

# CHAPTER I

## INTRODUCTION

This is an introductory part of this paper. It provides background of the study, research questions, aims of the study, scope of the study, research method, clarification of terms and organization of the paper.

### 1.1 Background

Nowadays, advertisement is presented in various media, such as magazine, newspaper, poster, internet, radio, and television. In line with the development of technology, television becomes the most attractive media to present advertisements, because it provides advertisements in combined modes; images, music, and sounds (Martiana, 2012). Television advertisements also include various issues and ideologies in conveying their message, especially cigarette advertisements. A number of cigarette advertisements often present the issues both in critical and entertaining ways. The issues of masculinity, youth, or friendship in cigarette television advertisements are frequently emerged, but this study attempts to analyze another issue, namely corruption.

Some studies have been conducted to analyze some social issues which are conveyed in cigarette advertisements. Social issues are moral problems which affect members of a group or society directly or indirectly (Kizza, 2013). Some of these issues include poverty, civil rights, corruption, pornography, crime, education, and politic. For example, Widaningsih (2011) analyzed the issue of oppression against youth in *A Mild* television advertisements. She investigated how the critic to the issue of oppression against youth is represented in *A Mild* television advertisements “*Tanya Kenapa*” version and “*Siapa Muda Dipandang Sebelah Mata*” version. The research showed that the oppression against youth is represented through the visual elements (especially the old actors’ gesture) of some related scenes in both advertisements which connote that youth is being oppressed and demoralized by the old people.

The issue of reaction to the political event in Indonesia contained in *A Mild* television advertisements was analyzed by Anggasari (2005). She revealed that *A Mild* television advertisements represent fraudulence of Indonesia's general election in 2004 through the signification on verbal message's "*Dibersihkan Tiap Hari, Masih Aja Kotor!*" and its visual images: dust scrapheap.

Different from those several previous studies, this study discovers another social issue which is happening in Indonesia, namely corruption. The study analyzes the issue of corruption in *Djarum 76* television advertisements "*Kontes Jin*" and "*Pungli*" versions which may be worthwhile to be conducted. *Djarum 76* is a cigarette company in Indonesia which attempts to convey the social issue of corruption through those advertisements. *Djarum 76* television advertisement "*Kontes Jin*" version tells about a genie contest which is held in Indonesia, they are competing to get rid of corruption cases in Indonesia. Meanwhile, "*Pungli*" version tells about the corruption practice which is happened in Indonesia. Both of the advertisements convey the issue of corruption in entertaining ways.

Thus, the study is geared toward discovering the representation of corruption in *Djarum 76* television advertisements "*Kontes Jin*" and "*Pungli*" versions and revealing the ideology behind them. The study is based on the theory of visual elements of television advertisement (Selby & Cowdery, 1995) and theory of orders of signification (Barthes, 1977) analyzing the use of text and visual elements of the advertisements (actor, setting, properties, frame size, camera angle, color saturation and video editing).

## 1.2 Research Questions

The following questions are formulated to analyze the representation of corruption in *Djarum 76* television advertisements:

- 1) How do *Djarum 76* TV advertisements "*Kontes Jin*" and "*Pungli*" versions represent the corruption?
- 2) What is the ideology behind the advertisements?

### **1.3 Aims of the Research**

Based on the background and research questions above, this study attempts:

- 1) To investigate how the issue of corruption in *Djarum 76* television advertisements “*Kontes Jin*” and “*Pungli*” versions is represented.
- 2) To discover the ideology contained in the advertisements.

### **1.4 The Scope of the Study**

This study specifically investigates the representation of corruption in *Djarum 76* television advertisements “*Kontes Jin*” and “*Pungli*” versions by using theory of visual elements of television advertisement (Selby & Cowdery, 1995) and theory of orders of signification (Barthes, 1977). This study only focuses on analyzing the visual elements which represent the issue of corruption and the ideology contained in the advertisements.

### **1.5 Research Method**

This study is a qualitative research. It also utilizes descriptive method in analyzing the data collected. The data are in the form of two videos of *Djarum 76* TV advertisements downloaded from [www.youtube.com](http://www.youtube.com). The first advertisement is “*Kontes Jin*” version (duration: 32 seconds). The second advertisement is “*Pungli*” version (duration: 30 seconds).

The videos are transformed into scenes. The visual elements of the scenes (actor, setting, properties, frame size, camera angle, color saturation and video editing) are analyzed to gain the accurate understanding of denotative and connotative meaning of the advertisements. The analysis is based on the theory of visual elements of television advertisement (Selby & Cowdery, 1995) and theory of orders of signification (Barthes, 1977). In finding the ideology of both advertisements, the third order of signification is utilized. The connotative meaning (second order signification) develops the ideology (third order signification) of the advertisements.

## **1.6 Clarification of Terms**

### **1. Semiotics**

Semiotics is widely known as ‘the study of sign (Chandler, 2002). Umberto Eco (1976, cited in Chandler, 2002) also states that semiotics is concerned with everything that can be taken as a sign.

### **2. Representation**

Representation is the description or portrayal of someone or something in a particular way (Hornby, 2010). It can be the depiction of someone or something in a work of art, or a picture, model, or other depiction of someone or something.

### **3. Denotation**

Denotation refers to the ‘literal’, ‘obvious’ or ‘commonsense’ meaning of the signs (Chandler, 2002).

### **4. Connotation**

Connotation is the implicit meaning of signs (Chandler, 2002).

### **5. Corruption**

Corruption is defined as illegal, bad or dishonest behavior, especially by people in position of power (Cambridge Advanced Learner’s Dictionary, 2008). Meanwhile, according to Jain (2011), corruption is an act in which public power is used for personal gains in a manner that contravenes the rules of the *game*.

## **1.7 Organization of Paper**

This research is divided into five chapters as follows:

### **Chapter I**

This chapter is the introduction part of this research. It consists of background of the study, research questions, aims of the research, the scope of the study, research method, clarification of terms and the organization of paper

## **Chapter II**

This chapter describes the theoretical frameworks and the core theory related to this research.

## **Chapter III**

In this chapter, the researcher explains the method of research including data collection and data analysis.

## **Chapter IV**

This chapter provides the findings and data analysis of the research.

## **Chapter V**

This chapter is the conclusion of the research and suggestion for further study.