

## CHAPTER 1

### INTRODUCTION

#### 1.1 Background of the study

In recent decades, television has become an inseparable part of human life. It has a lot of interesting programs, starting from news, entertainment, movies, soap operas, to advertisements. Furthermore, it is also one of practical media for promoting and advertising a product or service, given that people mostly watch television on a daily basis. As a result, to use television as the media for promotion or advertisement is more effective because of its audio and visual advantage. Martiana in her article entitled *A Semiotic Analysis of A Mild 'Go Ahead' Advertisement* states that television becomes the most attractive media since it involves audio and visualization, in line with growth of technology (Martiana, 2012).

TV advertisements or commercials have certain time to appear and it is commonly repetitive. For that reason, TV advertisements are more memorable than advertisements relying only on visualization or images, as in magazines, newspapers or billboards. Through TV advertisements, information and messages can be delivered clearly to the audience. Danesi argues that advertising has persuasive messages to attract the audience and as a modern tool to create an ideology and lifestyle. Hence, persuasive messages can be delivered and regarded as a medium to dominate an ideology and lifestyle” (Danesi 2002, p. 179). The opinion is also supported by Harms and Kellner (2012) stating that advertising has commodity aesthetics that may shape values, perceptions and

consumer behaviour in order to create lifestyle of consumer capitalism. It is expected that after the audience watches the advertisement, they will always remember the advertisement in order that they are interested in buying the product.

TV advertisements have a lot of varieties from public services to commercial products and services. In TV advertisements, we often watch many kinds of advertisements, ranging from vehicles to personal care such as shampoo, soap, and toothpaste. In case of toothpaste, the advertisements from several well-known toothpaste companies frequently appear on television. One of those is Pepsodent. In Pepsodent TV advertisement, we can find a wide-ranging variety of Pepsodent TV advertisements served by the company. The company presents a discourse about a proper dental hygiene. However, in Indonesia, toothpaste is not an indigenous Indonesian culture. It is a dental hygiene culture brought by the Dutch during the colonial period. In terms of dental hygiene, prior to the toothpaste invention, there were betel leaf, charcoal, brick and areca nut. Those are believed by Indonesian to keep their teeth healthy and clean. However, it gradually began to be neglected by our society since toothpaste is more practical and can be easily found.

Pepsodent is the most well-known toothpaste in Indonesia since it has been awarded Top Brand and also recognized by FDI (Federation Dentaire Internationale) (Effendi, 2009). In addition, Pepsodent is the oldest toothpaste brand and the most leading brand in Indonesia. Its official website mentions that in 1980 is the first year Pepsodent introduced toothpaste with fluoride. Following

the first toothpaste with fluoride, Unilever subsequently introduces a variety of Pepsodent products such as Pepsodent Herbal, Pepsodent Whitening Expert, and Pepsodent Sensitive Expert.

Related to Pepsodent advertisements, Adyatma Arifin in his thesis entitled *Pengaruh Periklanan Terhadap Keputusan Pembelian Konsumen Pasta Gigi di Kota Makassar* states that the advertising campaign of Unilever products, in particular Pepsodent, is very intense. As a result, Pepsodent is ranked 20th out of 25 ASEAN biggest advertisers. Niall Fitzgerald, the chairman of Unilever, states in Diana George and John Trimbur' *Reading Culture* that a brand is a storehouse of trust. That matters more and more and more as choices multiply. People want to simplify their lives (Naomi Klein, p. 285).

One of Pepsodent products is Pepsodent Sensitive Expert, which was launched in 2006. Its official website claims that Pepsodent Sensitive Experts contains active ingredients to relieve sensitive nerves through the teeth and gum. For that reason, the main target of Pepsodent Sensitive Expert is people having sensitive teeth or dentin hypersensitivity. Furthermore, its TV advertisement was launched in 2011 and since then it continually appeared in television day and night. The duration of this advertisement is approximately 30 seconds. The advertisement narrates about Nadya Hutagalung as woman who loves to explore culinary so that her habit makes her teeth sensitive and painful. Afterwards, a male Western scientist appears to give her information that the sensitive teeth is not because of sweet food. It is only a myth shaped by the society. The scientist then gives her scientific explanation regarding with that. This TV advertisement

actually shapes the representation of Western scientists' superiority as the expert in dental hygiene. This statement is supported by Allison Kirkman in her article entitled *Productive Readings: The Portrayal of Health "Experts" in Women's Magazine*. She mentions that women's magazine have a pivotal role in influencing the society to treat their health properly. 'The media play a powerful role not only in the shaping of lay views and evaluations of modern medicine, but also in the profiling of risks in contemporary society (p. 259)' (Williams & Calnan, 1996, cited in Kirkman, p.751).

The writer choose this TV advertisement because the advertisement is highly represent Western and Eastern in terms of sensitive teeth. Not only that, the TV advertisements often appear and many people see it. Range from children, teenager to adult. It broadcast intensively on various Indonesia television channels. Either in the morning, afternoon and evening. In addition, Pepsodent Sensitive Expert also has many TV advertisement variations using representations between scientist and ordinary people (Eastern). Pepsodent selected as the object is because it often produce many kinds of advertisements on television. Pepsodent advertisement also frequently appears in magazine, therefore many people know this toothpaste products. Nadya Yuti Hutagalung or better known as Nadya Hutagalung is the actress on the TV advertisement of Pepsodent Sensitive Expert. She is mixed-blood race of Indonesia-Australia. She became one of the first VJ on MTV Asia. She has been voted as Singapore's Top 20 Most Influential people by CNN at 2009.

Moreover, the writer choose to study this advertisement because Pepsodent is a product from Western. Pepsodent is one of product from Unilever. The Unilever company is from England. As stated on its official website, Unilever was found in Indonesia in 5 December, 1933 as Zeepfabrieken N.V Lever (Unilever, 2013). It can be said that we are adopting Western culture in the case of dental hygiene. Hence in Pepsodent, through this study the writer will examine that in the advertisement there is an issue of orientalism which is reflected by some of the text and scene in the Pepsodent Sensitive Experts' TV advertisement. Orientalism by Edward Said claims that orientalism is the form of construct the East and how the West esteemed to the East (Storey, p. 171). Edward Said also said that the East (Orient) is part of center colonialization by the West (European) by civilization and culture. The West will dominate by their ideology, doctrines and other things (Said 1977, p. 19).

In this study, the writer conducts research regarding with the Western domination in the discourse of dental hygiene through Pepsodent Sensitive Expert TV advertisement. In this advertisement, Nadya Hutagalung who acts as a major character is not a pure Indonesian in order that her presence has a huge significance to the advertisement itself. For that reason, the writer assumes that this advertisement has an underlying reason why Nadya is selected as a figure to represent people believing in the myth of sensitive teeth. The writer also assumes that this TV advertisement contains binary oppositions between the West and East. The West tends to be regarded more rational, while the East is irrational. In addition, this study discusses about the race in which the West is identical to the

white, while the East is opposite. In terms of gender, this study also discusses the reasons why the western scientist is male who teaches Nadya as the representation of the East.

## **1.2 Statement of The Problems**

As stated in the background of study above, the Pepsodent Sensitive Expert TV advertisement describes about the representation of the West and East. The West is represented as rational, while the East is irrational. Thus, the writer formulates the statements of the problem as follow:

1. How are the West and East represented in the Pepsodent Sensitive Expert TV advertisement?
2. What is the hidden meaning/ideology behind the advertisement?

## **1.3 Objective of The Study**

The objective of this study is to reveal the representation of the West in this advertisement. The West is always depicted with advance thoughts and technologies, while the East, particularly Indonesia, is irrational for still believing in the myths. The myth is often considered as ancient and something that cannot be believed. Thus, the writer focuses on the Orientalism issues and how the West and East are depicted in the advertisement by using the textual analysis approach, semiotic. For that reason, another objective of this study is to reveal the underlying meaning or ideology shaped by the advertisement.

#### 1.4. Significance of The Study

Pepsodent TV advertisement frequently appears in television so that many people can watch it. Despite many well-known toothpaste products in Indonesia, the writer chooses Pepsodent because Pepsodent is the most leading toothpaste brand in Indonesia. For that reason, the writer believes that this research will be interesting for the readers. Besides, the writer wants to inform the readers that there are representations of the West and East as well as several symbols and underlying meanings shown in the Pepsodent Sensitive Expert TV advertisement. This research will be significant for those who never consider about the ideology presented in TV advertisements. In short, this study is expected to give meaningful information regarding with Orientalism through the advertisement.

#### 1.5. Definition of Key Terms

In this study, the writer often uses the words as follow;

- Semiotics: The study of the sign. The sign is taken from words, images, sounds, gestures and objects. Semiotics is the study of how meaning is made and how reality is represented (Danesi, p. 2). Semiotics consists of the signified and signifier of the sign.
- Orientalism: Western construction of how the West views the East, as in Edward Said's *Orientalism*. The East as an orient is a part of colonialization center by the West or European through the civilization and culture. The West dominates through their ideologies, doctrines and other things (Said 1977, p. 19). In this study, the West constructs an ideology of the dental hygiene by toothpaste, namely Pepsodent.

- Western : The term to portrays the colonizer. Identic with something civilized, superior. (Said, p. 19)
- Eastern : The term to portrays race except caucasian. It relates to the colonized and uncivilized. In this study, the Eastern is Asia.
- Myth: Something produced for consumption by the secondary signification (connotation) (Barthes in Storey, p. 119).