

# CHAPTER 1

## INTRODUCTION

This is an introductory part of this paper. It covers background, reason of choosing the topic, the scope of the research, research question, aims of the research, research method, clarification of terms, and organization of the paper.

### 1.1 Background

Nowadays, advertisement is presented in various media such as television, radio, movie, magazine, newspaper, the internet, and billboard. In line with the growth of technology, television becomes the most attractive media since it involves audio and visualization. Television advertisements often present various issues in entertaining visualizations especially for products like cigarette. One of the cigarette advertisements that use entertaining visualization is the *A Mild* cigarette television advertisements.

Widaningsih (2010, Chapter 5) said that *A Mild* television advertisements with the theme of “*Tanya Kenapa*” (“*Siapa Muda Dipandang Sebelah Mata*” and “*Belum Tua Belum Boleh Bicara*” versions) represent the oppression against youth. However, the slogan also covering Indonesian’s political situation as the advertisement was released during the post-reformation era of Indonesia.

The research considers that *A Mild* television advertisement with the theme of ‘*Go Ahead*’ (‘*Bubble*’ and ‘*Untuk Diri*’ versions) is the representation of current issues

in Indonesia nowadays: the spirit of youth (being active, being vigor, being enthusiastic, and being hopeful). In both versions advertisements, the spirit of youth is represented by signs of the visual elements of the advertisement (actor, setting, properties, frame size, camera angle, color saturation and video editing).

The research is using semiotics theory. Semiotic is “the study of signs” (Chandler, 2002, p. 1). Semiotic study can analyze not only spoken language and written language but also can analyze visual element of the advertisement. Then, the visual elements of both advertisements will be analyzed to find the denotative and connotative meaning on it. Thus, the analysis will be based on Roland Barthes’ *orders of signification*.

Barthes’ orders of signification involve the denotative and the connotative meaning. The denotative meaning is the literal meaning that usually can be found in the dictionary. Then, Barthes (1977, p. 20) states that;

“The connotative meaning is the imposition of second meaning on the photographic message proper, is realized at the different levels of the production of the photograph (choice, technical treatment, framing, lay-out) and represents, finally, a coding of the photographic analogue.”

In Barthes’ orders of signification, the denotative meaning is the first order signification and the connotative meaning is the second order signification.

The research analyzes how the spirit of youth is represented in *A Mild* television advertisements.

## 1.2 Reasons of Choosing the Topic

Cigarette advertisements are usually presented with trendy and attractive way. The researcher believes that it will be interesting to analyze how the spirit of youth in the new *A Mild* television advertisement ‘*Go Ahead*’ theme ‘*Bubble*’ and ‘*Untuk Diri*’ versions.

## 1.3 The Scope of the Research

This research specifically investigates how *A Mild* with the theme of ‘*Go Ahead*’ (‘*Bubble*’ and ‘*Untuk Diri*’ versions) television advertisements represent the spirit of youth (being active, being vigor, being enthusiastic, and being hopeful). Furthermore, this study focuses on the visual elements (actor, setting, properties, frame size, camera angle, color saturation and video editing) of the advertisements to reveal the issue in related advertisements.

## 1.4 Research Questions

The research is geared toward answering the following question:

1. “How do *A Mild* television advertisements with the theme of ‘*Go Ahead*’ (‘*Bubble*’ and “*Untuk Diri*” versions) represent the spirit of youth?”
2. “Which spirit of youth is represented more salient than others in the advertisement?”

## 1.5 Aims of the Research

By following the research questions, the aim of the research is to investigate how the spirit of youth (being active, being vigor, being enthusiastic, and being hopeful) in *A Mild* television advertisement is presented and which spirit of youth is represented more salient than others in the advertisement.

## 1.6 Research Method

This research uses a qualitative descriptive method because the research describes the phenomena in the form of scenes of *A Mild* advertisement, framed in semiotic theory, specifically Barthes' *orders of signification*. This study focuses on first order signification (denotation) and second order signification (connotation) of visual elements (actor, setting, properties, frame size, camera angle, color saturation and video editing) of advertisement.

### 1.6.1 Data Resources

The data are in the form of two videos of *A Mild* television advertisements. The first advertisement is *Go Ahead (Bubble)* version (duration: 61 seconds). The second advertisement is *Go Ahead (Untuk Diri)* (duration: 62 seconds). All of the advertisements are in the form of flv format which involves audio and visualization. The data are collected by downloading from <http://www.youtube.com>.

### **1.6.2 Data Collection**

The primary data for the research were collected by downloading the video (in the form of flv's format) of the two related advertisements from <http://www.youtube.com>. The data are selected purposively and only the scenes that are considered to represent youth spirit (being active, being vigor, being enthusiastic, and being hopeful) have been selected as the data for the research.

### **1.6.3 Data Analysis**

The collected data are transformed into scenes. The scenes are categorized critically analyzed to see if they represent the spirit of youth (being active, being vigor, being enthusiastic, and being hopeful). Each scene is analyzed using Barthes order of signification. In conducting the research, the following steps have been taken.

1. Selecting the advertisement.
2. Watching the two advertisements carefully to get thorough understanding about the spirit of youth inside the scenes.
3. Putting the selected scenes into table.
4. Critically analyzing the scenes to see how they represent youth spirit.
5. Interpreting data.
6. Making conclusion and suggestion for further research.

## 1.7 Clarification of Terms

1. Semiotics in this research refers to meaning-making and representation in form of media (Chandler, 2002).
2. Advertising is the nonpersonal communication of information usually paid for and usually persuasive in nature about products, services or ideas by identified sponsors through the various media (Bovee, 1992, p. 7; cited in Taflinger 1996).
3. Denotation in this research refers to definitional, literal, obvious or commonsense meaning of a sign (Chandler, 2002).
4. Connotation in this research refers to socio-cultural and personal association of a sign (Chandler, 2002).
5. Spirit is mental attitude; state of mind (Oxford Learner's Pocket Dictionary, 1995).
6. Youth is time or state of being young (Oxford Learner's Pocket Dictionary, 1995).
7. Spirit of Youth  
People have to be more active in getting a lot of positive experiences and mending badness (sins, ugliness) that have been done (Koentjaraningrat, 2004).  
  
The qualities of youth are vigor, enthusiasm, and hopefulness (<http://www.dictionary.com>).



Learning on Koentjaraningrat (2004) and <http://www.dictionary.com>, spirit of youth in this research refers to being active, being vigor, being enthusiastic, and being hopeful.

## **1.8 Organization of the Paper**

This paper divided into five chapters as follows:

### **Chapter I**

This chapter is the introduction part of this paper which consists of background, reason of choosing the topic, the scope of the research, research question, aims of the research, research method, clarification of terms, and organization of the paper.

### **Chapter II**

This chapter describes the theoretical frameworks of the research, containing the basis theories for this research.

### **Chapter III**

This chapter contains the research method of the research, including the data collection and data presentation.

### **Chapter IV**

This chapter provides the analysis of the data using the theoretical framework.

### **Chapter V**

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