ABSTRACT

Due to the increasing number and varies ages of smokers in Indonesia, the government through Health Ministry Department try to develop public awareness towards the danger of smoking. Public service advertisements on cigarette warning are made in order to fulfill the aforementioned mission. In this study, the writer explores the way of how the public service advertisement mission is being articulated. It is going to be seen if the public service advertisement made by the government really has fulfilled its function and the Health Ministry Department's aims. The writer analyzes a video entitled "Penyakit yang Diakibatkan Rokok" released by the Health Ministry Department of Republic of Indonesia by employing the theory approach namely Discourse of Advertising proposed by Guy Cook (2001) which examines advertisement through its music, pictures, and language which are all along combined with paralanguage. The datum to be analyzed is in form of a video and is taken from YouTube, especially on official channel of the Health Ministry Department of the Republic of Indonesia. From this source, the writer found that the "Penyakit yang Diakibatkan Rokok" PSA unsuccessfully fulfilles the PSA's functions and the Helath Ministry Department's aims or mission through its discourse of advertising's features.

Keywords: Discourse of Advertising, Guy Cook, Public Service Advertisement, advertisement, cigarette