

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Cultural diversity is a general phenomenon in many countries in the world. One of the countries is Indonesia. Indonesia is a wide and multicultural country. It can be seen from the data of the Ministry of National Development Planning of Indonesia in 2018, the total of citizens reach 265 million people. According to the data from Statistics Indonesia, through the latest national population census in 2010, it is showed that there are 1,331 ethnics in Indonesia. It is spreaded in not less than 30 thousand islands there (Nurrohman 2013). The Indonesian islands are home to diverse of cultural and groups, each with their own languages and traditions. Because of that, it is interesting to explore more about cultural diversity phenomenon occurs in Indonesia. Therefore, the topic of this study is related to the cultural diversity representation of Indonesia in media, especially in advertisement from the linguistic point of view.

Based on the explanation of Cameron and Kulick (2003) representation means where people convey what kind of people they are and how they are described by other people through the language-use. In relation of the issue brought in this study about cultural diversity representation, diversity itself, in general, is a subjective phenomenon created by group member themselves

whom on the basis of their different social identities categorize others as similar or dissimilar: A group is diverse if it is composed of individuals who differ on a characteristic on which they base their own social identity (O'Reilly, Williams and Barsade 1998). Loden & Rosener (1991) define diversity as that which differentiates one group of people from another along primary and secondary dimensions. The primary dimension has certain influences which form the basic self image or world view in society. Those primary influences include gender, ethnicity, race, age, sexual orientation, mental or physical abilities, and characteristics. In other hand, the secondary dimension can influence on personal identity and add more subtle richness of primary dimension in personal self esteem and self definition. Those secondary influences are religion, geographic location, first language, communication style, organizational role and level, educational background, family status, work experience and income, and military experience. In addition, Arredondo (2004) mentions further about tertiary dimension which encompasses historical moments experienced. From that condition it can be showed that cultural diversity can occur in a group of people which contains of some different ethnicities.

Furthermore, the specific issue of cultural diversity is created through the presence of the varied cultures in society. Cultural diversity is one of the usual terms that are used to describe about different cultures, religions, and languages in a society. Cultural diversity creates a climate in which different culture can engage in a mutually beneficial dialogue. Different artistic, literary, musical, moral and other traditions interrogate, challenge, and probe each other, borrow

and experiment with each other's idea and often throw up wholly new ideas and sensibilities that none of them could have generated of their own (Mishra and Kumar 2014).

Based on the result of the Conference of the United Nations of Educational, Scientific, and Cultural Organization (2005), cultural diversity can be found in groups of some people. It can be created through the existence of the variety of cultural activities or customs and through diverse modes of creation, dissemination, distributions, enjoyments, values, or even the technology used. Cultural activities or customs themselves have certain concerns. As cultural activities, goods, and services refer to those activities, goods and services which at the time they are considered as a specific attribute, use or purpose, embody or convey cultural expressions, irrespective of the commercial value they may have. Cultural activities may be an end in themselves, or they may contribute to the production of cultural goods and services (United Nations Educational, Scientific and Cultural Organization 2005). In Indonesia, this can be shown from every corner of the archipelago that have come skilled sculptors and evocative musicians, legendary dancers and famed poets (Djarum staff 2017).

Showing the issue of cultural diversity, mass media has a big contribution in promoting toward the viewers about its values. Through the mass media, the producer can also promote certain value about friendly relationship between different cultural groups. One kind of the mass media that is popular to use is advertisement. It is because according to Wernick (1991), advertisement can be used as media of promoting culture. It can also express ideology and cultural

symbolism. Advertisement can work on symbol in a form of image and textual language. This also may use to catch the attention or interest of the viewers and create their desire or influence them to do or not to do something.

In conducting this study, the main object is also taken from advertisement. According to Ketler and Keller (2012) an advertisement is any form of promotion which is paid or non personal aiming to promote ideas, goods, or services of the sponsor. They also divide an advertisement into two kinds based on how the advertisement is proposed. The first is informative advertisement and the second is persuasive advertisement. An informative advertisement aims to create customers' awareness and understanding of a product. On the other hand, a persuasive advertisement aims to create customers' preference, liking, and conviction so that they want to buy the product. Thus in promoting cultural diversity value, advertisement can apply informative aim, persuasive aim, or even both informative and persuasive aims.

Furthermore there are various types of advertisements: the digital advertisement, billboard, printed advertisement, and so on. Based on the Business Queensland website about the types of advertising, the digital advertisement includes the commercials on radio, television, and online advertising. The printed advertisement includes newspaper, magazine, catalogues, direct mail, and leaflets. In this research, the main attention is in the digital advertisement taken from television and also re-uploaded in You Tube. The advertisement chosen here is cigarette advertisement which is produced by *Djarum* Corporation in Ramadhan Edition 2017. This shows that advertisement is one of effective media in

promoting cultural diversity value by reaching both informative and persuasive aims. Furthermore, through the media, especially advertisements, certain ideas or values can influence the viewers' minds that can affect their life in society. One of the example of the cigarette advertisements which influence the viewers is *Djarum*.

Djarum Corporation is one of the companies which created cigarette product named *Djarum*. There are four products that *Djarum* Corporation produces. They are *Djarum*, *Merata*, *Kotak Ajaib dan Kembang Tanjung*, and *Sigaret Kretek*. *Djarum* becomes the biggest producer of cigarette in Indonesia and makes some innovation in its products. The number of *Djarum*'s consumers increases, although there have been some campaigns about banning of smoking especially in public area. The advertisement also warns people about the danger of morphine portrayed on the scenes. In Indonesia, cigarette advertisements should be broadcasted only in particular time on television based on the rule of censor for cigarette advertisement. It is ruled by Indonesian Broadcasting Commission in 2014, based on the law act 32 year 2002, about broadcasting and media article 46 paragraph 3C that it is prohibited for cigarette advertisement to show the cigarette in promoting its product. The Indonesian Child Protection Commission also supports this constitution to keep children from the danger of any addictive substance including cigarette. Those advertisements also published certain implicit messages or values. This also makes those messages or values are interesting to be revealed or analyzed.

Djarum Corporation, through one of its *Djarum* Foundation programs, also shows its support toward the appreciation and the development of cultural diversity in Indonesia. In *Djarum* Foundation program, it can be seen that there are some Corporate Social Initiatives. One of the initiatives is cultural initiative that is firstly created in 1992. The program includes doing sponsorship to support the cultural development in Indonesia. One of the examples is through media and its advertisements. In addition, *Djarum* Corporation, through its advertisement, also pays attention toward the current issue in Indonesia.

Djarum advertisement Ramadhan Edition portrays the issue of cultural diversity and the way of building the togetherness. It has a relation toward the bad issue in Indonesia as written online newspaper, *tirto.id* in January 2017, about the radicalism and racism issue which could harm the political stability and economic condition of Indonesia. It was also shown in *Djarum* advertisement Ramadhan Edition 2018 about the value of sportive and solidarity in a soccer game. This also had a relation with the big sport event that would be held in on 18th of August 2018. It was the 18th Asian Games in Indonesia. Another relation of the advertisement value and issue portrayed in *Djarum* advertisement Ramadhan Editon 2019, about the awareness of mental health issue, especially in a big city suronding by much pressure relates to the awareness of mental health starts to be concerned especially in 2019.

The linguistic features of the portrayed in the advertisement are further also analyzed especially in the textual component of its textual metafunction analysis. The linguistic features are defined as the occurrence of world class distribution

(Moohebat et. al 2017). The features that are used in the advertisement's textual component can show the difference especially in each tradition scene of the advertisement.

In this study the multimodality concept from the theory of Kress and Van Leeuwen. Kress (Kress and Van Leeuwen 2006), argues that Halliday's model with its three metafunctions is a starting point of their account of image because it works well as a source for thinking about all modes of representation. This study also concerns with the systemic functional approach which derives from Halliday's SFL approach by representing and identifying the 3 metafunctions for both verbal and non-verbal elements which are ideational, interpersonal, and textual metafunction (Kress and Leeuwen 2006).

From the explanation of Kress and van Leeuwen, ideational metafunction concerns with the language which encodes environments. Interpersonal metafunctions However, it is not only the multimodality concept as the main theory to analyze the data. To analyze more about the diversity representation drawn in the advertisement, it uses diversity concept from Loden and Rosener in 1991 through the primary and secondary dimensions. In addition, it uses tertiary dimensions from Arredondo in 2000. This study will be focused on the multimodality construction and the representation of diversity in Indonesia drawn in *Djarum* advertisement in RamadhanEditon 2017.

In addition, the analysis of the textual mode is concerned in multimodality elements used in the advertisement. This may help in analyzing how the cultural

diversity value figured in the advertisement. Linguistic features can reach a wide part of linguistics. Linguistics features can be seen as the occurrence of a word class distribution. It can also be more focused to see the value through its syntax and semantics of the textual mode in the advertisement.

There are three previous studies concerning on the use of multimodality analysis in advertisements in conducting this study. One of the studies is conducted by Triristina in 2012 in an undergraduate thesis about verbal and nonverbal or it multimodality analysis used in cigarette advertisements billboard. Another study is conducted by Anwar for an undergraduate thesis about multimodal contrastive analysis of *Pepsodent Expert Protection* TV commercials in 2016. The other study is conducted by Adams, Matu and Oketch about the analysis of multimodality in *Safaricom* advertisement communication in Kenyan Daily Nation Newspaper 2014.

Those previous studies analyzed advertisements, but their forms are different, such from the study done by Triristina and Adams, Matu, and Oketch. From this condition, related to this study, the kind of subject is the same. On the other hand, the specification of result that is expected through this study is that based on the form of the subject analyzed, the lexical choices, linguistic features, and the component of the scenes in the digital advertisement can be analyzed through multimodal elements can be different. In Triristina's study, the specification result shown that the cigarette advertisement bring another message beneath the picture and text on its advertisement. It shown more messages about the beneficial and the trend of smoking for men to attract the consumers. This

used by the advertisers as there is a special regulation of cigarette's advertisement. It can also be analyzed further about cultural diversity issue in Indonesia from this advertisement, which is not existed in the Anwar's study. In Anwar's study, the way of promotion also reveals about the closeness message of the product which is delivered through the textual component of the advertisement. The result expected of this study may differ from those previous studies, as the form and issues brought in both previous studies are different.

There are several reasons for choosing *Djarum* advertisement in Ramadhan Edition as the analysis of multimodality concept and representation of diversity in Indonesia. The first is the fact that *Djarum* advertisement Ramadhan edition 2017 shows seven different Islamic cultural activities of Ramadhan and ethnicities in its visual and textual elements. The visual element can be seen on the scenes and the textual element is shown in the narration and quotes on the scenes. Those two elements which portray the cultural diversity value can be analyzed further through the three metafunctions of Multimodality approach. The second is that *Djarum* advertisement in Ramadhan edition and other editions usually brings current issues in Indonesia. The issue brought in the advertisement of this study also has a relation with the current issue especially in 2017 in Indonesia. The issue rising in 2017 was about racism and radicalism which could harm the national stability including harmony and economic condition. This issue becomes more harmful toward the political stability especially for local election at that time. This means that the advertisement can be used to encounter the bad issue by sharing the cultural diversity value and togetherness. The third is that *Djarum*

foundation supports the cultural development and promotion through its sponsorship in its media and advertisement. It has also a special program which is called as Cultural Initiative since 1992. The fourth reason is based on the gap after previewing the previous studies. The difference can be seen through the form of the advertisement and the product or the value that are promoted in the advertisement. The previous studies of multimodality have not been related to cultural diversity value in advertisement.

1.2 Statements of the Problem

There are two statements of the problems in this study. Those are:

1. What multimodal elements are used in *Djarum* advertisement in Ramadhan Edition 2017?
2. How is the representation of the cultural diversity in Indonesia presented in *Djarum* advertisement in Ramadhan edition 2017?

1.3 Objectives of the Study

There are two objectives of the study. Those are:

1. To identify the multimodal elements used in *Djarum* advertisement in Ramadhan Edition 2017
2. To describe the representation of cultural diversity in Indonesia in *Djarum* advertisement in Ramadhan edition 2017

1.4 Significance of the Study

From this study, both the theoretical and practical contributions will be provided. For the theoretical contributions, this study will increase some development in Discourse Analysis, especially in conducting multimodality research. Also, from the explanation of the value beneath the advertisements and the social culture will be known, as how they are related each other. Further, it is also expected that this study will be useful for the researchers of the same topic.

In addition, for the practical contribution, the writer hopes that it can help or give reference for advertising consultants, industries, and agencies in producing verbal or non verbal advertisements through certain medium. Then, it will also use to help other researchers, especially for linguistic students to identify in depth of multimodality concept and apply it. Further, it is proposed to stimulate the critical thinking and awareness of people in understanding the value including the advertisement.

1.5 Scope and Limitation

This study will only focus on the *Djarum* advertisement in Ramadhan Edition 2017. This research concerns on the way multimodal elements constructed in this advertisement. Also, this research will focus on the value brought in this advertisement, especially the representation of diversity in Indonesia. Then, there will be the analysis of that representation through multimodality theory proposed by Kress and Van Leeuwen, also through interpretation using the theory of cultural diversity proposed by Loden and Rosener especially on its three dimensions proposed. Finally, the results will show up about the construction of

multimodal elements in this advertisement and how cultural diversity in Indonesia is figured through this advertisement.

1.6 Definition of Key Terms

Representation : where people convey what kind of people they (themselves) are and how they are described (by other people) through the language-use (Cameron and Kulick 2003).

Cultural Diversity : creates a climate in which different culture can engage in a mutually beneficial dialogue. Different custom, artistic, literary, musical, moral and other traditions interrogate, challenge, and probe each other, borrow and experiment with each other's idea and often throw up wholly new ideas and sensibilities that none of them could have generated of their own (Mishra and Kumar 2014).

Advertisement : any form of promotion which is paid and non personal and aims to promote ideas, goods, or services of the sponsor (Kotler and Keller 2012)

Multimodality : a text by which humans can communicate in normal condition by using various modes (Kress 2010).