

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Language is a systematic means of communicating ideas or feeling by the use of conventionalized signs, sounds, gestures or marks having understood meanings (Webster 1981:641). Related to this, Hoffman (1991:93) says that from the age of a year or so people have communicated with others largely through language. Further, Hoffman (1993:93) claims that a language doesn't exist apart from a social group since language provides the means for people to take their place in society, to express their wants and convey information to learn about other people and the world around them.

Advertising is a language of companies and institutions to communicate with consumers. This is supported by Frey (1970:8) who claims that advertising is a marketing tool that helps sell brands of products and helps build confidence in companies and institutions by conveying information to consumers about the brand or company and institution.

Everyone knows what advertising is. It figures in each of our lives everyday (Weilbacher 1984:4). Geis (1982:1) states that, advertising is as ubiquitous as the air we breathe. We encounter advertising on the radios and on billboards along the road. It can be found on virtually every circular. It interrupts the television programs we watch. Advertising seems to be all around us, all the time (Weilbacher 1984:4). Further the writer says that there are two kinds of advertisements that exist in the society. They are written and oral advertisements. The written advertisements are found in newspapers, magazines and in any other printed media. The other kind of

advertisement is oral advertisement, which is found in radio and television. There are also many kinds of advertisement media. They are newspapers, magazines, direct mail, radio, television, and outdoor ad such as billboards, posters, painted displays, packages, labels, theater-screen ad and novelties.

Among these media of advertisement, television is the most unique form. De Korte (1967:4) says that television is a unique form of communication, which overshadows all others because it enables on the spot, live pictures to be presented directly in the home, school, university or factory, without the use of film. By means of television, millions people all over the world are now able both to see and to hear the events of daily life as they occur and to profit by the mass dissemination of knowledge and culture. Television, unlike the magazine has the ability to combine visual images, sounds and motions (Geis 1963:93). It has wide circulation for an advertising message. Television provides an opportunity to demonstrate product and deliver a sales message to millions of people (Chester, Garrison & Willis 1963:93). Moreover, people become more conscious of advertising after getting TV. TV makes people aware of a brand name, teaches them what a product is and does, increases their ability to recognize a trademark, teaches consumers to identify a slogan (Chester, Garrison & Willis 1963:93). Because of those superiorities, television becomes an effective means for advertising, which is called as television advertising or TV commercial.

TV commercial has a very limited time when it is broadcasted. Mostly one advertisement lasts only in a few seconds or not more than two minutes. Because of that reason the advertisement has to say more in lesser time. Some advertisers make the advertisement explicitly so that the audience can grab the message easily. The others make the advertisement implicitly or ambiguously. The advertisers could do

this because they want to manipulate the advertisement. The advertisers could also do this because the situation makes it so, like what happens to most of cigarette advertisements in Indonesia. Since the rules of Indonesian government that forbid the advertisers to show message and information about the product in this case cigarette explicitly so the advertisers make it implicitly (PP No 81 year of 1999).

One of the many various forms of cigarette TV advertisement is Sampoerna cigarette advertisement. In this study, the writer would like to focus on Sampoerna cigarette advertisement and Djie Sam Soe cigarette advertisement. She does so for a number of reasons. First, Sampoerna A Mild cigarette advertisement is unique because it only accentuates the visual image, which is in the form of cartoon. Like Sampoerna A Mild cigarette advertisement, Djie Sam Soe cigarette advertisement also only accentuates the visual image but not in the form of cartoon. Second, both advertisements use no excessive utterances or written messages. Even they almost use no utterances or written messages. Third, both advertisements use and show their symbols prominently.

Advertising has something to do with consumer behavior. Gilson (1980:104) says that consumer behavior comes from the discipline of psychology, which directs itself to the study of individual behavior. Some of the concepts are learning, motivation, attitude, personality, and perception. Perception is an individual's way of interpreting what he sees, touches, smells, or tastes. Perception is selective and subjective, entirely within one person's mind. Different consumers perceive the same product and services quite differently. These variations are due to physiological traits such as the activity of one's senses; to individual interpretations of a brand's "images" (the psychological "feel" of a product created primarily through one of marketing techniques that is advertising.

To interpret a discourse people use their schemata. Schemata are the knowledge in organized form that we have in our mind. Cook (1989:74) claims that schemata allow human communication to be economical. Communication could take place if we take some sort of mutually shared knowledge for granted.

To interpret an advertisement, people also use their schemata. Tannen as cited by Brown and Yule (1983:247) explains that after watching a film without dialog, two groups of people that are American group and Greece group produce two different schemata to describe the evidence they had watched because both groups have different culture backgrounds. More to say, according to Anderson as cited by Brown and Yule (1983:248) two groups of the same background with different interest also produce different schemata.

In making an advertisement, advertisers also consider market segmentation. The marketing concept states that any organization exists to gratify the consumer needs and desires (Gilson 1980:99). Segmentation follows logically from this concept because no marketer could hope to serve each and every consumer with a specific market item. The choice of segmentation becomes one of selecting groups of consumers who would probably be most receptive to a given market item and appealing directly to those groups (Gilson 1980:99).

Although there is segmentation, that doesn't mean people outside the segment or target consumer are not permitted to see or watch the TV advertisement since TV advertisement is not limited for public. Many people, from any different strata still can watch a TV advertisement and the probabilities of different interpretation of the TV advertisement will widely open. It might because audiences from different strata have different schemata toward the advertisement.

1.2 Statements of the problems

In line with the background of the study, the questions investigated are formulated as follows:

1. Do the respondents recognize the Sampoerna A Mild and Djie Sam Soe cigarette advertisements?
2. Do the respondents understand the meaning of the Sampoerna A Mild and Djie Sam Soe cigarette advertisements?

1.3 The Objectives of The Study

This study aims at answering the above formulated research questions. Thus it describes

- whether the respondents recognize the Sampoerna A Mild and Djie Sam Soe cigarette advertisements.
- whether the respondents understand the meaning of Sampoerna A Mild and Djie Sam Soe advertisements.

1.4 Significance of The Study

The findings of this study are expected to be useful for readers to know that Sampoerna advertisement is not made without any meaning inside and that the meaning of the advertisements is also the message for the viewers. Besides for the readers, the findings of this study are also expected to be useful for the advertisers to know how much effective the Sampoerna A mild and Djie Sam Soe advertisements are, based on the percentage of people who recognize the advertisements and who understand the meaning of the advertisements. Thus the advertisers can take them into account in making the following advertisements. The writer also hopes that the result

of this research may help other students who are interested in making further studies on advertisements.

1.5 Scope and Limitation

Being aware of the breadth and complexity of the field of advertising and the constraints of the time and energy, the writer thinks it necessary to limit the study.

The writer decides to limit the study in several ways:

1. The TV advertisement the writer chooses is national advertisements that are found in the television.
2. The advertisements chosen are product advertisements, not services or idea advertisement. The writer, then, chooses cigarette advertisements.
3. The subjects are male and female with five different strata, junior high school students, senior high school students, university students, blue-collars, and white-collars.
4. As there are many kinds of Sampoerna A Mild and Djie Sam Soe advertisements, the writer chooses “flying red bird” representing Sampoerna A Mild advertisement and “some men doing Karate” representing Djie Sam Soe advertisement because both of the advertisements are often exposed on TV during this research is being carried on.

1.6 Definition of The Key Terms

The title of this thesis is The Effectiveness of Sampoerna A Mild and Djie Sam Soe Cigarette TV Advertisement. As such the major terms defined in this section are:

Symbol, television, commercial, advertisement

1. Symbol is an object used to represent something abstract; emblem; as, the dove is a symbol of peace; a mark, letter, abbreviation, etc standing for an object, quality, process, quantity, etc, as in music, chemistry, mathematics, etc (Webster's New World Dictionary).
2. Symbol in the advertisements here are a letter 'A' in the Sampoerna A Mild advertisement and numbers '2 3 4' in Djie Sam Soe advertisement.
3. TV Commercial Advertisement is a short persuasive film of 15 to 60 seconds, usually highly contrived and usually shown on television, which attempts to get the audience to buy a product, take some specific action, or adopt a favorable view towards some product, institution, business, or issue (www.google.com).
4. Advertisement means any material broadcasted, in visual and / or audio form, for which the broadcaster receives a consideration, in cash or otherwise, and which promotes the interests of any person, product or service (www.google.com).

1.7 Organization of The Study

This study consists of five chapters, Chapter I is the introduction. It gives the readers some explanation about the background of the study, statement of the problem, the objective of the study, the significance of the study, the scope and limitation, definition of key terms. Chapter II deals with the review of related literature. Chapter III deals with the research methodology, which comprises the research design, subject of the study, instrument, procedures for collecting the data and procedures of the data analysis. Chapter IV presents the data analysis and

interpretation of the findings and the last chapter; chapter V presents the conclusion and suggestions of the study.