

CHAPTER 1

INTRODUCTION

1.1 Background of the Study

Advertisement might look simple and in short time, it is only lasted for a few minutes, but it is also very important for a business to promote or introduce the products. Advertising, according to Ewen, also becomes a place in modern industry and a major sector for business investment. Advertising offers product that is efficient to consume and it is a way to control people consuming the product (Ewen 33). Advertising, therefore, is one of communication media to promote and market a product so that it has to be interesting and creative in order to get the attention of consumer to buy the product.

In other words, advertising is a way to persuade people to consume what we call as commodities since it sometimes makes us confused about the meaning of authenticity in products. George Phelps argued that media provided a capability to relay information in its ability to influence behavior (Ewen 73). As a result, the function of advertisement, according to Marx, may create 'false consciousness' or 'false need'. Marx argued that false need as the creation to divert people's attention from the exploitative nature of capitalism (K. Williams 147). Here, false consciousness means people buy something only just for gratification need. People consume goods or services only because they accept all without thinking it would be necessary or not, and then they just relay, enjoy and consume the products, especially getting reference through the advertisement.

Thus, it can be said that advertisement is structured to boost the value of commodification brand names by attaching them to images that possess social and cultural value: brand name commodification + meaning of image – a commodification sign (Goldman and Papson 2). Furthermore, advertising construct the commodity images indicates that advertisements then making an interpretation by looking all sign in the ads. We are all attracted by the symbolic meanings that projected through the commodities offered to us. In other words, commodification can be said as the objects, both of goods and services, as the unsalable becoming salable needs in society.

In this study, the changing of eating behavior during pregnancy becomes as the concern of study. Well, pregnancy also brings women into contact with health and medical procedures to ensure the wellbeing of mother and baby. Sadly, Indonesia is the country with the high of mortality rate than Filipina, Thailand and Malaysia (UGM). The mortality rate showed in 2009, more than 9.500 pregnant women dead every year because of the complication during pregnancy. Many factors can place a woman at risk for poor pregnancy outcome. These include low income, lack of education, lack of support, health issues (nutritional status, high blood pressure, infections), and lifestyle factors (Palmer 345). Those are not only aggravate the complications of pregnancy but also causing the low birth in the weight of baby. In the lack of education here affect on the pregnant women to fulfill their nutrition, it can caused the lack of nutrition during pregnancy.

The advertisements of nutritious milk for pregnant woman have recently begun to appear strategically in each spot of television advertisement. This

nutritious milk gives an instant solution to fulfill nutrition for pregnant women than consume many foods like eggs, vegetables, fruits or fishes. Through this product, the producers tried to create a market in society from the pregnancy aspect. The needs of fresh food for pregnant women is important. Fresh food such as milk can support the maternal health, but in Indonesia the needs of milk is not too high, since the fresh milk can be contain some bacteria. Pregnant women itself suggest to consume the sterile food to maintain the health wellbeing both for herself and her fetus' growth. Thus, nutritious milk is offered as the solution for pregnant women to fulfill the nutrition need and as a sterile food.

Nutritious milk products, consequently, have commonly been consumed by pregnant women nowadays. This product tried to get the market in order to help the pregnant women to fulfill their needs of nutrition. In Indonesia, according to Nielsen Media Research, there have been nine nutritious milk products. They are SUN, Enfa Mama, Lactona Ibu, Annum, Protifar Bunda, Mama's Best, Prenagen, Laktamil, and Sustagen Mama, then Prenagen and Annum are the best product sold in Indonesia during January-August 2005 (Marketing).

Prenagen, moreover, is considered as a pioneer of nutritious milk for pregnancy and lactation in Indonesia. It has been produced since 1985. In 2011, *Prenagen* has reached its 25 years age and presented the campaign "Happy Joyful and Active Moms" with a happy message for pregnant mothers will be a positive impact on baby's brain. In this year, *Prenagen* also introduced the new Brand Ambassador Dian Sastrowardoyo to strengthen *Prenagen* as the Nutrition Expert Pregnancy and Breastfeeding (Prenagen).

Prenagen has four products of nutritious milk for pregnant woman and lactating mother. They are *Prenagen esensis* for pregnancy preparation, *Prenagen mommy emesis* for pregnant woman who experience nausea and vomiting in the first trimester, *Prenagen mommy* for pregnant woman during pregnancy, and *Prenagen lactamom* for lactating mother to increase the quality of breast milk (KALBE). At the first appeared, this brand presented *Prenagen mommy* as one type of product for pregnant woman for fetal brain development in her womb. Besides that, the writer chose this product because it is not specific target than other products, for instance *Prenagen esensis* only for woman who prepares pregnancy and *Prenagen mommy emesis* only for pregnant woman who feels vomit at the age of first trimester pregnancy. Then this *Prenagen mommy* product becomes having broad market than other products. That is why in this study, the writer took *Prenagen mommy* advertisement as an object of the study. The writer took the latest version from official *Prenagen* website on *youtube.com*. It showed about the happiest moment of pregnant woman.

Finally, this study is aimed to interpret how the commodification of nutritious milk is portrayed in the *Prenagen's* television advertisement. The writer wants to analyze how this nutritious milk is being important to consume than other products of milk, such as fresh milk, canned milk, UHT (ultra-heat-treated), or milk powder. Then, this study wants to know what commodification that attached in this advertisement, it tries to reveal what signs, values and ideologies that appears behind advertisement. In the other words, signs can create the meaning and to understand the meaning we can begin with understanding signs.

The connection between signs and meanings of things we use in our daily activities and our habits.

Then the writer uses semiotic approach to see the hidden meaning by looking at sign in each image of this advertisement. Semiotic is the study of signs. Umberto Eco stated that semiotic is concerned with everything that can be taken as a sign (Chandler 2). In semiotic studying signs can be seen from words, images, sound, gestures and objects, and then it can analyze how meanings are made and how reality is represented.

1.2 Statement of the Problem

How does the commodification of nutritious milk occur in *Prenagen mommy* advertisement entitled *Dian Sastro's Happiest Moment With PRENAGEN Mommy?*

1.3 The Objective of the Study

Prenagen mommy is a product dedicated for pregnant women. This study intended to find out how the commodification of nutritious milk takes place in *Prenagen mommy* advertisement entitled *Dian Sastro's Happiest Moment With PRENAGEN Mommy*.

1.4 The Significance of the Study

This study is to reveal a change in our society, especially in eating behavior during pregnancy related to the consumption of nutritious milk during pregnancy. Thus, this study is expected to show how the commodification of nutritious milk occurs in this advertisement. This study is also expected to give readers more knowledge about the commodification of nutritious milk that may

create false need, especially for women who become a mother. Finally, this study may also give better understanding for student of English Department who concern on the commodification issue and focus on the topic about nutritious milk or instant food.

1.5 Definition of Key Terms

- Advertisement : A notice or announcement in a public medium promoting a product, service, or event or publicizing a job vacancy (Press)
- Commodification : Refers to the extent to which media messages and symbolic goods have become products to be bought and sold on the market (Stevenson 227)
- False Need : A stimulation of strong desires for material goods that are not strictly necessary for biological existence or even to foster a sense of community (Paterson 6)
- Prenagen : A pioneer of nutritious milk for pregnancy and lactation in Indonesia since 1985 (Prenagen)
- Semiotic : A study of signs which construct through interacting with receivers, and produce meanings (Fiske)