

CHAPTER I

INTRODUCTION

1.1. Background of the Study

Advertising is a communication device to call public attention and spread a message to one's product or service. Advertising is product information or services from producers to consumers and delivering messages from sponsors through media. Advertising is an advanced communication technique that directs viewers to the most critical information they require (Jefkins, 1997). It can be said that advertising influences consumer attitudes and experiences, affecting the product life cycle and leading to the desired target market (Vakratsas & Ambler, 1999). In industry, advertising takes a crucial position in selling products or services. Kotler and Armstrong (2008) said that effective advertisement should have 4 goals: attract attention, build interest, arouse desire, and move action. That is why advertisers compete to create advertisements that are unique in order to attract people's attention. In our daily life we can find advertisements anywhere. One of the advertising media that can be found is Billboard.

Billboard still becomes one of the advertising media that still has a vital role, even though today we are already in the digital era. Billboard also has an advantage over digital advertising because it is easier to be accessed by the audience without any internet connection. The research carried out by Domazet, Djokic & Milovanov (2017) showed that the Billboard has a big influence on consumers (on brand awareness) in Serbia, immediately after the influence of television and internet

advertising. Billboard advertising is still used by a large number of companies to promote their products or services. Meurs & Aristoff (2009) have shown that billboard as outdoor media marketing has been successful in terms of advertisement in spreading message and awareness of the product to the audience. They also add that billboards are effective to create an appeal for brands and goods that can be used to increase the market share. Due to this, it is clearly shown that billboards still have a significant role as advertising media thus we are living in the digital era where digital marketing is currently demanding. Definition of a billboard, it is a large media installed in open places, such as on roadsides, in crowded centers or other special places, such as on city buses, buildings, fences walls, and so on (Tjiptono, 1995). By its character, a billboard is a limited space of board located where people pass by and should be designed effectively in putting visual image and verbal text in order to catch the audience's impression and leave thinking about the advertised product within a short time.

Unlike other billboards, Indonesian cigarette billboards are limited due to the Indonesian government policy. It is regulated by the Indonesian government in Regulation of Republic Indonesia No. 109 Year 2012 Article 17 about *The Protection of Certain Addictive Substance in Tobacco Products for Health*. Due to this regulation, the advertising agencies must become creative when creating cigarette advertisements. The difficult points in creating cigarette advertisements are laws that restrict the display of cigarette, smoking activity, women & child rather in visual or verbal. Due to this difficulty, the advertising agencies have to create advertisements in an effective visual image and verbal text without breaking

the regulation. Generally it can be seen that Indonesian cigarette advertisements usually give subliminal messages through the medium of social representation, social control, and even social criticism. One of the languages that is usually used in billboards to effectively attract an audience without breaking the regulation of Indonesian government policy about cigarette advertisement is humor.

Humor in advertising is giving benefits in marketing. Fugate (1998) revealed that the use of humor in advertising can increase customer attention, make customers be more convinced, enhance source credibility, increase customer awareness and interest in products and services, enhance customers' good mood, and reduce customer complaints. By definition, Humorous advertising is a psychological response considered by the positive emotion of entertainment, the evaluation that something is funny, and makes the audience laugh (Eisend, 2017), A study conducted by Shepter (2018) suggests that all of the country's top 30 most valuable brands in South Africa, using satirical humor as one of the most important characteristics for their effective advertising, with statistics showing that the country's humorous commercial participation rate is approximately 20% higher than the global average. The use of verbal humor in advertising has become popular and successful in building strong brand awareness to the audience (Chang and Chang, 2014). All the above statements clearly show that humor is an effective element in the advertisements, and it has a great impact in the brand awareness of the product.

Humor has many kinds from the simple to the complex one, such as seeing somebody fall down because of banana peel and seeing Shakespearean comedy.

There are four categories of humor, namely figural humor, verbal humor, visual humor and auditory humor (Shade, 1996). Figural humor is a humor that uses figurative devices to deliver the humor such as caricatures, comics, movies, and any other stuff that used figurative characters. Verbal humor uses language as the key element such as the structure of the sentence or to the choice of words to produce the humor rather than utterance or printed text. Visual humor utilizes visual cues to convey the humor, for instance impersonation and clowning. Auditory humor uses auditory cues to deliver the humor, like sounds, noises and impressions. In printed advertising such as billboards, the category of humor that is usually used is verbal humor. One of the cigarette companies in Indonesia which has advertising their product using verbal humor in their billboards is PT HM Sampoerna Tbk.

PT HM Sampoerna Tbk is the biggest cigarette company in Indonesia. In www.sampoerna.com (the company's website), they claimed that they are the leading Indonesian cigarette company. It is proved that for more than 10 years PT HM Sampoerna Tbk has led the Indonesian cigarette market with a market share of 32.2% in 2019. This is also evidenced by the number of their employees which is more than 23,000 people. PT HM Sampoerna Tbk was started as a home-based cigarette industry founded by Liem Seeng Tee in 1913 but was forced to close during the Japanese colonial period in Indonesia in the 1940s. After the colonial period ended, the son of Liem Seeng Tee, Aga Sampoerna rebuilt the company back in 1963 until it became the greatest Indonesian cigarette company. However, since May 2005 its majority ownership has changed hands to Philip Morris International (Altria Group), the largest tobacco company in the world from the United States.

The company has produced some cigarette brands namely *Dji Sam Soe*, *Sampoerna Kretek*, *Marlboro*, *U Mild*, and *A Mild*. One of their products that have been advertised on billboards is *A Mild*.

A Mild is one of their cigarette products which is categorized as Low Tar Low Nicotine (LTLN) cigarette whose segmentation is youth and novice smokers. Due to this segmentation, advertising agencies used language that is identical to young people such as slang and youth topics when creating *A Mild* billboard in order to reach the target market of the products which is younger or novice smokers. When creating advertisements, *A Mild* creates the advertisements in a series format which has a different theme in each series. *A Mild* has launched several advertisement series such as Taste The Future (1989-1993), How Low Can You Go? (1993-1996), Bukan Basa Basi (1996-1997 & 2001-2008), Go Ahead (2009-2019), etc. The new *A Mild* advertisement series which will be released in 2020-2021 as the newest one is “*Bukan Main*” series. The writer found that there is something different and interesting from this advertisement series. The writer found that there is an issue being raised by *A Mild* “*Bukan Main*” series which is Indonesians’ bad habit. The main point of “*Bukan Main*” series is conveyed in advertisements always satirize and making fun people as an audience who often blames and even grumbles because of the bad habits of Indonesians that irritates us, but in the other side, we unconsciously are part of Indonesians too who sometimes also do that same bad habits. This series was launched in all kinds of advertisement media including electronic (tv, internet, radio, etc.) and printed (magazine, newspaper, flyer, billboard, etc.) advertisements. One of the *A Mild* “*Bukan Main*”

series advertisement media is a billboard. In the billboards of *A Mild “Bukan Main”* series, the format design of the billboard is simple. They only used white background and black bold text as their design. The text in the billboards are verbal humors which are used as their language advertising in their advertising strategy which interested the writer to analyze.

There are four types of humor namely figural humor, auditory humor, visual humor, and verbal humor. This verbal humor theory proposed by Shade (1996) will be used to identify and categorize the verbal humor in each *A Mild “Bukan Main”* billboards into 12 types, namely puns, riddles, jokes, satire, limericks, parody, anecdotes, farce, irony, sarcasm, tall tales, and wit. Then, the supporting theory which will be used is the general theory of verbal humor (GTVH) proposed by Attardo (1994). This theory is a development version of the Semantic Script Theory of Humor (SSTH) by Raskin (1979). The GTVH is more comprehensive than SSTH because SSTH only considers semantic aspects while GTVH considers all of the aspects of linguistics. GTVH is a powerful linguistic thesis which allows scholars to analyze verbal humor from a linguistic perspective (Attardo, 1994).

There are several scholars who have studied verbal humor using Shade's theory (1996) and Attardo's general theory of verbal humor (GTVH) that has been done. The writer found 3 related studies which are: Cendra's study (2016) entitled *A Linguistic Analysis of Verbal Humour Found in Bbc Radio Drama Series Cabin Pressure: Abu Dhabi*, Baskara's study (2013) entitled *An Analysis on the Verbal Humor in Ice Age 3: Dawn of the Dinosaurs and the Consistency of the Indonesian Subtitle*, Hidayati's study (2019) entitled *Verbal Humour Used in Comedian in*

Cars Getting Coffee Talk Show: “Just Tell Him You’re The President”, and Wananda’s study (2021) entitled *A Linguistic Analysis of Verbal Humour Found in The Transcription of Animated Tv Series Gravity Falls*. The similarities of all previous study above with current studies are the aim of analyzing verbal humors in oral form which is television programs.

The differences between the current study and three previous studies are the object and the purpose of the study. However, all of the objects of the previous studies are television programs such as talk shows, movies, and cartoons. None of these previous studies provided the analysis of verbal humor in advertising, especially the printed advertisement such as billboards. All of the previous studies also do not have any interpretations in their study, or in other words they only provided the categorization and analyzed the verbal humors without revealing the interpretation. Due to this, the writer is concerned in conducting a study of the verbal humor that appeared in *A Mild “Bukan Main”* series billboards in South Surabaya. Then, different from previous studies, this study also included the interpretation of the study, which is the reason why one of the types of verbal humor became the most frequent type of verbal humor used in the *A Mild “Bukan Main”* series billboards. By doing this study, the writer hopes that it gives information about the development of linguistic field studies, especially pragmatics and the use of verbal humor in billboards. As explained previously, *A Mild* billboards have been launched in many advertisement series over the years. Then in 2020-2021, they launched a billboard advertisement series called *“Bukan Main”* series that used verbal humor as the main theme of their billboards.

1.2. Statement(s) of the Problem

Based on the background of the study above, the statement of the problem of this study are as follows:

1. What types of verbal humors are found in the *A Mild "Bukan"* series billboards in South Surabaya?

1.3. Objective(s) of the Study

In parallel with the problems above, the objectives of the study are as:

1. To identify types of verbal humor which are found in the *A Mild "Bukan Main"* series billboards in South Surabaya.

1.4. Significance of the Study

This study aims to give valuable contributions theoretically and practically. Theoretically, this study is expected to give a contribution as a source to the study of verbal humor in advertisements, especially billboards. Practically, this study can give a number of contributions. It is expected that the results may provide new insight about verbal humor, especially for advertisers and brand companies in creating effective billboard advertising using verbal humor as their billboard format. As mentioned above, billboard as outdoor media marketing has been successful in terms of advertisement in spreading message and awareness of the product to the audience that will increase the market share. The researcher also expects readers to be able to understand verbal humor more extensively after reading this study. Therefore, the researcher's expectation of doing this research is to increase the number of researchers who conduct the study of humour. In hope,

this research can encourage many researchers to do research about the study of humor.

1.5. Scope and Limitation

The main focus in this research is the types of satire which appeared in *A Mild "Bukan Main" series billboards*. Furthermore, the writer will only analyse the satire text in the *A Mild "Bukan Main" series billboards* that appeared in South Surabaya within the January 2021.

1.6 Definition of Key Terms

1. Billboard: The billboard has been transformed over the years and now it uses the graphics that are produced digitally and colored in the background, movement, and incredible images even in three dimensions (Kotler and Keller, 2012).
2. "*Bukan Main*" series: A series of both digital and printed advertisements from the *A Mild* cigarette brand launched in 2020-2021 that uses verbal humor as the main theme (Sampoerna.com, 2020. retrieved from: <https://www.sampoerna.com/sampoerna/id/about-us/informasi-produk>).
3. Humor: the word laughter, funny and amusement. Generally, humour relates to anything funny. It can be intended or unintended (Shade, 1996)

4. PT HM Sampoerna Tbk: The first largest cigarette company in Indonesia. Its head office is in Surabaya, East Java. This company was previously a company owned by the Sampoerna family, but since May 2005 its majority ownership has changed hands to Philip Morris International, the largest cigarette company in the world from the United States (Sampoerna.com, 2021. retrieved from: <https://www.sampoerna.com/sampoerna/id/about-us/overview>).
5. South Surabaya: One of the areas of Surabaya city, Indonesia which is in the southern part and directly adjacent to Sidoarjo city. The South Surabaya area covers 8 (eight) districts, namely Sawahan District, Wonokromo District, Dukuh Pakis District, Karangpilang District, Wiyung District, Wonocolo Jambangan District, Gayungan District and Jambangan District (Surabaya.go.id, 2015. retrieved from: <https://www.surabaya.go.id/id/page/0/8166/kecamatan>).
6. Verbal Humor: A form of humor that involves the use of language (Shade, 1996).