

CHAPTER IV

DISCUSSION

4.1 Analysis of Nasional Demokrat Political Ads

In this chapter the writer analyses this political advertising through its picture, music, and writing in the advertising composition using Guy Cook's theory. For the next step, the writer examines the depiction of discourse political ads based on the first Nasional Demokrat political ads.

4.1.1 The Review of Nasional Demokrat Political Ads

This Nasional Demokrat political ad was created in 2010. The theme titled "Gerakan Perubahan" and the duration of this ad is 29 second. This ad consists of nine models or actress. From all of the models the ad shows a figure of Andy Simangunsong who is a lawyer Simangunsong is well-known for his extensive experience in litigation. According to afslawyer.com after Andy Simangunsong graduated, he joined one of Indonesia's most prestigious litigation law firms for seven years. He was also the Director of Jakarta's most prominent legal aid foundation. He has dealt with a wide range of criminal cases, including corruption, embezzlement and other criminal matters. He accompanies clients to police or KPK (Corruption Eradication Commission) investigation, including litigating in Indonesian courts of law. In addition to criminal cases, he also has an expertise in commercial disputes arising from transactional contracts and torts,

bankruptcy and suspension of debt payments, intellectual property rights litigation, antitrust and any other litigation case matters.

Syofyan (2012) pointed this version of Nasional Demokrat political ad is a suitable depiction of Nasional Demokrat political party's theme, which takes audience to see the real condition of Indonesia through Nasional Demokrat political ads. This ads kind of ads which is represents a political purpose to get sympathy from audience. To make political ads more powerful, not only emotions are brought up but also the instrumental song and the models, the use of Andy Simangunsong is a good depiction in this version of Nasional Demokrat political ads. A brief explanation about Andy Simangunsong, shows that he is suitable for the message of Nasional Demokrat political ad brought, a figure who dedicate himself in corruption cases.

The Nasional Demokrat political party's logo appears at the end of this political ads video. At the opening of Nasional Demokrat political ad shows the statue of a statue with covering eyes bring the scale and followed with Andy Simangunsong behind that statue, Andy shows the expression of disappointment about Indonesia condition. The next scene shows the picture of a man's hand grasping a tree trunk and shaking the tree trunk. The next scene flows with showing a picture of tree with strong roots and followed with a dried leave fall from the tree with strong root. A dried leave fallen beside the tree. The next scene showing a young people look cheerful, and one by one they are holding hand each other confidently. At the end of this ads shows the symbol of Nasional Demokrat political party as a closing part of this ads. In this first version of Nasional

Demokrat political ads, served a lot of supposition symbols, such as weakness symbol, strong symbol and at the end of ad, shows the models holding hand each others, all of symbol is related with the ideology of Nasional Demokrat Political Party “Gerakan Perubahan” which the theme is crisis of injustice, Syofyan (2012).

4.1.2 The Analysis and interpretation of Nasional Demokrat Political Ads

4.1.2.1 “Gerakan Perubahan” Nasional Demokrat Political Ads

In theory of discourse of advertising Cook (2005) pointed that all analysis of the language of advertisement clearly refers to the paradox that cannot be separated, both the musical and pictorial modes into account as well. In this section, as the title “gerakan perubahan” brief explanations from picture, music, and writing taken from the Nasional Demokrat political ad are presented below:

4.1.2.1.1 Picture

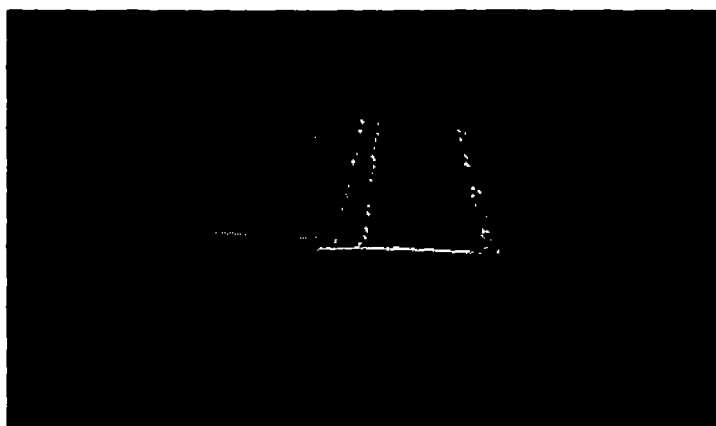
Picture1.1



The ad begins with the human bronze statue with eyes closed or wearing a blindfold, then from this picture zoom out and look at the whole statue, the statue of a person who brings scale to the eye covered, this statue is Justitia a goddess of

justice. According to Hamilton (2005) the statue is depicted wearing a blindfold. The blindfold represents objectivity, in that justice is or should be meted out objectively, without fear or favor, regardless of identity, money, power, or weakness; blind justice and impartiality. This picture represents the Nasdem concerns about Law and Justice. The background color is blue represents the identity of the Nasional Demokrat primary color. According to Esiman (2006), the meaning of blue color is loyalty and serenity; blue is also associated with spirituality, patience, competence and confidence. The blue color is the primary color of Nasional Demokrat political party symbolizes the loyalty of Nasional Demokrat political party for Indonesia. The relationship between the picture and the statue of Justitia as well as blue as the background, Nasional Demokrat is represented as a political party that upholds justice and high in, accordance to the title of the ad legal justice.

Picture 1.2



The camera move to zoom in the existing scale in the statue(picture 1.4) still with the same a blue background color that is the primary color of Nasional Demokrat political party. According to Hamilton (2005), the scale image that appears on this

ad symbolizes the justice. The scales have long functioned as a symbol for equality and fairness. In this picture depict that the law should be fair, and not biased. This picture represented the crisis injustice in Indonesia. For example some cases of corruption in Indonesia almost state officials do the corruption. Justice should be equal like in this scale picture, so Nasional Demokrat political ads, tried to show what is the meaning of fairness by showing the symbol of scale of Justitia, or the goddess of justice. The zoom in the scale image is emphasized more that this Nasional Demokrat political ads, want to highlight the condition of Indonesia that is crisis injustice, in this ads always stress with the legality, fairness, and justice.

Picture 1.3



After focusing, on the picture statue with the scale. Then the camera focused on the figure of Andy Simangunsong, whose position is behind the statue that brings scale. The scene shows Andy Simangunsong workspace, from the workspace background shows that he is an executive, with a gesture that shows he is a person who has a significant impact on an organization. The figure

of Andy Simangunsong himself became a force in this ads. See in the information, that looks drawn indicating the identity of Andy Simangunsong a young executive who is also a lawyer. Face expressions shown by Andy Simangunsong is the expression of disappointment because of the condition of Indonesia. Gazing in the direction of the scale, expressed disappointment for justice which was considered less fair and neutral. The camera move to behind of the statue and focused on the image of Andy Simangunsong. The setting of this scene is a formal situation by showing the Andy Simangunsong workspace. The used of Andy Simangunsong in this Nasional Demokrat Political ads is has a purpose, as the previous explanation before that Nasional Demokrat ideology is “Gerakan Perubahan” and the title or theme of this ads is crisis of injustice. Supported with Andy Simangunsong a man who expert in legacy and law.

Picture 1.4



The fourth image illustrates an effort shown through sturdy hand grasping a tree trunk and tried to shake the tree trunk. According to Kusumastuti (2012) A tree has a meaning of life in the Hindu religion, the philosophy of the tree is the power, and the source of life, and the tree did not eat the fruit itself, and it

describes the relationship with the creator as the source of life. The tree has a principle of giving, in terms of what is coming from the tree, tree is unselfish. The leader is not the matter of a position or job title, but the influence and inspiration given to others. This image is a symbol of strengthens, because the strength of said pins hands of a man who shook the tree but the tree did not waver, still standing strong visible no leaf falls from the tree though shaken many times. The hand that used the hand of a man, in the image using a hand-drawn hand man because it is also a symbol of strength, the meaning of this picture is the strength of a rule represents a very strong, strong hand in here represent the obstacles that Nasional Demokrat so it is not easily swayed. Related with previous picture that justice should be neutral, this picture depict that how strong the power have, justice always equal, impartiality. This ads tried to explain that Nasional Demokrat have a strong power to make a change of movement by showing the symbols of tree.

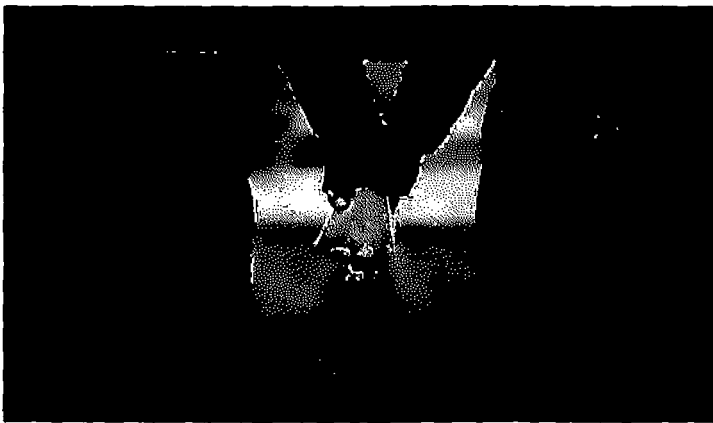
Picture 1.5



Figure 1.5 is a picture of dried leaves that fell from the branches. It is the fifth scene of Nasional Demokrat political ads, after describing something solid

drawing power is the opposite of the picture 1.4. In the picture is also a metaphor. Dried leaves are falling to the ground symbolizes something weak and helpless or powerless. In this picture depict that even powerless justice is consistent with the impartially. From this picture shows a dried leaf and strong root. This symbolize the weakness and powerful, dried leaf represented the weakness and strong root represented the powerful, still consistent with the theme of this ads that is crisis injustice. Nasional Demokrat always stress in the symbol that represent the justice, power, and the change of movement.

Picture 1.6



After that, the next shot is showing the picture of some young people who look enthusiastic and productive, holding hands. Holding hands is a symbol of strength, togetherness. In this image Nasional Demokrat political ads, tried to persuade the audience to join with Nasional Demokrat political party, more powerful, unbiased men or women be seen from men and women holding hands as if he would have more power if they cooperate. Related with the “Gerakan Perubahan” of Nasional Demokrat this picture shows a young people, the target

of this political ads is get the young follower to join with Nasional Demokrat political party.

Picture 1.7



Some logos slightly alter conventional letter shapes, to create iconic representation of the product or of something associated with it. Logos are used to allow the audiences to recognize their organization, they often have some significant symbolisms (2005, pg 62). This is a picture of a symbol of the party, 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. There is at last scene in this video, the symbol of the party designated as the identity of the party, the new party is indispensable identity as the party and the party imaging. The position of logo is center of the screen, text position is under the logo, bottom-

middle position. Text must therefore be positioned within the 'safe area' of the screen. It appears the change of movement by supporting the color, jargon and the symbol of Nasional Demokrat political party.

4.1.2.1.2 Music

Cook (2005), stated that the connotation of music can create or overshadow both pictures and words. Cook added more explanation to describe the music of advertisement, where significant in impressionistic term. In relation to Nasional Demokrat political ads, the music is instrumental music. Instrumental music used in this ad is classical instrumental music. According to Ewen (1963), classical music belongs to the category of art music a priority in terms of aesthetic and artistic, but in some cases also used the tools as a social process. Type of classical music used in the social process. In previous explanation the function and various musical understanding has benefits significant for human life in general and the particular culture is a reasonable because it is part of the art is one of the features of universal culture. So the definition above implies that the music is the process social.

According to Schindler these are some of the characteristics of classical music or instrumental music

- use a soft loud dynamics, decrassendo and crassendo
- changes in tempo with the accelerando (getting faster) and ritarteando (softer).
- The limitation of using ornamentic.

Picture 1.1

When the ad begin with the figure of Justitia the goddess of justice the rhythm plays slowly, the music flows very slowly it represent the gloominess it is supported with the picture 1.1 which represent the condition of Indonesia crisis in justice.

Picture 1.2

In picture 1.2 the music is still in slow rhythm, picture 1.2 related to the picture 1.1 that still focused on the Indonesian problem the music still in gloominess rhythm.

Picture 1.3

The previous pictures related with picture 1.3 still representing the condition of bleakly Indonesia laws so the music still plays in gloominess rhythm.

Picture 1.4

Still depict the Indonesia problem of justice, because the theme of this ad is Law. So this ad stressed in law issues. Because of the law condition in Indonesia look poor, so the music represent a gloominess

Picture 1.5

Almost the whole ads showing the condition of Indonesia law, picture 1.1 until picture 1.5 is representing the law problems in Indonesia. So the music still supporting with the situation that describe in this ad.

Picture 1.6

The rhythm getting high and the tempo faster than before, this is representing a new hope for Indonesia supporting with the picture 1.6 which represent the change of movement to make Indonesia better.

Picture 1.7

Enclosing this music the rhythm slower than picture 1.6 represent a problem solving of Indonesia, Nasional Demokrat positioning themselves as a problem solver of Indonesia condition, They represent themselves as a new hope, it is supported from the logo of Nasional Demokrat "gerakan perubahan".

4.1.2.1.3 Speech

Cook (2005) pointed that the speech, which are so one dimensional in isolation, take on new meanings, and contribute to a complex set of visual metaphors and parallels. In this political ads, there are verbal and nonverbal speeches. The jingle and the narrator becomes the part of the speech, which is supported by gesture, depiction and the expression of the models. A number of words, phrases and clauses become puns. So the meaning of certain phrases from the speech in the commercial are presented below:

"hukum itu seharusnya buta"

"Law should be blind"

The phrase above is the first sentence in this political ads, it is shows the personification. Personification is a description of an inanimate object as being a living person or animal as in: "hukum seharusnya buta ". in this phase, hukum is

perceived as a real person, referenced with the word “buta” means blind. Personifying a word “hukum”, it denotes that “hukum” or laws should neutral. Here the picture of statue with covered eyes brings the scale represent the laws should be neutral, what is depict in this scene is the justice which is one of the problems in Indonesia.

“tidak memandang orang itu kaya ataupun miskin tidak memandang orang itu kuat ataupun lemah”

“Did not look rich people or poor people and did not look strong people or weak people”

These phase explain the literary meaning, drive a figure of speech antithesis. Antithesis is a figure of speech which is juxtaposition of contrasting word or idea, the antithesis of this phase are, “kaya” the antonym of “miskin” and “kuat” the antonym of “lemah”. These phase denote that “hukum” or Laws should be impartially, honest, and balance, these phase related to the (picture 1.4) and (picture 1.5) which are representing the symbols of strong and weak. These phase refers to the real explanation what Law is.

“Mari lakukan gerakan perubahan bersama partai NasDem”

“Let’s make a change of movement with NasDem”

These phases have a persuading senses, this phase shows that Nasional demokrat Political Party ask the audience to join with Nasional Demokrat to make a change, “gerakan perubahan”. The point of Nasional Demokrat political ads is shown in these phase “gerakan perubahan”. The word “Mari” is a word which have meaning or expressing to invite. “lakukan” expressing let is doing something, the

word “lakukan” here refers to, let is join Nasional Demokrat to make a change of movement.

“wujudkan keadilan untuk semua, menyongsong Indonesia lebih baik”

”realize justice for all, for better Indonesia”

These phases are spoken by Andy Simangunsong. All phases are spoken by narrator. These phases have a power, explain that with joining Nasional Demokrat will bring better Indonesia, the power of this phases are give a hope to the audience, attract the audience to think, after served all problem in Indonesia Nasional Demokrat political party offering the way out of all problems in Indonesia.

“partai NasDem gerakan perubahan”

“NasDem party the change of movement”

Relate with (picture 1.7) these phase tells the identity of Nasinal Demokrat Political Party. “Gerakan Perubahan” is the tagline or motto of Nasional Demokrat Political Party.

4.2. Discussion of the Findings

Picture, music, speech and writing, those are the three major modes in multimodal advertisement that cannot be separated. According to Cook, the foundation of the advertisement is not to be found in any of the three major modes alone, but only in their combination because each mode relates from the other (2005, p.35). This part explores the effect of the selection and combination modes in political ad, and three sub-modes of language: picture, music, and speech. As a result, the cohesion between picture, music speech and writing found represents

the message of Nasional Demokrat political ads and to attract the audience's sympathy by serving or using political discourse is explain in this section. The relative of the words to associates pictures and to the phases of the music is set out, about in Appendices.

“Gerakan Perubahan” of Nasional Demokrat Political Ad contained of 3 scenes which depict the condition of Indonesia, offering help to make Indonesia better, and answer the problem, by using some symbols, such as trees, scale, leaf, holding hands but the setting in each scene are all different. Cook (2005) pointed that music may evoke a certain mood, or associate with some specific places, event and images. Hence the music in every scenes move slowly through assured symbols. More explanation, the music presented in the Nasional Demokrat political ads is classic instrumental with slow melody.

In this Nasional Demokrat political party is presented the human statue with eyes closed or tied with a cloth cover, blue background taken the identity of the Nasional Demokrat primary color, (Picture 1.1) this statue is a symbols of laws supported with the speech and the paralanguage. “hukum itu seharusnya buta” here represented the condition of Indonesia at the moment, which is under crisis injustice, so Nasional Demokrat political party cover their message explicitly by using symbols, this ads use statue as a symbols of law and the scale as a symbols of justice. By showing those symbols it signified that audiences are asked to think about the condition of Indonesia, supported with the phase of “hukum itu seharusnya buta” this phase, is personification the word “hukum’ seen

in the picture of statue with eyes covered. So that this message is emphasizes by the symbols and the speech from this scene.

Same with (picture 1.1) deliver the message using symbols as a tool, (picture 1.4) and (picture 1.5) also using parable to deliberate the purpose in scene four, “tidak memandang orang itu kaya atau miskin tidak peduli orang itu kuat ataupun lemah”

It represent the theme of Nasional Demokrat political ads, which is related marketing strategy of Nasional Demokrat political ads, which targeted on productive ages, man woman, all aspect of social level. Sturdy hand grasping a tree trunk and tried to shake the tree trunk and dried leaves that fell from the branches, signified that the audience is forced to agree with the Nasional Demokrat theme which is change of movement.

“mari lakukan gerakan perubahan bersama partai NasDem, NasDem gerakan perubahan wujudkan keadilan untuk menyongyong Indonesia lebih baik” “partai NasDem gerakan perubahan”

Offering the hope, and get the attention of audiences, Nasional Demokrat will bring better Indonesia, the power of this phases are give a hope to the audience, attract the audience to think, after served all problem in Indonesia Nasional Demokrat political party offering the way out of all problems in Indonesia.

The writer assumed that the Nasional Demokrat political party shows a positive representation of political ad. Nasional Demokrat creates the portrayal of Indonesia by the symbols which means implicit meaning deliver the message of Nasional Demokrat Political ads, Nasional Demokrat also use some figure to

create emotional bonds with the audiences, Nasional Demokrat believe that Andy Simangunsong can create a bond and attracting the sympathy of audience. Clow & Baack (2007) argued that public figure can help create an image and emotional bonds with the audience, this is called as a marketing and communication strategy.

Cook stated that from picture may refer to an event in the world, they cannot be sure to evoke the same words in every speaker (2005, p. 42). It explains that the meaning of some pictures can be seen in many different perspectives. Furthermore in the Nasional Demokrat political ads deliver their message implicitly.

As an effort to get the audiences attention to choose Nasional Demokrat political party, there is no one side interaction. Television is two side interaction, relationship are built into two way communication with the use of language choice, structure of languages. Narrator acting as a representator Nasional Demokrat political party to the audiences. Narrator asks audiences to make a transactions, that narrator act to offer Nasional Demokrat political party and picks the audiences. The relationship are built formal communication delivered by Nasional Demokrat Political party, it is shows in language style.

Audiences put on (you) position. Audiences greets in this ads is supposed that they have the academic knowledge that is equivalent to the speaker. With the use of academic terms that appear in advertisement such as law and political issues may only be understood by few audiences. Narrator represent himself as the party that invites and promotes Nasional Demokrat political party to the audiences.

Nasional demokrat is a product that is being sold in the ads. Phrases academic laws and political issues used to launch Nasional Demokrat political party's promise to show Nasional demokrat political party prestige in front of the audience by their ads.

Views of the situation of legal justice and legal protection raised as an issue in this ads. Legal issues that are not transparent which make Indonesia getting worse. Also on the unfair legal protection, for example the case of injustices that occur in legal process in Indonesia, these problems are the material to promote Nasional Demokrat political party. In indonesia a difficult conditions and an unceratin political situation, people need a party that can bring indonesia in better condition, it is also used by the Nasional Demokrat political partyto attractthe audiences. Explained in the ads text, Nasional demokrat political party invites audience to make a change of movement. This shows the persistance of fears in the audiences mind to vote a party or ne entrans who do not have much power and experinces. Audiences or public fear that this only promises. Audiences also have the notion that the new party as not experienced in dealing it nation's problems. The bold phrases are used to eliminate the assumption that society still has a crisis of confidence in the ne parties.

CHAPTER V

CONCLUSION