

CHAPTER I

INTRODUCTION

This is an introductory part of this paper. It covers background of the study, statement of problems, aims of the study, research methodology, clarification of terms, and organization of the paper.

1.1 Background of the Study

There are many advertisements nowadays. It can be seen or heard in the television, radio, the Internet, and print media. The word ‘advertisement’ comes from the Latin verb ‘advertere’ meaning ‘to turn towards’. Goddard (1998) defines advertisement as a text which attempts to attract people’s attention. Meanwhile, according to Oxford Dictionaries (2013), advertisement is a notice or announcement in a public medium promoting a product, service, or event or publicizing a job vacancy. It can be inferred from those definitions that advertisement is made to attract people’s attention by promoting and publicizing something.

Advertisement actually has other functions besides promoting and publicizing. According to Schwartz and Sagiv (1995, cited in Branchik and Chowdhury, 2012), advertisement expresses societal values or desirable goals that serve as guiding principles in the society. In addition, Hynes and Janson (2007, p. 322) also says that “advertisement must be considered to be ‘relics’ thriving on what is going on in society”. From those statements, it indicates that

advertisement provides societal values obtained from relics and those societal values have become the guidelines in society.

The societal values contained in advertisement can construct ideologies. An ideology is a logical and relatively fixed set of beliefs or values (Wodak and Meyer, 2009). Thus, ideology reflects the common beliefs or values of society.

According to Correa (2011), advertisement is a vehicle for ideologies which reflect ideas, beliefs and opinions of the society. Advertisement also invites people to participate in ideological ways of considering themselves and the world (Williamson, 1978, cited in Najafian, 2011). Those statements show that advertisement also functions as the media to convey ideologies to the society.

Ideologies usually can be conveyed through representation in the advertisement. Representation is the construction of aspects of reality in any medium (Chandler, 2002). Representation may reflect ideologies because it constructs the aspects of reality which in turn will be the set of beliefs or values in the society. The aspects of reality can involve people, objects, events, cultural identities, and other abstract concepts.

Youth is one of the subjects who is usually represented in advertisement. Youth is represented in advertisement because youth is sometimes an interesting and complicated group in the society. It is also sometimes an interesting and complicated period in people's lives.

There are also other reasons why youth is interesting to be represented in advertisement. Those reasons are related to some issues and statements about youth, for instance, youth is the future of their countries development (Shafik,

2010), youth often reports that they are not given opportunities to participate in the activities that affect their lives (Emry, 2010), and youth is a group which face many challenges such as youth unemployment and other social problems (Baer, 2009).

Research about the representation of youth in advertisement has been conducted by some researchers, for instance, Widaningsih (2011) discusses how the oppression against youth is represented in *A Mild* television advertisements and Martiana (2012) discusses how the spirit of youth is represented in *A Mild* television advertisements.

The research above analyzed the representation of youth in two *A Mild* television advertisements. It does not expand the numbers of advertisement's versions which become the object of investigation. The research also analyzed the representation of youth in a cigarette advertisement. It does not analyze the representation of youth in other kinds of advertisement. In addition, the research just analyzed the representation of youth in that advertisement without revealing the ideologies behind that representation.

Based on the matters above, this study aims to analyze more about the representation of youth in the television advertisement by investigating another kind of advertisement with expanded numbers of advertisement's versions and by revealing the ideologies behind the representation.

Pocari Sweat is one of the brand names for packed isotonic drink. A brand is a system of signs and symbols which engages the consumers in a symbolic process that contributes real value to a product offered (Ranjan, 2010). A brand is

made to influence the consumers so that they will buy the product. In relation to this brand, there are many *Pocari Sweat* advertisements found in electronic and mass media. One of the concepts represented in *Pocari Sweat* advertisements is youth.

It appears interesting to analyze how youth is represented in *Pocari Sweat* television advertisements because those advertisements are usually represented with attractive and trendy ways. It also uses young models as the actors or actresses in the advertisements, for example, *Pocari Sweat* television advertisement (version: *Build the Dream*) uses the members of JKT48 as the actresses in that advertisement. JKT48 is a girl band which consists of young people. In that advertisement, the members of JKT48 become the actresses who represent youth in that advertisement.

This present study investigated the representation of youth in *Pocari Sweat* television advertisements. It was limited to analyzing seven *Pocari Sweat* television advertisements. The versions of those *Pocari Sweat* television advertisements were *build the dream*, *love letter*, *movie*, *presentation*, *riding bicycle part 1*, *riding bicycle part 2*, and *jogging*.

The representation of youth in *Pocari Sweat* television advertisements was analyzed through the visual elements found in those advertisements. There are some visual elements of television advertisements: actor, setting, property, product offered, frame size, camera angle, color saturation and video editing (Dyer, 1996; Selby and Coedery, 1995). However, the visual elements analyzed in this study are actor, setting, property, frame size, camera angle, color saturation

and video editing. Those visual elements were analyzed because they belong to the visual signs in Semiotics. Moreover, this study revealed the ideologies behind that representation.

The theoretical foundation applied in this study is a semiotic theory about the orders of signification proposed by Barthes (1957). According to Barthes (1957), there are three levels of representation or three orders of signification. The first order of signification is denotation consisting of a signifier and a signified, the second order of signification is connotation consisting of a signifier and an additional signified attached to it, and the third order of signification is myth or ideology which is viewed as a combination of denotation and connotation. This theory is appropriate to be used because it helps to reveal the representation of youth and its ideologies in *Pocari Sweat* television advertisements.

This study is geared towards providing theoretical and practical benefits. In relation to theoretical benefits, the findings of this study are expected to develop knowledge about semiotics, especially in the semiotic analysis of advertisement. Meanwhile, in terms of practical benefits, the study and its findings are expected to be useful for the researcher and readers in building a critical awareness towards the advertisements seen in daily life.

1.2 Statement of Problems

The following questions were used to investigate the representation of youth in *Pocari Sweat* television advertisements:

1. How is youth represented in *Pocari Sweat* television advertisements?
2. What are the ideologies behind that representation?

1.3 Aims of the Study

The aims of this study are as follows:

1. To investigate how youth is represented in *Pocari Sweat* television advertisements.
2. To reveal the ideologies behind that representation.

1.4 Research Methodology

1.4.1 Research Method

This study used a qualitative descriptive method. A qualitative method is the method which is “interpretative and subjective” (Belk, 2006, p. 3). The qualitative method stresses on qualities not entities (Denzin & Lincoln, 2005). Thus, it is also committed to a deep understanding of particular phenomenon (Gay et al., 2006). Meanwhile, the descriptive method is an investigation that attempts to describe and examine the particular phenomena and current situation (Travers, 1978, cited in Sevilla et al., 1992).

Therefore, the qualitative descriptive method is an appropriate method for this study because this study aims to analyze, describe and interpret the representation of youth in *Pocari Sweat* television advertisements. In addition, a deep investigation on the data selected was conducted, so that method is appropriate to be used in this study.

1.4.2 Research Procedures

a. Data Collecting Procedures

The data were in the form of videos of *Pocari Sweat* television advertisements. There were seven *Pocari Sweat* television advertisements

collected in this study. The versions of those advertisements were *build the dream* (duration: 30 seconds), *love letter* (duration: 29 seconds), *movie* (duration: 30 seconds), *presentation* (duration: 29 seconds), *riding bicycle part 1* (duration: 30 seconds), *riding bicycle part 2* (duration: 29 seconds), and *jogging* (duration: 29 seconds). All of the advertisements were downloaded from www.youtube.com.

The data above were collected based on the advertisements which present the issue of how youth is represented in those advertisements. Then, each advertisement was categorized and analyzed based on the scenes containing the issue of how youth is represented in that advertisement. Scene is a part of action done by the actors or actresses in the advertisement. An example of scene in *Pocari Sweat* television advertisement (version: *Presentation*) which presents the issue of how youth is represented in that advertisement is the scene which shows a young person delivers her presentation in front of other people in the meeting.

b. Data Analysis Procedures

There were three steps in analyzing how youth is represented in *Pocari Sweat* television advertisements. The first step was taken by transforming each advertisement selected in this study into the scenes containing the issue of how youth is represented in that advertisement. This step was taken by watching the advertisements carefully to identify which scene contained the issue of how youth is represented in the advertisement and then putting the scenes in the tabular form. The second step was done by analyzing the visual

elements found in each scene. The analysis was conducted by identifying actor, setting, property, frame size, camera angle, color saturation, and video editing used in that scene. The last step was interpreting the findings based on the previous analyses to reveal the ideologies behind the representation.

1.5 Clarification of Terms

- Youth

Youth is “young people considered to be a group” (Bull, 2011, p. 518). According to The United Nations (cited in Ministry of Labour and Youth Development, 1996), youth is categorized as a person aged between 15 and 24.

- Representation

Representation is the construction of aspects of reality (people, objects, events, cultural identities, and other abstract concepts) in any medium (Chandler, 2002).

- Advertisement

Advertisement is a text which attempts to attract people’s attention (Goddard, 1998).

- Ideology

Ideology is a logical and relatively fixed set of beliefs or values (Wodak and Meyer, 2009).

- Denotative meaning

Denotative meaning refers to the literal or common meanings of a sign (Chandler, 2002).

- Connotative meaning

Connotative meaning refers to personal and socio-cultural interpretation of the sign (Chandler, 2002).

1.6 Organization of the Paper

The research paper is organized as follows:

1. The first chapter: Introduction.

It contains background of the study, statement of problems, aims of the study, research methodology, clarification of terms, and organization of the paper.

2. The second chapter: Theoretical Foundation.

It discusses the theories and concepts that are used in answering every research question.

3. The third chapter: Research Methodology.

This chapter deals with the procedures taken in conducting the research, including data collection and data presentation.

4. The fourth chapter: Findings and Discussion.

This chapter consists of the result of the research and the answer of research questions as well as the discussion and the interpretation of the findings.

5. The fifth chapter: Conclusions and Suggestions.

This chapter consists of conclusions of the research and suggestions for further study.

