

CHAPTER 1

INTRODUCTION

1.1 Background of the study

Advertising can be found in almost every aspect in daily life as it plays an important role in product marketing strategy. Nowadays, advertising can be found in both printed and electronic media such as bus stop, billboard on the main street, and other strategic places. In addition, to provide product information and promotion, there are also attracting and entertaining sides of advertisement. Kleppner, (2002, cited in Prilosadoso, 2010) stated that, the advertising terms came from Latin, *ad-vere* means delivering the thought and idea to the audience or media to deliver the message. To get attention advertising must be persuasive. As a persuasive media advertisement has a key role to attract society by using various language style and image, advertise existing products through television media today is a natural thing. Television is an effective medium in advertising for television advertisements targeted directly to the general public.

According to Cook (2005) a television advertisement can be found all the time because, most people spend their time watching television. Advertising through television is very effective as it is more appealing, eye catching, and all designed to elicit an emotional response in the viewer that both grabs their attention and helps communicate the advertising message (Peterson and Malhorta, 1998).

Van Dijk (1995) stated, that media can be persuasive to control people's mind and action as the intention, plan, knowledge, belief and opinion. For example television and magazines advertisement represent a beautiful, handsome, wise, charismatic characteristic, that generates public's mind. This situation has become on going issue in advertising. Barthes (1977) stated that ads are often representation of certain ideology that the advertisers want to campaign to lure people to buy their products. In association with ideology, it has been mentioned that media has potential power in shapping people's self concept (Lavine, 1999)

Cook, (2005) argued that one powerful ads is television ads, ads in television use a combination of unique language picture and song. Television advertising has a mixture of visual frames and music or multimodality. Nasional Demokrat political party is established by Surya Paloh, the owner of Metro TV. He takes the advantages of possessing television channel by promoting the party through television broadcast. This is a new trend in Indonesia, introducing the existence of a new political party through television media.

Nasional Demokrat political party, creates an advertisement that appeals to people to support and help them fighting against in justice. According to Syofyan (2012), many Indonesians do not trust their government nowadays. Using a motto Gerakan Perubahan (Change of movement) Nasional Demokrat broadcast political commercial television which is no longer promising a political nonsense but portraying a real condition of Indonesian which is under crisis of injustice. This advertisement is directed to attract viewers and convinced them about the seriousness of Nasional Demokrat as a new political party in developing country.

Nasional Demokrat was established in 2010 under the leadership of Surya Paloh. Surya Paloh is also an owner of one of televisions stations in Indonesia, Metro TV. The possession of media affected Nasional Demokrat political party growth in Indonesian politics. Nasional Demokrat political party symbol is a blue rotation wrapped with orange hug gestured. According to Hasang, Siharta & Sukendro (2011) the symbol is made simple by representing the spirit of change, as well as easy to remember and is drawn as a symbol of the change of movement. The rotation velocity of the blue is a symbol of the spirit and the dynamic new hope, openness, assertiveness that has real purpose. Gestures hugging orange is a symbol of unity, wholeness in spirit moving and ready to accommodate the aspirations of renewal.

In his speech Surya Paloh said the formation of Nasional Demokrat political party is not merely present in the constellation of power and interests friction. Nasional Demokrat political party not only entering politics for a noble caused but also Nasional Demokrat political party entered the political arena to achieve major goals: establishing the existence of the State, strengthening the unity of the nation and improve the welfare of the people, encouraging high economic growth, to promote justice for all Indonesian people. Surya Paloh also stated that Nasional Demokrat is created to make a change for politic problems that happens in Indonesia such as Justice.

The writer chooses Nasional Demokrat political party as an object of the study because Nasional Demokrat is one of the new political parties that grows rapidly. In addition to Nasional Demokrat rapid growth, it delivers ideas about the

movement and calls for Indonesia restoration by using three communication strategies, which are: thematic approach, mediated and non-mediated. This study focused on mediated strategy by utilizing electronic media which is television, in implementing communication strategy mediated approach. Since Surya Paloh, the leader of Nasional Demokrat political party, is also the owner of Metro TV, one of private television stations in Indonesia, that is why Nasional Demokrat grows rapidly because Metro TV becomes an electronic media for campaign. The other reason is Nasional Demokrat political party's goal is to encourage young people to make changes in Indonesia, to state that upholds justice and can be seen from ad depicting a young executive who tells the condition of Indonesia at this time.

This study analyzes the advertisement from the context of communication that is conveyed through pictures, music, and speech. Nasional Demokrat is a new political party that grows rapidly and it employs advertising to promote its existences. The chosen ad was under theme of Laws in which its opening is the appearance of a young executive who is also a lawyer named Andi Simangunsong. He is accompanied by additional actors as a portrait of young Indonesian. This is very interesting as a marketing strategy which attracts people and also introduces the party as a competitive party among the others. Therefore, in analyzing this advertising, the writer uses the theory of discourse of advertising by Guy Cook (2005).

According to Woods (2002) our social responses and actually produces what we feel caused by discourse around us. Discourse creates the world of our everyday life, and discourse relate with human interaction. Discourse shows us the

conceptual framework and we try to understand and our knowledge as well as the larger world out there. The discourse of political ads for example, that is created spread through representation that in our social environment mostly generates by the media, provides a framework for the good description image of political party is not enough, but also show whether these good description and real or not. That is why discourse has the ability to constitute the reality. Erasmus (1996) explained that advertising has the power to restructure and develop our individual realities.

Discourse is used in different sense, discourse as a spoken language. From the study of language, the speech patterns, and usage of language dialects, and acceptable statement refers to discourse. (Brown and Yule, 1983) Further, they make a distinction between discourse and text as process and product successively. Even today discourses occur not just in the terms of direct communication, between people in community, but also through the media

There are at least three previous studies which are closely related to this study. One study was done by Indonesian researcher Setianto (2009). In his study, entitled *Epistemologist Knowledge of Political advertising and Selection Behavior in the dynamics of General Election 2009*, Setianto elaborated the dynamics of political party thru political advertising, how political parties keep their existences using political advertising as their tools. While Setianto's study used philosophy approaches, Monoarfa (2011) a communication student, from the faculty of social and politic Diponegoro University, examined *The Communication Strategy Ormas Nasional Demokrat as an Embryo of Political Party in Indonesia*. Her research, concluded that Nasional Demokrat used printed and non printed media

to gain the participant. Another study conducted by Sidharta (2009) from Indonesia, that concerned with *Political Advertising and Protection for Television Broadcast*, and the result of the study is the impact of political advertising to the audiences. Despite the general subject of those studies, which is political advertisement, that is similar to this study, the difference is on the focus of the study. The previous studies, discussed political advertising using semiotic approach and communication approach. But, this study weight more on political advertising from linguistic point of view by applying Guy Cook's Theory on language and advertising.

1.2 Statement of the Problem

Based on the background of the study, the writer formulated the research questions as follows

1. How Nasional Demokrat political ad in television conveyed its message through pictures, music, and speech?

1.3 Objective of the Study

This study is aimed at finding out the linguistic aspects of Nasional Demokrat television political ads through its pictures, music, and speech in relation to the deliverance of its political message. In addition, this study is also expected to be able to elaborate the balance between pictures, music, and speech in television ads that support the deliverance of its political message.

1.4 Significance of the Study

This Study is expected to bring theoretical and practical benefits. It aims to illustrate the way of certain ideas transferred using multimodal, in this case picture, music, and speech in political ads. All of advertisement has certain message to be delivered to the audience. By introducing Guy Cook's theory on advertising and language, this study is expected to be a reference for another research. Practically, this study is for the community to face the invasion of political advertising in television in order to think critically to make choices in the voting. For the television media is expected to provide an opportunity for political parties to promote the party. For the legislature, it is expected to make the rules on media campaign television ad that can play its role effectively. Theoretically, the study is expected to confirm the view of discourse analysis of the characteristics of discourse, in this case the language of advertising is expected to develop according to the latest modernity

1.5 Definition of Key Terms

- **Discourse advertising:** examines the context of the communication, who is communicating with whom and why; that kind of society and situation; through what medium; how different types and acts of communication evolved, and their relationship to each other. (Cook, 2001)
- **Political Advertising:** uses advertising space, paid for at commercial rates, in order to transmit political messages to a mass audience. (Mc Nair, 2003)
- **Language:** a system of communication of thoughts and feeling through a system of arbitrary signals, such a voice sounds, gesture, or written symbol (Dictionary, 2004)
- **Picture:** a visual representation or image drawn, photographed, or otherwise rendered on a flat surface (Dictionary, 2004)
- **Music:** the art of arranging sounds in time so as to produce a continuous, unified, and evocative composition, as through as melody, rhythm and timbre. (Dictionary, 2004)

CHAPTER II

LITERATURE REVIEW