

# CHAPTER I

## INTRODUCTION

This chapter presents the introduction of the present study. It covers the background of the study, research questions, aims of the study, scope of the study, significance of the study, clarification of key terms, and organization of the paper.

### 1.1 Background of the Study

Nowadays, a large number of television advertisements use young people as their models. Some famous products such as *Coca Cola*, *Beng Beng*, *Pocari Sweat*, *Indosat IM3* and any other products use young people as their television advertisement's models. The tendency to use young people as models is probably motivated by the fact that young people have particular special qualities or images which can help the advertised products to get attention from television viewers. According to Mayo (2011), some core characteristics of young people today are bright, creative, optimist, good at sharing, global learners, active participant and question asker. Thus, those positive qualities will eventually attract the television viewers to pay attention to the advertisements.

Meanwhile, advertisement is one of the most effective media to communicate with everyone in this world. Oxford Dictionary online (2014) defines 'advertisement' as a notice or announcement in a public medium promoting a product, service, or event or publicizing a job vacancy. Advertisement can be anywhere, it can be in the radio, the newspaper, Internet, and television. In many industries, advertisement is used to help the company markets their products. Moreover, advertisement also has a significant role to persuade people. Advertisement is used to convey certain messages, and sometimes some symbols are used to support the delivery of those

messages to the people. Therefore, those messages and symbols need to be considered.

Advertisement not only promotes products, but it also indicates the ideology of a society. The notion of 'ideology' is commonly used in the social sciences, such as in politics and mass media (Van Dijk, 2000). Wodak and Meyer (2009, p.8) define ideology as “a logical and relatively standard set of beliefs or values”. Furthermore, Eagleton (1991) states that ideology is the process of producing meanings, signs and values in the social life. Therefore, ideology can be said as some beliefs and values shared in a certain society.

Ideology can be viewed through representation in advertisements. According to Chandler (2007), representation is the formation of reality in any medium. Additionally, Hall (1997) states that representation is a medium of social construction of meaning and values which is used by a group of people in a culture. In short, representation can be said as a medium that transmits reality to the society.

It appears interesting to analyze how youth is represented in *SilverQueen* television advertisements because *SilverQueen* television advertisements put a group of young people as the character or actor in their television advertisements from time to time. *SilverQueen* can be categorized as a famous brand of chocolate product in Indonesia which is owned by Petra Foods company. As seen in their television advertisements, the target market of *SilverQueen* products is presumably youth.

Therefore, this study attempts to investigate the representation of youth in *SilverQueen* television advertisements and reveal the ideology reflected in such representation. This study is limited to analyzing five *SilverQueen* television advertisements. The five versions of *SilverQueen* television advertisements chosen in this study are *SilverQueen 'Road Trip'* (2002), *SilverQueen 'Ocean'* (2004), *SilverQueen 'Balloon'* (2007), *SilverQueen 'Moveable Feast'* (2009), and

*SilverQueen 'Beautiful Journey'* (2012). This study analyzes how youth is represented in those television advertisements through the visual elements found in those advertisements, namely actor, setting, and property. Those visual elements are analyzed by using Dyer's theories of visual elements (1996).

Furthermore, a semiotics theory about the orders of signification proposed by Barthes (1957) is chosen as the tool of analysis of this study. There are three levels of meaning of Barthes' signification orders: denotation (first order), connotation (second order), and myth or ideology (third order or the combination of denotation and connotation).

There are some studies about representation and ideology in advertisement had been conducted by some researchers, for example, Correa (2011), Martiana (2012) and Ririn (2011). First, Correa (2011) used a semiotic analysis to investigate how Indian television advertisements construct gender identity. The theory used in this study is the rhetoric of the image by Barthes (1977). The findings of this study show that Indian television advertisements emphasizes the traditional role of women as a wife and mother and tend to position men as a group which dominates the public sphere.

Second, Martiana (2012) conducted a study about how the new *A Mild* television advertisements represent the spirit of youth. This study used Barthes' orders of signification as the guidance theory. The findings of this study shows that those television advertisements used young models in order to represent the spirit of youth, the use of warm (grey) color saturation that signifies young people as being hopeful, and the use of cool colors (green and light blue) to signify youth. Third, Ririn (2011) conducted a study to reveal the ideology in *Axe Chocolate* television advertisement. This study used Barthes' model of sign to analyze each scene of *Axe Chocolate* television advertisement. The findings of this study shows that masculinity appears as the ideology in *Axe Chocolate* television advertisement. Masculinity is considered

both as positive and negative ideology. It is because in one side, masculinity itself is not contradictory with Indonesian culture, while in another side, masculinity values in *Axe Chocolate* television advertisement are narrowed down into the area of sexuality only.

## **1.2 Research Questions**

This study attempts to answer two questions as follows:

1. How is youth represented in *SilverQueen* television advertisements?
2. What are the ideologies reflected in such representation?

## **1.3 Aims of the Study**

Based on the research questions stated above, this study aims to:

1. Analyze the representation of youth in *SilverQueen* television advertisements.
2. Reveal the ideologies reflected in such representation.

## **1.4 Scope of the Study**

This study only focuses on analyzing five versions of *SilverQueen* television advertisements which are broadcasted in Indonesia, namely *SilverQueen 'Road Trip'* (2002), *SilverQueen 'Ocean'* (2004), *SilverQueen 'Balloon'* (2007), *SilverQueen 'Moveable Feast'* (2009), and *SilverQueen 'Beautiful Journey'* (2012). This study focuses on analyzing how youth is represented in that advertisement and the ideology behind it based on semiotics analysis. Therefore, it does not cover any other advertisement of brand of chocolate bar which are distributed in Indonesia.

## **1.5 Significance of the Study**

The results of this study are expected to offer new insights on youth's representation in advertisement and forms of ideologies involved. The writer also hopes that the

result of this study will be useful for the readers in general and helps the advertising industry to develop their advertisements.

## 1.6 Clarification of Key Terms

- **Youth**

Youth is indicated as a person between the ages of 15 and 24 years old (UNESCO, 2014).

- **Representation**

Representation is “the process of recording ideas, knowledge, or messages in various physical means” (Danesi, 2002, p. 3).

- **Advertisement**

Advertisement is “a discourse that attempts to attract people’s attention and to make them turn towards it” (Goddard, 1998, p. 6).

- **Ideology**

Ideology is as “a logical and relatively standard set of beliefs or values” (Wodak and Meyer, 2009, p. 8).

- **Denotative meaning**

Denotative meaning is “a meaning that tends to be described as the definitional, literal, obvious, or logical” (Chandler, 2007, p. 137).

- **Connotative meaning**

Connotative meaning is “a meaning that has a certain underlying ‘cultural history’” (Danesi, 2002, p. 36).

## 1.7 Organization of the Paper

The paper is organized into five chapters as follows:

### **CHAPTER 1: Introduction**

This chapter presents the introduction of the present study. It covers background of the study, research questions, aims of the study, scope of the

study, significance of the study, research methodology, clarification of key terms, and organization of the paper.

## **CHAPTER 2: Theoretical Foundation**

This chapter elaborates all the concepts and theories which provides a basis for conducting the study and also is applied for answering the research questions. It also provides previous studies related to this study.

## **CHAPTER 3: Research Methodology**

This chapter describes how the study is conducted. This chapter also explains the research method, data collection, data analysis, and data presentation of the study.

## **CHAPTER 4: Findings and Discussion**

This chapter provides the result of the analysis of the data and discussion of the result to answer research questions.

## **CHAPTER 5: Conclusion and Suggestions**

This chapter draws a conclusion of the present study and presents suggestions for further studies.