, and modality elements in ChatGPT and Jenni AI ads through a multimodal discourse analysis approach. A qualitative descriptive method with a multimodal approach developed by Kress and van Leeuwen, focusing on representational, interactive, and compositional meaning, was used in this study. The research data used were ChatGPT digital ads and Jenni AI. The results showed that both ads utilized the complex interaction between verbal and visual elements to construct persuasive meanings. The difference is that ChatGPT ads tend to highlight futuristic innovations, universal accessibility, and technological sophistication through minimalist visual design and inclusive text strategies.In contrast, Jenni AI's ads emphasize academic productivity, writing assistance, and efficiency through formal visuals and instructional linguistic features. In addition, elements of modalities such as color composition, typography, direction of view, and interface visualization contribute greatly to building audience engagement and ideological representation. This research shows that multimodal resources are not only used as a tool of persuasion but also as an ideological mechanism that shapes the public's understanding of AI technology in contemporary digital culture. This research contributes theoretically to the development of multimodal discourse analysis in the study of AI communication and practically increases critical awareness of multimodal strategies in digital advertising.

Keywords: *multimodal analytics, AI ads, ChatGPT, Jenni AI, digital discourse*

INTRODUCTION

Language is influenced by various things outside the language (Laksono, 2026). One of them is technology development. The result of the development is artificial intelligence (AI). One impact of the rapid developments of artificial intelligence (AI) technology is a shift in the form of digital communication in the

contemporary era. AI is no longer limited to computing systems or industrial automation; it has become an integral part of human life, including daily communication, education, marketing, and the creative industries. The creation of generative AI platforms such as ChatGPT and Jenni AI makes it clear how AI technology is increasingly interacting with human language practices and digital communication patterns. This platform is not only a technological tool but also symbolizes innovation, creativity, productivity, and a future-oriented digital lifestyle. It has led to competition among today's AI platforms that is not only technological but also discursive, especially through digital advertising strategies that shape public perception of AI technologies.

In the world of digital advertising, communication is no longer built solely through verbal language. Digital advertising uses various semiotic elements such as images, typography, colors, layouts, symbols, animations, and interactive interfaces that work simultaneously to generate persuasive meaning. This condition reflects the increasingly multimodal nature of communication in digital culture. According to Jewitt et al. (2016), multimodality refers to the integration of multiple semiotic modes in the creation of meaning. In digital advertising, meaning is generated not only through written language but also through visual and spatial interactions that influence audience interpretation and emotional engagement.

The increasing dominance of visual communication in digital media has encouraged the expansion of multimodal discourse analysis in linguistic studies. Multimodal analysis originated in Systemic Functional Linguistics, specifically in Halliday's language metafunctions, which were later extended to the study of visual communication by Kress and van Leeuwen. They argue that visual elements have a grammatical structure similar to that of language and can therefore be systematically analyzed in terms of representational, interactive, and compositional meanings. According to Bateman et al. (2017), multimodality allows researchers to investigate how linguistic and visual resources interact to construct social meaning in communication practices. Meanwhile, Feng and O'Halloran (2020) emphasize that modern digital communication is inseparable

from multimodal interactions, as audiences simultaneously interpret meaning through a combination of textual and visual resources.

In advertising discourse, multimodal strategies have an important role in shaping consumer perceptions and emotional responses. Aiello and Parry (2020) argue that visual communication in media culture serves an ideological function, shaping how audiences interpret social reality and technological developments. Similarly, Ledin and Machin (2018) explain that visual design in advertising is never neutral; They reflect social, economic, and ideological interests embedded in media representation. Therefore, digital advertising should not be considered solely as a marketing tool but also as a semiotic construct that shapes the public's understanding of the product, its identity, and the value of the technology.

Many researchers have studied multimodal discourse in advertising. Pérez-Sobrino (2017) investigated the multimodal metaphor in advertising and found that the interaction between verbal and visual elements creates symbolic associations that reinforce the persuasive effect. Tseronis and Forceville (2017) also show that visual argumentation in media advertising significantly contributes to rhetorical persuasion and ideological positioning. In addition, O'Halloran et al. (2017) explain that multimodal interaction in digital communication encourages audiences to interpret meaning critically through a combination of linguistic and visual cues.

Recent studies have also explored multimodal communication in digital and social media contexts. Hiippala (2021) argues that digital media environments increasingly rely on multimodal structures to create interactive communication experiences. Wildfeuer (2020) further emphasizes that contemporary digital discourse requires an analytical approach that can integrate various semiotic modes, as the construction of meaning in modern media is highly dynamic and visually oriented. These findings suggest that multimodal analysis has become an important framework for understanding communication practices in contemporary digital culture.

Despite the growing number of multimodal research studies, those specifically focused on AI-generated ads remain relatively limited. Most previous

research has focused on advertisements for consumer products, the entertainment industry, fashion brands, or social campaigns. Research on AI advertising has received little attention, especially from a linguistic and multimodal perspective. This gap is important because AI advertising represents a new form of technological discourse in which digital innovation, creativity, and productivity are symbolically built through multimodal resources.

Some recent research has begun to address AI communication and digital advertising. Li (2023) analyzed AI advertising in digital communication and found that it uses futuristic visuals, persuasive text, and modality markers to convey intelligence and technological advancements. Similarly, Zhang and Gao (2024) argue that AI advertising uses multimodal strategies to build futuristic identities and emotional engagement with audiences. However, this study primarily focuses on general AI representations and does not compare specific generative AI platforms. Additionally, they tend to prioritize visual analysis over a comprehensive examination of the interaction among textual, visual, and modal elements.

Based on the state of the art, several research gaps can be identified. First, studies of generative AI advertising remain limited despite the rapid development of AI technology in the digital society. Second, previous research has rarely conducted comparative analyses across different AI platforms, resulting in a limited understanding of how branding strategies affect multimodal representations. Third, most existing research emphasizes visual communication while paying less attention to the interaction among textual, visual, and modal resources as an integrated system of meaning-making.

This study fills this gap by conducting a comparative multimodal analysis of ChatGPT and Jenni AI ads. Both platforms represent generative AI technologies but differ in branding orientation and communication strategy. ChatGPT is generally positioned as a multifunctional AI platform focused on innovation, creativity, and universal digital assistance, while Jenni AI is more specifically oriented toward academic writing and productivity support. These differences have the potential to influence how each platform builds a tech identity through a

multimodal advertising strategy.

The novelty of this research lies in three main aspects. First, this study focuses on generative AI advertising, which is still underexplored in multimodal linguistic research, particularly in the Indonesian academic context. Second, the study uses a comparative perspective to examine differences in multimodal meaning-making strategies across ChatGPT and Jenni AI ads. Third, this study comprehensively analyzes the interactions among textual, visual, and modality elements rather than focusing solely on visual representation. Therefore, this research makes a theoretical contribution to the development of multimodal discourse analysis in the study of digital communication.

In addition to its theoretical contributions, this research is socially significant as AI technology is increasingly influencing public perception, educational practices, and digital lifestyles. AI ads do not just promote products; they build an ideological imagination of intelligence, productivity, and the future human-technology relationship. Serafini and Reid (2019) argue that multimodal literacy has become essential in a digital society because audiences must critically interpret the meanings embedded in visual and textual communication. As a result, understanding multimodal strategies in AI advertising can increase the public's critical awareness of the representation of technology in contemporary media culture.

LITERATURE REVIEW

Multimodal Discourse Analysis

Multimodal discourse analysis (MDA) is an analytical framework that examines how multiple semiotic resources interact in communication practices. Unlike traditional linguistic analysis, which primarily focuses on verbal language, MDA emphasizes the interaction among language, visuals, sound, gestures, and spatial arrangements in the process of meaning-making. According to Kress and van Leeuwen, visual elements have a grammatical-like structure that can be systematically analyzed in terms of representational, interactive, and compositional meaning. Representational meaning concerns how participants,

objects, and events are represented visually. Interactive meaning examines the relationship between the visual producer and the viewer through gaze, distance, and perspective. The meaning of composition refers to the arrangement and organization of semiotic resources in visual composition.

Bateman et al. (2017) explain that multimodality is crucial for understanding digital communication because contemporary media increasingly combine textual and visual resources. In digital advertising, multimodal interactions contribute significantly to persuasive communication. Textual slogans, interface design, typography, and color schemes work together to build meaning and influence the audience's interpretation. Therefore, multimodal analysis provides a comprehensive framework for investigating digital advertising.

AI Advertising And Digital Communication

AI advertising represents a new phenomenon in the study of digital communication. Generative AI platforms are increasingly relying on digital advertising to shape the public's understanding of AI technology. According to Zhang and Gao (2024), AI advertising often uses futuristic visualization, minimalist design, and productivity-centric language to bolster the technology's legitimacy. Similarly, Li (2023) argues that AI advertising combines persuasive linguistic strategies with symbolic visual representations to create an impression of intelligence and innovation.

Digital advertising for AI products differs from traditional advertising in that it promotes abstract technological capabilities rather than physical products. As a result, multimodal resources have become important for representing AI's functions, creativity, and efficiency. AI ads often use visual metaphors, tech icons, interface simulations, and persuasive lexical choices to create a symbolic connection between technology and human productivity.

Text, Visuals, and Modalities in Digital Advertising

The interaction between text, visuals, and modalities plays a central role in the digital advertising discourse. Machin (2016) explained that modality refers to the level of realism, credibility, or truth value conveyed through semiotic

resources such as color intensity, lighting, detail, typography, and image quality. High-modality visuals often create a sense of authenticity and reliability, while low-modality visuals can emphasize imagination or fantasy.

In digital advertising, textual and visual elements are strategically combined to elicit emotional engagement and persuade the audience. Typography, color choices, interface representations, and lexical patterns influence how audiences perceive tech products. Therefore, analyzing modalities provides insight into how advertising builds ideological meaning and social relationships.

RESEARCH METHOD

This study employs a descriptive, qualitative method and a multimodal discourse analysis approach. The main analytical framework is adapted from Kress and van Leeuwen's theory of visual grammar, which focuses on representational, interactive, and compositional meaning. The data consists of official digital ads from ChatGPT and Jenni AI collected from promotional platforms and online websites.

Data collection involves selecting ads that prominently display interactions among textual, visual, and modality elements. The selected ads were analyzed qualitatively by identifying verbal expression, visual representation, typography, color scheme, interface design, and layout composition. The analysis focuses on how multimodal resources interact to build persuasive meaning, technological identity, and audience engagement strategies.

The data analysis process consists of three stages. First, ads are categorized according to textual and visual characteristics. Second, the researcher analyzed the representational meaning by identifying the participants, objects, and symbols of technology represented in the advertisement. Third, interactive meaning and composition are examined to determine how modalities, visual arrangements, and textual structures shape ideological representations and persuasive communication.

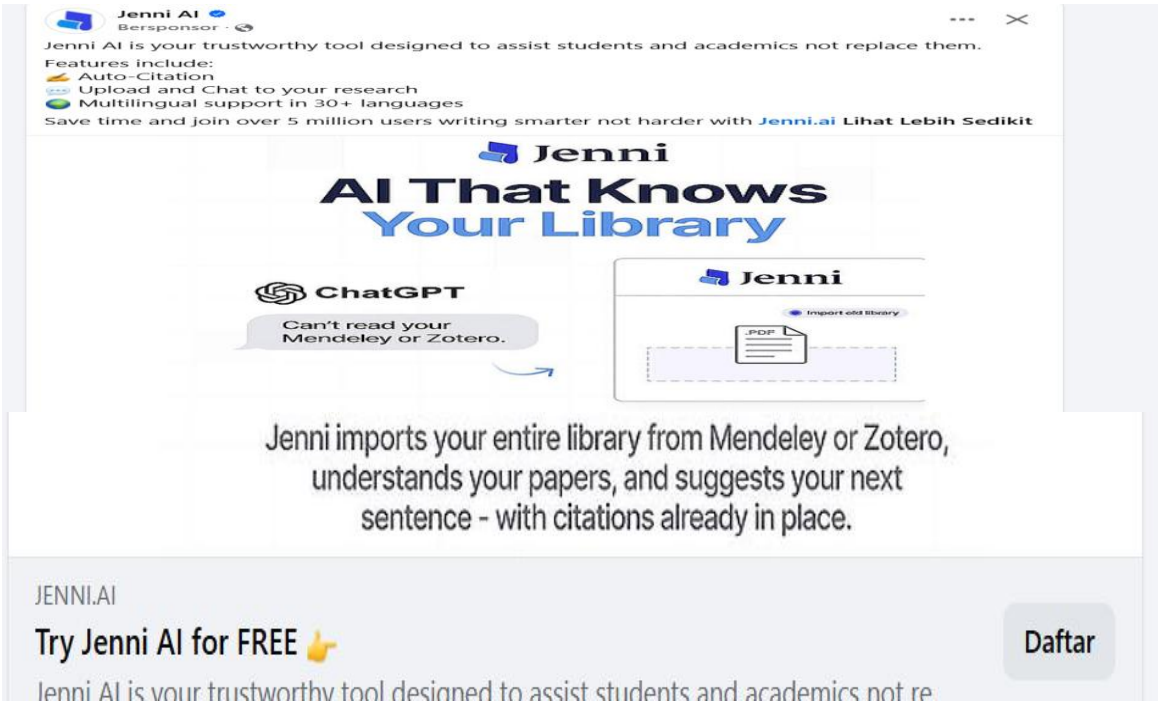

Figure 1. Interface of Jenni AI

Figure 2. Interface of Chat GPT

FINDINGS AND DISCUSSION

Multimodal Representation in ChatGPT Ads

ChatGPT's ad analysis shows that the platform emphasizes innovation, accessibility, and a futuristic technological identity through carefully designed multimodal resources. The ads mostly use a minimalist visual layout with balanced white space, modern typography, and green accents, all closely associated with ChatGPT's brand identity. These visual choices contribute to building an image of simplicity, intelligence, and modernity. In multimodal discourse analysis, visual composition is very important because meaning is generated not only through textual content but also through the arrangement of semiotic resources. The clean, minimalist design found in ChatGPT ads reflects a technological ideology that associates simplicity with efficiency and intelligence.

Representatively, ChatGPT ads often feature chat interfaces, digital interaction symbols, and technology-oriented visual metaphors. The visual representation of the conversational interface creates the impression that AI functions as a collaborative partner rather than just a software system. This strategy aligns with Kress and van Leeuwen's concept of representational meaning, in which visual participants symbolize social and technological relationships. Ads often portray users positively engaging with the platform through interactive screens and productive digital activities. Such representations build AI as a helpful assistant capable of facilitating human creativity and communication.

The textual elements in ChatGPT ads also contribute significantly to the construction of persuasive meaning. Linguistically, ads use concise, action-oriented, and inclusive lexical options such as "create", "discover", "learn", "write", and "explore". This verb denotes empowerment and active participation, positioning users as creative agents powered by AI technology. Additionally, ads often use direct audience engagement strategies, such as second-person pronouns like "you" and "yours." This linguistic strategy reduces the social distance between technology and the audience, creating a more personal, approachable style of communication.

Another important multimodal feature in ChatGPT ads is modality. According to Machin (2016), modality refers to the level of realism and credibility conveyed through visual and textual elements. ChatGPT ads use high-modality visuals characterized by realistic interface displays, professional color gradations, and highly detailed digital imagery. These features create an impression of the technology's authenticity and reliability. The use of realistic interface simulations also strengthens the audience's trust, as viewers can easily imagine themselves interacting with technology in real-life situations.

The meaning of interactive is also strongly emphasized in ChatGPT ads. The direction of the gaze, the camera perspective, and the position of the interface often create an indirect but intimate connection with the viewer. Most ads position the audience as active participants, observing the AI interaction process at close visual range. This perspective creates emotional engagement and increases the persuasive power of advertising. The close-up visual style helps build a sense of familiarity between the user and the AI.

The composition's meaning is another important aspect identified in the advertisement. The arrangement of textual and visual elements follows a structured information hierarchy. Centralized visual focus, strategic placement of the slogan, and balanced spacing direct the audience's attention to key technology features. The value of information is often set from left to right and top to bottom, systematically guiding viewers through ads. The combination of textual simplicity and visual sophistication creates a coherent representation of AI as an efficient and user-friendly technology.

The ads also contain ideological implications regarding the role of AI in modern society. Through multimodal interaction, ChatGPT ads build a narrative of technology empowerment, increased creativity, and future-oriented productivity. AI is not represented as a threat to human intelligence but as a collaborative tool that supports educational, professional, and creative activities. This ideological positioning is important because the public discourse around AI often includes concerns about automation, technological control, and human reliance on machines. By emphasizing collaboration and accessibility, ChatGPT

ads try to normalize the integration of AI into everyday life.

Multimodal Representation in Jenni AI Ads

Jenni AI's ad analysis reveals a different multimodal orientation than ChatGPT's ads. While ChatGPT emphasizes universal technological innovation, Jenni AI's ads focus more on academic productivity, writing assistance, and educational efficiency. These differences are reflected through visual composition, textual strategies, and modality choices.

Visually, Jenni AI ads often use a combination of blue and white colors that symbolize professionalism, composure, and academic reliability. Ads often feature writing interfaces, academic documents, and structured textual layouts that directly associate the platform with scientific activities. Compared to ChatGPT ads, Jenni AI ads use a denser informational layout that contains interface examples, productivity statistics, and instructional guides. This visual structure positions the platform as a practical academic assistant rather than a general-purpose conversational AI.

The meaning of representation in Jenni AI ads is closely related to educational and professional contexts. Visual participants typically include students, researchers, writers, or individuals engaged in writing-related tasks. This representation creates a clear target audience orientation and reinforces the platform's academic branding. The use of document simulations, citation tools, and writing interfaces visually communicates functionality and technical capabilities. Unlike ChatGPT ads that emphasize broad creativity and innovation, Jenni AI's ads emphasize efficiency, structure, and academic support.

Textually, Jenni AI's ads use persuasive lexical patterns related to productivity and problem-solving. Phrases such as "write faster", "complete essays efficiently, "generate ideas instantly", and "improve academic writing" often appear in advertisements. This linguistic feature directly addresses common academic challenges experienced by students and researchers. Ads use persuasive strategies based on practicality and time efficiency, positioning AI as a solution to writing difficulties.

Another important aspect is the use of modalities in Jenni AI advertising.

High modality is built through realistic academic settings, authentic interface representations, and professional visual aesthetics. Ads simulate the actual writing process and digital workspace to create credibility and trust. This strategy is especially important because academic audiences tend to value reliability, professionalism, and accuracy. As a result, ads avoid overly futuristic or abstract visualizations and instead prioritize realistic representations of productivity tools.

The interactive meaning in Jenni AI ads differs slightly from that in ChatGPT ads. While ChatGPT ads often create conversational intimacy, Jenni AI's ads emphasize instructional engagement. Ads often guide viewers through interface demonstrations and writing assistance processes. This creates a teacher-like or mentor-like relationship between the platform and the user. Communication styles become more functional and educational than emotionally immersive.

The composition's meaning also reflects the platform's academic orientation. Textual explanations, interface demonstrations, and productivity indicators are systematically compiled to highlight practical benefits. Ads prioritize clarity and the delivery of structured information over minimalist aesthetic presentations. The choice of typography is more formal and professional, reinforcing academic credibility and seriousness.

Ideologically, Jenni AI's ad builds AI as an educational technology that increases productivity. The ads promote narratives of academic efficiency, improved writing, and technological support for the learning process. AI is represented as an intelligent assistant that can reduce academic stress and improve writing performance. This ideological representation aligns with the broader societal discourse on technology-enhanced learning and digital education transformation.

Comparative Interaction of Text, Visual, and Modality

Comparative analysis shows that ChatGPT and Jenni AI ads rely heavily on multimodal interactions to build persuasive meaning, technological identity, and audience engagement. However, the platform uses different semiotic strategies to align with its branding goals and target audience.

One significant difference lies in the visual aesthetics. ChatGPT ads use minimalist and futuristic visual styles that emphasize openness, creativity, and innovation. White space, a simplified interface, and green tech accents create a modern, universal representation of AI technology. Instead, Jenni AI's ads prioritize functional and academic aesthetics through a denser layout, instructional interface, and a professional blue color scheme. These visual differences reflect the different ideological constructions of AI.

Textual strategies also reveal contrasting communication orientations. ChatGPT ads emphasize inspiration, exploration, and creativity through concise and emotionally appealing language. Ads encourage users to experiment, discover possibilities, and engage creatively with AI technologies. In contrast, Jenni AI's ads emphasize practical assistance, productivity, and efficiency through instructional and solution-oriented language. The platform positions itself as a reliable academic support tool rather than a space for creative exploration.

Modalities play a crucial role in shaping the audience's perception of the technology's legitimacy and credibility. Both ads use high-modality visual resources, but implement them differently. ChatGPT ads use a polished, futuristic interface to emphasize innovation and technological advancements. Jenni AI Ads uses realistic academic scenarios and a structured writing interface to emphasize practicality and reliability. The choice of modalities affects how audiences interpret the social functions and value of AI technology.

Another important finding concerns the audience's position. ChatGPT ads position audiences as creative individuals looking for innovation and exploration. The ad positions users as tech-empowered participants who can expand their creativity through AI collaboration. In contrast, Jenni AI ads position the audience as students, researchers, or professionals looking for help with academic productivity and efficiency. These different audience constructions make up the overall multimodal strategy used in advertising.

The ad also reveals broader ideological implications regarding the normalization of AI technology in contemporary society. Through multimodal interactions, both platforms promote a narrative that presents AI as a benefit,

accessible, and necessary in modern life. Advertising minimizes concerns regarding technology dependency or ethical challenges and instead emphasizes convenience, empowerment, and increased productivity. As a result, digital advertising serves not only as a commercial tool but also as an ideological mechanism that shapes public perception of technological advancements.

From a multimodal perspective, the interaction of text, visuals, and modalities in both ads shows that communication in digital culture is increasingly dependent on integrated semiotic systems. Meaning is no longer generated solely through verbal language but through the complex relationship among linguistic choices, visual structure, interface design, typography, and color symbolism. This multimodal interaction creates a persuasive narrative that can influence the audience's emotions, perceptions, and attitudes.

These findings also show that multimodal discourse analysis provides a robust framework for understanding contemporary digital advertising. By examining representational, interactive, and compositional meanings simultaneously, researchers can uncover the ideological structures and persuasive mechanisms embedded in digital communication. Therefore, this research contributes to the development of multimodal linguistic analysis in the context of AI communication and digital advertising.

Overall, the analysis reveals that ChatGPT and Jenni AI ads strategically use multimodal resources to build different tech identities and audience relationships. Although both platforms promote the integration of AI into everyday life, they do so through different ideological narratives, visual aesthetics, and communicative strategies. These findings demonstrate the importance of a multimodal approach in understanding the evolving relationship between technology, language, and digital culture.

CONCLUSION

This study examines the interaction of textual, visual, and modal elements in ChatGPT and Jenni AI ads using a multimodal discourse analysis approach. These findings reveal that both ads use complex multimodal strategies to build

persuasive meanings and technological identities. ChatGPT's ads emphasize innovation, accessibility, and creativity through minimalist visual aesthetics and inclusive textual expression. In contrast, Jenni AI's ads focus on academic productivity and efficiency through structured layouts and instructional linguistic strategies.

The study also shows that multimodal resources, such as typography, color composition, interface design, and lexical choices, contribute significantly to audience engagement and ideological representation. Digital advertising for AI technology serves not only as a marketing tool but also as a semiotic mechanism that shapes the public's understanding of technological innovation and digital lifestyle.

Theoretically, this research contributes to the development of multimodal discourse analysis in digital communication and AI advertising studies. Practically, this research raises critical awareness of multimodal persuasion strategies in contemporary digital media. Future research may explore the multimodal representation of AI in social media platforms, video advertising, or cross-cultural digital communication contexts.

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