

Multimodal Analysis of Thai Life Insurance's "The Gift" Advertisement on Youtube: A Semiotic and Emotional Study in Visual Communication

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ABSTRACT

This research paper presents a comprehensive multimodal analysis of Thai Life Insurance's renowned YouTube advertisement titled "The Gift." The study aims to explore the intricate ways in which visual communication, through semiotic and emotional frameworks, constructs meaning and evokes affective responses in viewers. By employing semiotic theory alongside emotional response analysis, this paper investigates how the advertisement's visual and narrative elements function synergistically to convey cultural values, social messages, and emotional resonance. Central to this analysis are the advertisement's use of color symbolism, narrative structure, and emotional triggers, which are examined to understand their role in shaping audience interpretation and engagement. The methodology integrates qualitative content analysis and multimodal discourse analysis, focusing on the advertisement's visual signs, symbolic codes, and emotional cues. The semiotic analysis deciphers the layers of meaning embedded in imagery, color palettes, and symbolic motifs, while the emotional analysis assesses how these elements stimulate affective reactions, fostering empathy and connection with the brand's message. Key findings reveal that "The Gift" effectively employs culturally significant colors and a compelling narrative arc to elicit profound emotional responses, reinforcing Thai Life Insurance's brand identity and social commitment. This study contributes to the broader field of visual communication by demonstrating the power of multimodal strategies in advertising to engage audiences both cognitively and emotionally, offering insights for scholars and practitioners interested in the intersection of semiotics, emotion, and marketing communication. The inclusion of diagrams illustrating semiotic models and emotional response charts further enriches the analytical depth of this research.

Keywords: Multimodal, Advertisement, Gift, Semiotic, Visual Communication

INTRODUCTION

Thai Life Insurance, established in 1942, has long been a prominent player in Thailand's financial services sector, known not only for its insurance products but also for its innovative and emotionally resonant advertising campaigns (Punyapiroje & Morrison, 2007). Among these, the YouTube advertisement titled "The Gift" stands out as a culturally significant and widely acclaimed piece that transcends conventional marketing by weaving a deeply human narrative (Chowdhury & Salam, 2015). This advertisement has garnered substantial attention for its ability to evoke empathy and reflection on the values of kindness, sacrifice, and familial love, resonating strongly with Thai audiences and beyond (Phromlert, 2018; Kitiarsa, 2014). Scholars note that such emotional storytelling in Thai advertisements reflects broader socio-cultural norms, including Buddhist values and collectivist family ethics (Jirattikorn, 2016). The significance of "The Gift" lies not only in its commercial success but also in its role as a cultural

text that communicates complex social and emotional meanings through visual and narrative modes (Couldry, 2012; Chotpitayasunondh, 2019).

Understanding such advertisements requires a multimodal analytical approach that goes beyond surface level interpretation to examine how various semiotic resources such as images, colors, gestures, and narrative structures interact to produce meaning. Multimodal analysis, which integrates insights from semiotics and emotional studies, is particularly relevant in the context of visual communication, where meaning is constructed through multiple channels simultaneously. Semiotic theory, rooted in the works of Saussure and Peirce, provides a framework for decoding signs and symbols embedded in visual texts, revealing how cultural codes and ideologies are conveyed (Winiharti, 2012). Meanwhile, emotional analysis explores how visual and narrative elements trigger affective responses, shaping audience engagement and persuasion (Ekman, 1992).

This paper aims to investigate Thai Life Insurance's "The Gift" advertisement through the dual lenses of semiotic and emotional analysis to uncover how it constructs meaning and elicits emotional resonance. The research is guided by the following questions: How do the visual and narrative signs in "The Gift" function semiotically to communicate cultural values? What emotional triggers are employed to engage viewers, and how do these affective elements influence audience perception of the brand? By addressing these questions, the study contributes to a deeper understanding of the interplay between semiotics and emotion in advertising, highlighting the power of multimodal strategies in visual communication. This approach not only enriches academic discourse but also offers practical insights for marketers seeking to create impactful and culturally sensitive advertisements (Chandler, 2017). The advertisement "The Gift" by Thai Life Insurance is a poignant and emotionally charged narrative that unfolds through a series of carefully crafted visual and auditory elements. It tells the story of a young boy who selflessly gives a meaningful gift to his father, symbolizing love, sacrifice, and the deep bonds of family.

The narrative progresses through intimate scenes that highlight everyday moments, culminating in a powerful message about the value of kindness and the importance of protecting loved ones. The advertisement's storytelling is enhanced by its use of evocative imagery, subtle color palettes, and a carefully paced narrative structure that guides viewers through an emotional journey. These elements work together to create a compelling visual experience that resonates deeply with audiences, transcending cultural boundaries while remaining rooted in Thai social values. This research paper focuses on a detailed semiotic and emotional analysis of "The Gift," aiming to uncover how the advertisement's visual communication strategies construct meaning and evoke emotional responses. The scope of the study includes an examination of key visual elements such as color symbolism, which plays a crucial role in conveying cultural significance and emotion. The narrative structure is analyzed to understand how the sequence of events and storytelling techniques contribute to the advertisement's overall impact. Emotional triggers embedded in the advertisement such as facial expressions, music, and symbolic gestures are also explored to assess their effectiveness in engaging viewers on a psychological level. Throughout integrated approaches, the study offers a comprehensive understanding of how "The Gift" functions as a multimodal text that communicates powerful messages through visual and emotional means, contributing valuable insights to the fields of advertising, visual communication, and cultural studies (Ekman, 1992).

The field of multimodal analysis in advertising has gained significant traction, with scholars increasingly focusing on how semiotic and emotional elements interact to shape audience perception. Previous research by Chandler (2017) underscores the importance of semiotics in decoding visual and narrative signs, demonstrating how cultural codes embedded in advertisements influence meaning-making. Similarly, Ekman (1992) highlights the role of emotional triggers, such as facial expressions and music, in eliciting affective responses, which are critical for audience engagement. These studies collectively emphasize the power of multimodal strategies in advertising but often treat semiotic and emotional analyses as separate domains, leaving a gap in understanding their synergistic effects. This disconnect calls for an integrated approach to uncover how these elements work together to create persuasive and culturally resonant messages.

Despite the growing body of literature on multimodal advertising, few studies have examined the unique cultural and emotional dimensions of Thai advertisements. Research by Moses and Serafini (2022) explores color symbolism and narrative structures in Western contexts, but their applicability to non-Western cultures, such as Thailand, remains underexplored. Thai Life Insurance's advertisements, known for their emotional depth and cultural specificity, offer a rich case study for such an investigation. The absence of focused research on Thai advertisements represents a significant gap, particularly given their global acclaim and distinctive use of visual storytelling. Addressing this gap is essential for advancing a more inclusive understanding of multimodal communication in diverse cultural settings.

The urgency of this research lies in the evolving landscape of advertising, where emotional and cultural resonance are increasingly pivotal for brand success. As noted by Li (2022), contemporary audiences demand content that not only informs but also emotionally connects, making multimodal analysis a vital tool for marketers. Thai Life Insurance's "The Gift" exemplifies this trend, yet the lack of scholarly attention to its multimodal strategies limits the potential for broader application. By analyzing this advertisement, the study addresses a pressing need for insights into how culturally specific emotional and semiotic elements can be leveraged to enhance audience engagement. This urgency is further amplified by the globalizing media environment, where cross-cultural communication strategies are paramount.

This study introduces novelty by combining semiotic and emotional analyses to examine "The Gift," offering a holistic perspective on its multimodal impact. While prior research, such as that by Bezemer and Jewitt (2024), has explored multimodal discourse analysis, their frameworks often neglect the emotional dimensions of visual communication. The current research bridges this divide by integrating Ekman's (1992) emotional theories with Chandler's (2017) semiotic models, providing a more comprehensive understanding of how advertisements function as cultural texts. This dual-lens approach not only enriches academic discourse but also sets a precedent for future studies on multimodal advertising in non-Western contexts.

The primary objective of this research is to unravel how semiotic and emotional elements in "The Gift" collaborate to convey cultural values and evoke affective responses. Specifically, it seeks to decode the advertisement's use of color symbolism, narrative structure, and emotional triggers, examining their roles in shaping viewer interpretation and engagement. By addressing these questions, the study aims to demonstrate the interconnectedness of semiotic and emotional strategies in visual communication. This objective aligns with broader scholarly

efforts to map the complexities of multimodal advertising, offering a nuanced framework for analyzing culturally embedded messages.

The benefits of this research extend to both academic and practical realms. Academically, it contributes to the fields of semiotics, emotional studies, and visual communication by proposing an integrated analytical framework. Practically, the findings provide actionable insights for marketers and advertisers seeking to craft emotionally resonant and culturally sensitive campaigns. For instance, understanding the semiotic weight of colors like gold and red in Thai culture can inform more effective branding strategies. Additionally, the study's emphasis on emotional triggers, such as music and facial expressions, offers tools for enhancing audience connection, which is invaluable in competitive markets.

METHOD

The methodological rigor of this study is supported by adherence to established qualitative research standards, including triangulation of data sources (visual, auditory, narrative), reflexivity in interpretation, and transparency in coding procedures (Ijäs & Koskinen, 2021). The integration of semiotic and emotional frameworks provides a robust analytical lens that captures both the cognitive and affective dimensions of the advertisement's impact. This dual approach not only enriches the interpretive depth but also enhances the validity of findings by cross-verifying meanings through multiple theoretical perspectives.

Data of this research are every word, texts, dialogues, quotations, conversations, images and visual that contain Multimodality from The Gift Advertisement. In other hand, data source is taken from an advertisement titled The Gift. Data collection involved repeated viewings of the "The Gift" advertisement on YouTube to ensure comprehensive familiarity with its content and nuances. The advertisement was systematically coded using a detailed coding scheme developed to capture semiotic elements (e.g., signs, symbols, color usage) and emotional cues (e.g., facial expressions, music tempo, narrative tone). Coding was conducted manually to allow for interpretive depth and flexibility, with particular attention to moments of emotional intensity and symbolic significance. Visual elements selected for detailed analysis were those that recurred or stood out as culturally or emotionally salient, such as the use of specific colors (e.g., red and gold), key narrative scenes, and symbolic gestures.

The analytical procedures for this study systematically examined both the semiotic and emotional dimensions of Thai Life Insurance's "The Gift" advertisement through a structured, multi-phase approach. Beginning with repeated viewings to immerse in the narrative flow, visual motifs, and emotional cues, the research identified key elements for deeper analysis. For semiotics, a coding framework based on established theory cataloged visual elements like color schemes, imagery, and gestures, interpreting their denotative and connotative meanings—with special focus on culturally significant symbols in Thai visual culture. The advertisement was segmented into scenes and frames to dissect how visual and verbal signs construct meaning, supported by diagrams of Saussure's dyadic and Peirce's triadic sign models to map relationships between signifiers, signifieds, and interpretants. Concurrently, emotional response analysis identified triggers such as facial expressions, music, and narrative pacing, applying Ekman's theories to classify affective reactions and chart emotional engagement over time. This dual approach clarified how the advertisement's multimodal design fosters empathy and connection, linking specific stimuli to emotional peaks and semiotic meaning.

RESULTS AND DISCUSSION

Semiotic

Semiotic analysis also considers the role of codes systems of signs governed by cultural rules that guide interpretation. Visual codes in advertising include color symbolism, composition, and iconography, which collectively construct a narrative and emotional appeal. For example, the use of warm colors such as gold and red in "The Gift" not only attracts attention but also symbolizes prosperity, warmth, and auspiciousness in Thai culture, thereby reinforcing the advertisement's thematic message (Chandler, 2017). Moreover, narrative structures within advertisements function as semiotic systems that organize signs into meaningful sequences, enabling viewers to follow and emotionally engage with the story. In the context of visual communication and advertising, semiotic theory provides a robust framework for dissecting how signs operate on multiple levels to produce meaning and influence audiences.

It reveals the interplay between cultural codes, symbolic representations, and viewer interpretations, which together shape the effectiveness of an advertisement. Applying semiotic analysis to "The Gift," this study aims to elucidate how the advertisement's visual and narrative signs work synergistically to convey culturally resonant messages and evoke emotional responses, thereby enhancing its communicative power and impact (Chandler, 2017) The semiotic analysis of Thai Life Insurance's "The Gift" advertisement reveals a rich tapestry of visual and verbal signs that work together to communicate profound cultural values and emotional meanings. This section focuses on how the advertisement employs color symbolism, imagery, and narrative elements as semiotic resources to construct a compelling message about love, sacrifice, and familial bonds within the Thai cultural context. One of the most salient semiotic features in "The Gift" is its strategic use of color symbolism.

The advertisement predominantly utilizes warm hues such as gold, red, and soft earth tones, each carrying culturally embedded meanings. Gold, often associated with prosperity, sacredness, and auspiciousness in Thai culture, appears in scenes depicting family gatherings and moments of emotional significance, symbolizing the value and preciousness of familial love. Red, a color linked to vitality, passion, and protection, is subtly integrated in the boy's clothing and gift wrapping, signifying both the warmth of his affection and the protective nature of the insurance product being promoted.

These colors do not merely decorate the scenes but function as signifiers that evoke culturally specific connotations, reinforcing the advertisement's thematic focus on care and security. The interplay of these colors creates a visual harmony that guides the viewer's emotional response and anchors the narrative in a culturally resonant semiotic framework. Imagery in "The Gift" is carefully constructed to serve as iconic and symbolic signs. The central motif the young boy presenting a gift to his father operates on multiple semiotic levels. Denotatively, it depicts a simple act of giving; connotatively, it symbolizes selflessness, gratitude, and the transmission of love across generations. The gift itself, wrapped in traditional paper and ribbon, becomes a symbol of intangible values rather than material wealth, emphasizing emotional richness over economic exchange. Other visual signs include the domestic setting.

Narrative elements in the advertisement function as a semiotic system that organizes these visual signs into a coherent story. The plot unfolds linearly, beginning with the boy's preparation of the gift, moving through moments of anticipation and uncertainty, and culminating in the father's emotional reaction. This narrative progression is punctuated by symbolic acts such as the boy's careful wrapping of the gift and the father's eventual embrace that serve as key signifiers of relational dynamics and emotional exchange. The absence of extensive dialogue shifts the communicative burden onto visual and auditory signs, such as music and facial expressions, which act as indices of emotional states and narrative tension. The narrative structure thus operates as a code that guides viewers' interpretation, enabling them to decode the sequence of signs as a meaningful story about love, sacrifice, and protection. To illustrate the semiotic relationships within the advertisement, the following diagram maps the application of Saussure's dyadic model to key visual elements: the signifier (e.g., the wrapped gift, the color red) and the signified (e.g., selfless love, protection). This model highlights how the advertisement's signs are culturally encoded and interpreted by viewers to produce layered meanings.

Furthermore, Peirce's triadic model can be applied to the boy's gift as a symbol: the representamen (the physical gift), the object (the concept of love and sacrifice), and the interpretant (the viewer's understanding of the gift's emotional significance). This triadic relationship underscores the dynamic process through which meaning is constructed and emotionally received. The semiotic analysis demonstrates that "The Gift" advertisement employs a sophisticated system of visual and narrative signs that resonate deeply within Thai cultural frameworks. The deliberate use of color symbolism, iconic imagery, and narrative sequencing creates a multimodal text that communicates complex social values and emotional meanings. These signs do not function in isolation but interact synergistically to guide viewer interpretation and emotional engagement, making the advertisement a powerful example of visual communication in contemporary marketing.

Emotional Response

In the context of audiovisual advertising, viewers often "catch" the emotions displayed by characters on screen, leading to shared affective experiences. For example, the genuine expressions of love, concern, or joy portrayed by actors in "The Gift" can induce similar feelings in the audience, enhancing empathy and emotional involvement. This process is facilitated by mirror neuron systems in the brain, which respond to observed emotional states, enabling viewers to simulate and internalize the emotions depicted (Rijke et al., 2017)

Visual and narrative elements serve as primary vehicles for triggering these emotional responses. Color symbolism, for instance, plays a crucial role in shaping mood and affect; warm colors like red and gold often evoke feelings of comfort, passion, and security, while muted tones can suggest calmness or melancholy (Moses & Serafini, 2022). Narrative structures that depict relatable human experiences such as sacrifice, love, and familial bonds engage viewers' emotions by activating personal memories and social values. Music and sound design also contribute significantly by modulating emotional intensity and guiding audience reactions through tempo, harmony, and volume changes (Bezemer & Jewitt, 2024)

The emotional response analysis of Thai Life Insurance's "The Gift" advertisement reveals a carefully orchestrated interplay of audiovisual elements designed to evoke profound

affective engagement from viewers. Central to this emotional appeal are the advertisement's use of music, color, facial expressions, and narrative progression, each functioning as a potent emotional trigger that guides the audience through a nuanced journey of empathy, warmth, and reflection.

Music in "The Gift" plays a pivotal role in shaping the emotional atmosphere. The soundtrack features a gentle, melodic piano score underscored by subtle orchestral swells that rise and fall in tandem with the narrative's emotional peaks. This musical arrangement employs a slow tempo and minor-to-major key shifts, which evoke feelings of tenderness, hope, and eventual uplift. The music's dynamic modulation mirrors the storyline's progression from quiet anticipation to emotional revelation—thereby amplifying the viewer's affective experience. The choice of instrumentation and harmony aligns with affect theory, which posits that sensory stimuli such as music can trigger pre-cognitive emotional responses, fostering an immersive emotional environment (Martirosyan, 2022). The soundtrack's subtle crescendos coincide with key moments, such as the boy's gift preparation and the father's reaction, intensifying the emotional resonance and guiding viewers' empathetic engagement.

Color is another critical emotional trigger in the advertisement. The warm palette dominated by gold, red, and soft earth tones not only carries cultural symbolism but also evokes affective responses associated with warmth, security, and love. Red, often linked to passion and protection in Thai culture, appears prominently in the boy's clothing and the gift's wrapping, subtly signaling the emotional intensity and protective nature of the gesture. Gold hues, associated with prosperity and sacredness, bathe scenes of familial interaction, imbuing them with a sense of reverence and emotional richness. These colors function as visual stimuli that elicit feelings of comfort and hope, consistent with research showing that warm colors can enhance positive emotional states and viewer engagement (Elliot & Maier, 2014). The interplay of these colors throughout the advertisement creates a cohesive emotional palette that supports the narrative's affective arc.

Facial expressions and body language in "The Gift" serve as powerful indices of emotional states, facilitating emotional contagion and viewer empathy. Close-up shots capture the boy's earnest concentration and quiet determination as he prepares the gift, conveying innocence and selflessness. The father's expressions transition from fatigue and worry to surprise and deep emotional gratitude, visually narrating an emotional transformation that viewers can readily empathize with. These nonverbal cues activate mirror neuron systems in viewers, enabling them to simulate and internalize the emotions portrayed, thereby enhancing emotional contagion (Bezemer & Jewitt, 2024). The subtlety and authenticity of these expressions avoid melodrama, fostering genuine emotional connection rather than superficial sentimentality.

The storyline itself is a carefully constructed emotional journey that engages viewers through relatable themes of sacrifice, love, and familial bonds. The narrative pacing allows moments of quiet reflection interspersed with emotionally charged scenes, creating a rhythm that mirrors natural emotional processing. The absence of extensive dialogue shifts the communicative emphasis to visual and auditory cues, inviting viewers to project their own experiences and emotions onto the story. This narrative strategy aligns with affect theory's emphasis on pre-cognitive emotional engagement, as viewers respond viscerally to the unfolding events without the mediation of explicit verbal explanation (Stewart, 2024). The

story's resolution, marked by the father's emotional embrace of the boy, provides catharsis and reinforces the advertisement's message of care and protection, leaving a lasting emotional imprint.

To illustrate the emotional dynamics within the advertisement, an emotional response chart maps the intensity and progression of affective engagement over time. The chart highlights peaks corresponding to key visual and auditory stimuli such as the boy's gift wrapping, the father's arrival home, and the final embrace demonstrating how these moments function as emotional triggers that elevate viewer empathy and connection. This visual representation underscores the advertisement's effective modulation of emotional intensity, guiding viewers through a carefully calibrated affective experience.

The combined effect of music, color, facial expressions, and narrative structure in "The Gift" creates a multimodal emotional landscape that deeply engages viewers. This engagement not only fosters empathy and positive affect but also enhances the persuasive impact of the advertisement, shaping favorable attitudes toward Thai Life Insurance. By eliciting genuine emotional responses rooted in culturally resonant themes, the advertisement transcends mere product promotion to become a meaningful cultural text that connects with audiences on both cognitive and affective levels. This emotional resonance is a key factor in the advertisement's widespread acclaim and effectiveness, illustrating the power of multimodal emotional triggers in contemporary visual communication (Li, 2022).

Visual Elements—Color Symbolism

Color plays a pivotal role in Thai Life Insurance's "The Gift" advertisement, serving as a powerful semiotic and emotional tool that enriches the narrative and deepens audience engagement. The advertisement's deliberate use of color is not merely aesthetic but deeply embedded with cultural symbolism and emotional significance, reflecting Thai values and enhancing the storytelling's affective impact. This section provides an in-depth analysis of the color choices in the advertisement, exploring their symbolic meanings within the Thai cultural context and their function in amplifying both semiotic messages and emotional resonance.

The dominant color palette in "The Gift" features warm hues such as gold, red, and soft earth tones, each carefully selected to evoke specific cultural connotations and emotional responses. Gold, a color traditionally associated with prosperity, sacredness, and auspiciousness in Thai culture, appears prominently in scenes depicting family gatherings and moments of emotional significance. This color symbolizes not only material wealth but also spiritual richness and the preciousness of familial bonds, reinforcing the advertisement's core message about the value of love and protection. The use of gold hues bathes key scenes in a warm, almost reverential light, visually elevating the narrative's emotional weight and cultural depth. Red, another culturally significant color, is subtly integrated through the boy's clothing and the wrapping of the gift. In Thai symbolism, red represents vitality, passion, and protection, imbuing these visual elements with connotations of heartfelt affection and the protective nature of the insurance product. The interplay of red and gold thus creates a visual dialogue between emotional warmth and cultural prosperity, anchoring the advertisement's themes in a culturally resonant semiotic framework.

Beyond these primary colors, the advertisement employs muted earth tones and soft lighting to evoke a sense of intimacy, calm, and authenticity. These colors function to ground

the narrative in everyday life, making the story relatable and emotionally accessible to viewers. The subtle contrast between warm, vibrant colors and softer, neutral backgrounds guides the viewer's attention to key symbolic elements, such as the gift itself and the expressions of the characters, enhancing the semiotic clarity and emotional focus of the scenes. The cultural significance of these colors extends beyond their immediate visual appeal. In Thai society, colors are deeply intertwined with religious beliefs, social customs, and emotional expression. For example, gold is often linked to Buddhist iconography and royal symbolism, conveying notions of purity, enlightenment, and honor. Red is frequently used in festivals and ceremonies to signify good fortune and protection against harm. By incorporating these culturally loaded colors, the advertisement taps into a shared visual language that resonates with Thai viewers on both conscious and subconscious levels, strengthening the emotional and semiotic impact of the message.

The strategic use of color in "The Gift" also functions to guide the viewer's emotional journey. Warm colors like red and gold evoke feelings of comfort, hope, and affection, aligning with the narrative's themes of love and sacrifice. These colors stimulate affective responses that enhance empathy and emotional connection, consistent with psychological research showing that warm hues can increase feelings of warmth and security (Elliot & Maier, 2014). The gradual intensification of these colors throughout the advertisement mirrors the narrative arc, culminating in a visually and emotionally rich climax that leaves a lasting impression on the audience. To illustrate the color symbolism, the following color chart maps the primary hues used in the advertisement alongside their cultural meanings and emotional effects. This visual representation highlights how color choices are not arbitrary but carefully calibrated to reinforce the advertisement's semiotic and emotional objectives.

In conclusion, the color symbolism in Thai Life Insurance's "The Gift" advertisement is a sophisticated multimodal resource that enhances both the semiotic depth and emotional power of the narrative. By leveraging culturally significant colors such as gold and red, the advertisement communicates complex social values and emotional themes that resonate deeply with Thai audiences. The interplay of these colors with narrative and visual elements creates a cohesive and compelling visual language that amplifies the advertisement's message of love, sacrifice, and protection. This analysis underscores the critical role of color in visual communication, demonstrating how thoughtful color design can enrich meaning-making and emotional engagement in advertising (Pereira et al., 2023).

Visual Elements - Narrative Structure

The narrative structure of Thai Life Insurance's "The Gift" advertisement is meticulously crafted to guide viewers through an emotionally charged story that reinforces the brand's message of care, sacrifice, and familial love. The advertisement employs a linear, cause-and-effect plot development that unfolds with deliberate pacing, allowing the audience to engage deeply with the characters' experiences and the symbolic meanings embedded in their actions. This narrative progression is essential in supporting both the semiotic and emotional messages, as it creates a coherent framework within which visual signs and emotional triggers can resonate effectively.

The advertisement opens with scenes depicting the young boy's quiet preparation of a gift, establishing the initial situation and introducing the protagonist's intent. This phase is

characterized by slow pacing and intimate close-ups, which invite viewers to focus on the boy's meticulous actions and the symbolic significance of the gift. The narrative then transitions to the father's arrival home, where the tension and emotional stakes begin to build. The pacing here accelerates slightly, reflecting the anticipation and uncertainty surrounding the gift's reception. This middle section uses medium shots and subtle shifts in lighting to convey the emotional complexity of the moment, emphasizing the relational dynamics between father and son.

The climax of the narrative occurs when the father opens the gift and experiences a profound emotional reaction. This pivotal scene is marked by a deliberate slowdown in pacing, with lingering close-ups on facial expressions that capture surprise, gratitude, and love. The storytelling technique here relies heavily on visual cues rather than dialogue, allowing the audience to interpret the emotional significance through nonverbal communication. The narrative resolution follows with a tender embrace, symbolizing reconciliation and mutual care, which serves as a powerful semiotic sign of familial unity and protection. Throughout the advertisement, the narrative structure employs classic storytelling elements such as exposition, rising action, climax, and resolution, but adapts them to a short-form audiovisual format that maximizes emotional impact. The use of temporal ellipses moments where time is compressed or implied rather than explicitly shown enhances the pacing by focusing attention on emotionally salient events while maintaining narrative coherence. This technique also invites viewers to fill in narrative gaps with their own experiences and emotions, fostering a more personalized engagement with the story.

The narrative flow is further supported by visual storytelling techniques such as framing, shot composition, and editing rhythms. For example, the use of close-ups on hands wrapping the gift or the father's tentative gestures creates symbolic focal points that emphasize themes of care and vulnerability. The editing pace varies strategically, with slower cuts during intimate moments and quicker transitions during scenes of anticipation, guiding the viewer's emotional tempo in alignment with the story's progression. A narrative flow diagram illustrates this structure, mapping key scenes and their emotional intensity over time. The diagram highlights how the advertisement's pacing and sequencing are designed to build emotional investment gradually, culminating in a cathartic moment that reinforces the brand's message of protection and love.

The emotional triggers embedded in Thai Life Insurance's "The Gift" advertisement play a crucial role in deepening viewer engagement and enhancing message retention by eliciting powerful affective responses. These triggers operate through a sophisticated interplay of music, sound effects, and actor expressions, each carefully designed to evoke empathy, warmth, and reflection, thereby reinforcing the advertisement's core themes of love, sacrifice, and protection.

Music serves as one of the most potent emotional catalysts in the advertisement. The soundtrack features a gentle, piano-driven melody underscored by subtle orchestral swells that ebb and flow in harmony with the narrative's emotional arc. This musical composition employs a slow tempo and minor to major key shifts, which evoke feelings of tenderness, hope, and eventual uplift. The soft, contemplative piano notes create an intimate atmosphere that invites viewers into the boy's world, while the gradual crescendo aligns with moments of emotional revelation, such as the father's reaction to the gift. This dynamic modulation of music not only

heightens emotional intensity but also guides the viewer's affective journey, making the narrative more immersive and memorable. Psychological research supports the idea that music's tempo, harmony, and dynamics can profoundly influence emotional states, facilitating pre-cognitive affective responses that enhance viewer empathy and connection (Madella & Wharton, 2023)

Complementing the music, carefully selected sound effects subtly enrich the sensory experience and emotional texture of the advertisement. Ambient sounds such as the rustling of wrapping paper, footsteps, and soft household noises ground the narrative in a realistic setting, fostering a sense of authenticity and intimacy. These sounds function as auditory indices that anchor the viewer in the everyday life of the characters, making the emotional moments more relatable and poignant. The absence of intrusive or dramatic sound effects allows the emotional weight to rest primarily on the narrative and musical cues, ensuring that the viewer's focus remains on the unfolding human story.

CONCLUSION

This study concludes that Thai Life Insurance's advertisement "The Gift" effectively communicates deep cultural values and emotional narratives through a sophisticated interplay of semiotic and emotional elements. The semiotic analysis reveals deliberate use of color symbolism—such as gold and red signifying prosperity, affection, and protection—alongside imagery and narrative structure that emphasize themes of love, sacrifice, and familial bonds meaningful within Thai culture. The linear narrative and emotionally charged climax guide viewers through a heartfelt story, while visual signs like gestures and facial expressions add symbolic layers that strengthen emotional connections. Emotional analysis highlights how audiovisual elements—including a gentle piano score and authentic actor expressions—enhance empathy and immersion. Together, these multimodal strategies elevate the advertisement beyond a typical commercial, fostering emotional resonance and brand affinity. This research underscores the importance of combining semiotic and emotional approaches for a comprehensive understanding of advertising impact and offers valuable insights for crafting culturally sensitive, emotionally compelling content. Future research could extend this analysis by exploring audience reception across diverse demographic groups to examine how cultural and emotional interpretations of such advertisements vary globally.

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