

CHAPTER 1

INTRODUCTION

1.1 Background of the Research

In the present time, we can find the advertisement anywhere. Either it is around us such as at campus, office, or even in the street. A lot of offering promoted start from the goods, services, places, ideas, jobs and others. It can be created in the form of signs, brochures, commercials, text, narration, slogan, logo, pictures, and so on. Especially, in the era of globalization as now, advertisement can also be found more easily on Internet through our handphone such as on Youtube to make us feel more interested. It forces the company to inevitably give their creativity more and more in selling their products to public.

Along with the fact stated above, the definition of advertisement (Berger, Arthur Asa.1986:7-10) says that advertisement is one of the communication tools that is effective to sell a product or service to the customer as a part of marketing. Some element of images in the advertisement are functioned to deliver a message to the audience. Unconsciously, the message itself would affect the consumer behaviour and create a concept in audience's mind that represent what the advertisement meant by. The image used in the advertisement can be a representation of culture and society that makes the audience easily remember the products.

Nowadays, advertising is actually no longer promoting the product, but it also creates various codes or symbols that contain the ideal or spesific values of messages. The codes or symbols in the advertisement can influence the audience to buy the product. Then based on *Science of Semiotic Usage in Advertisement and Consumer's Perception* (Journal of American Science, 2010:6-11), animation is one of the kinds of advertisement that has a lot of symbols that can be revealed. The using of animation is functioned to make the advertisement seem to be more attractive and eye-catching. There are some elements of animation ads that have to be fulfilled. The use of the words, music, the effect sounds, visual picture, color, tagline of the plot, animation character, and theme are the important elements that have to be delivered well in communicating to the audience. If those elements

cannot be fulfilled in delivering the message, it may mean the audience cannot probably catch what the message of the advertisement wants to convey.

One of the advertisements that fails to deliver its message to its viewers is Oreo *Wonderfilled* animation advertisement. According to the article about History of Oreo (Kenney, Kim. 2015: 5-7) Oreo is actually a sandwich cookie consisting of two chocolate wafers with a sweet creme filling in between, and (as of 1974) are marketed as "Chocolate Sandwich Cookies" on the package in which they are held. The version currently sold in the United States is made by the Nabisco division of Mondelēz International. Oreo has become the best-selling cookie in the United States since its introduction in 1912. The Oreo Biscuit was renamed in 1921, to "Oreo Sandwich".

A new design for the cookie was introduced in 1924. A lemon-filled variety was available briefly during the 1920s, but was discontinued. In 1948, the Oreo Sandwich was renamed the "Oreo Creme' Sandwich"; it was changed in 1974 to the Oreo Chocolate Sandwich Cookie. The modern-day Oreo design was developed in 1952 by William A. Turnier, to include the Nabisco logo. There are many favours provided such as strawberry, chocolate, nuts, ice-choco, vanilla, and others. Until nowadays, Oreo is still being remembered by most of the people because the tagline "rotated-licked-dipped" and colorful-dressed packaging are easily put in people's mind.

How the Oreo's way selling the product is impressed. They continually do innovative creating the different animation versions of Oreo ads to make more interesting. One of the fascinating Oreo advertisement is *Wonderfilled* version, which is the tagline and the messages contained are about Oreo can change the world with kindness.

Wonderfilled type itself has three versions. There are Anthem, Great White Shark, and Aladdin version. The problem of this research begins from the following data below that shows different numbers of viewers. The data comes from the official *Oreo Cookie* account on Youtube shows that there is a gap in numbers of viewers in the advertisements.

Tabel 1. Data Viewers on Youtube

Type of <i>Wonderfilled</i> Version	Time Period of Releasing the ads	Viewers
<i>Wonderfilled</i> Anthem	May 22, 2013	2.8 million
<i>Wonderfilled</i> Shark	Agustus 25, 2015	1 million
<i>Wonderfilled</i> Aladdin	July 31, 2016	2 million

The data above leads us to wonder why *Wonderfilled* of Great White Shark has less viewers than the others. The data means that the message conveyed to one of Oreo *Wonderfilled* probably cannot be reached by the viewers. It may mean the viewers are not interested. It can be assumed that the representation of the audio-visual, the plot of the story, the color, or even a message in communicating to the viewers may not be fulfilled the expectation of the viewers. There are a lot of reason to reveal it. Maybe the advertisement is not appropriate to represent the teenager's style, or other hidden factors. Therefore, I conduct the research about the failure of message of myth in one of the Oreo *Wonderfilled* version to reinforce the data above whether the statistics number in Youtube can be as a proof or not and what is the problem causing the advertisement having a less viewers than the others.

In an attempt to prove all of the previous assumption, the research is conducted to relate how the perception of the viewers in interpreting the message of myth in Oreo *Wonderfilled* advertisement taken by Swara Unsada organization members managed to reinforce the data. In conducting the research, theories revolving on the perception of message of myth in this ads are specifically chosen to determine which factors play the most significant roles in the failure of interpreting the message. The research will use perception approach, myth theory, the general theories all about animation advertisement and theory of color to support the finding why the message of myths in the ads cannot be delivered well.

The aim of the research could be a novelty to the Oreo company itself through these perspectives. There is a gap that we have to reveal what the myth that already formed on the most of the people's mind that causes the advertisement fail to create it.

1.2 Identification of the Problem

Based on the background previously stated, the identification of problem in this topic is that the message of myths created by the image in one of the Oreo *Wonderfilled* types cannot be delivered well to its viewers. The less viewers data than the others can be determined as a proof that there is a failed message inside.

According to the identification of problem, it can be assumed that the perception and myth collaborated to the theory of color can reveal why this advertisement seems to fail to build the myth and makes the viewers probably not catch what the advertisement is expected to deliver.

1.3 Limitation of the Problem

There were several limitations that were inevitable. First, due to time constraints, this research was conducted only through a questionnaire without doing an interview. The respondents in the research are limited by the sample of members in Swara Unsada organization. The reason why Swara Unsada is determined as the respondents because they have usually faced the journalism case, such as producing magazine that automatically they have ever done to advertise something to the public. That is why the writer assumes that the respondents already have had a lot of experiences in advertising the product through their program. It means that fundamentally, they exactly have had the knowledge about how to advertise something to public. The respondents are limited to thirty people, because it has already represented its population.

The limitation of the research is also more focused in how the perspective theories of myth and color can reveal why the message of this advertisement cannot be delivered to build the myth and make the viewers probably not catch what the advertisement expects to deliver.

1.4 Formulation of the Problem

According to the explanation above, the research has the questions to solve the problem to wonder what any kind of steps first to reveal the gap as follows:

- 1.4.1. How the perception of the myth in Oreo *Wonderfilled* advertisement that can be perceived by the respondents?

- 1.4.2. Does the message in Oreo *Wonderfilled* advertisement already deliver the myth well?

1.5 Objectives of the Research

In order to be able to reach the purpose of the research, the steps of analysis are conducted in the following ways:

- 1.5.1 To relate how the perception of the myth in Oreo *Wonderfilled* advertisement that can be perceived by the respondents
- 1.5.2 To prove that there is a failed message established by the pattern of images in the advertisement that can make the myth undelivered.

1.6 Framework Theories

Since the point of the research is focusing on how the perception of the myths failed to be built, understanding about the meaning of images and comprehending the target audience of animation advertisement are the keys to do analyzing in this case.

According to Arthur Asa Berger through his book about *Macromedia Flash Animation and Cartooning* said that fundamentally animation ads made to educate something, entertain, introduce a specific value meaning, or even only to influence them to buy the product itself with the interesting way. Then there are some elements that have to be fulfilled by animation advertisement. The use of the words, music, the effect sounds, visual picture, color, tagline of the plot, animation character, and theme are the important elements that have to be delivered well in communicating to the audience.

To comprehend the meaning itself, the writer has to understand how to determine the denotation and connotation of images that can be considered as a signifier and signified. Barthes says that signs have both a signifier, being the physical form of the sign as we perceive it through our senses and the signified, or meaning that is interpreted (1957-Mythologies book). Therefore, for seeing the whole signs involved, the analysis will be seen from the perspective theory of color and other elements to support concluding the myth.

Moreover, according to Yolanda Williams, a psychology professor; perception can be defined as our way to recognize and interpret information we've gathered through our senses. This also includes how we respond to a certain situation with the given information (Williams). Psychology is the study of behavior and mental processes (Milnes). Perception relates to psychology because as discussed in the notes, psychology is the study of behavior and mental processes, while perception is how we react to situations. In other words, our behavior towards that situation.

Color is also the objective to support the research. Umberto Eco (1985) defines colour as a cultural unit, which means that as a sign it combines both the individual and the social by the cultural traditions and innovations of the national and international character, to the linguistic features during this period.

Kress & van Leeuwen (2002) deal with the visual color by analyzing the colour speech and visual rhetoric, but not color language. They achieve results within the adopted methodology of systemic linguistics. According to the authors the colour is metafunctional in terms of Halliday (1978; 1993) with ideational, interpersonal, textual functions.

Next, the research will explain how the effect of movement in the picture also influence concluding the myth. As Ludwig Wittgenstein (1964-Tractatus Logico-Philosophicus) said that Language disguises thought that unconsciously how the movement shape of picture can deeply produce a philosophy or referent on the society's culture.

1.7 Methods of the Research

The method used in the research is a descriptive qualitative that produces a descriptive data in collecting the signifier and signified. Qualitative research is also an inductive approach to the preparation of knowledge using research and emphasize subjectivity and meaning of the experience for the individual (Brockopp, Marie T, Hastings – tolsma, 2000). It means that the ending of the research is only based on the writer's interpretation with the theories used.

I look for the respondents answering the questionnaire to reinforce the data. The population target of respondents taken from Swara Unsada organization

consisted 50 (fifty) persons. Therefore, the questionnaire will be taking 30 (thirty) respondents as the sample to represent the population. The procedural of choosing the people based on random sampling technique, which is the sample will be chosen by the lottery numbers. After the questionnaire has been collected, the analysis method will be based on the result of questionnaire to conclude the ending of the research.

I use a questionnaire to obtain the data which advertisement of *Wonderfilled* version that is less interested and find out why the causes that make the advertisement has less viewers.

According to the formulation of the problem and the purpose of the research, the writer will do :

1.7.1 Preparation

In this step, the writer will collect the information about the videos type of Oreo *Wonderfilled* version. Then looking for the theories related to the analysis why the message cannot be delivered well in one of the Oreo *Wonderfilled* type. After that, the writer starts to prepare a questionnaire that will be given to the respondents in collecting data. The people who is as respondent will be chosen randomly based on lottery numbers who get the odd numbers.

1.7.2 Data Collecting

In collecting data, I, as the researcher, give three videos of *Wonderfilled* version to the respondents first. After that, the writer collects the data with giving a written test containing seven questions. In the first question, the respondents have to write which the advertisement of Oreo *Wonderfilled* that they like the most until the ads that make them have a less interested with the indicator of audio-visual displayed. Next, second to forth question, the respondents have to write what message that they receive after the advertisement of Oreo *Wonderfilled* are played. The indicator of the second question is whether the message of the miracle works in the ads can be received to the viewers. After that, fifth to sixth question, the respondents asked which one of Oreo *Wonderfilled* version that has inappropriate color and animation character. Last, the seventh question asked which one of Oreo *Wonderfilled* ads that has inappropriate duration time with the indicator of the perspective of color, animation character, and duration of time. Those questions

have the purpose to know why there can be existed failed message in the advertisement and what the causes of it.

1.7.3 Data Analysis

After collecting the data from the questionnaire has been finished, the writer processes the analysis to the data. The steps to analyze are based on the analysis concept:

1. Collecting the result with making a tabulation data
2. Identifying the data with calculating the percentage
3. Changing the percentage to be a diagram or kind of charts
4. Interpreting the result of the questionnaire
5. Explaining the gap
6. Changing the video to be a pieces of picture
7. Analyzing the perception of the myth in the ads by the respondents
8. Analyzing the message that can make the myth cannot be delivered
9. Relating the analysis and concluding the research.

1.8 Significance of the Research

There are several purposes of the research that can be helpful to the people, as follows :

1. The research can also be a novelty to Oreo company doing a reflection of their animation advertisement. The writer hopes that the research will give a new mindset in the advertising project that the myths conveyed to the audience is really important, so that is why the description of animation advertisement has to be more clearly.
2. The research can be studied for linguistic students that studying about semiotics in order to be more understand how to analyze semiotics studies.
3. The research can also be studied for the marketing office or the person who interests in public relation who trying to build a myth in the people's mind about the conception of advertisement.

1.9 Systematic Organization of the Research

The systematic of this research contains four chapters. It begins with Chapter 1, an introduction consisting of background, identification of research problem, limitations of research, formulation of research problem, objective of research, significance of research, methodology of research, framework of theories, and systematics of research; followed by Chapter 2, consisting of fundamental theories containing definitions and elaboration of theories and ideas related to the myth aspect by Roland Barthes and color theory; then Chapter 3, consisting of the author's analysis on the perception of the message in the advertisement that can make the myth not be delivered well to the respondents; and lastly, Chapter 4, consisting of the author's conclusion of the research.

