

Chapter I

Introduction

1.1 Background of the Study

Nowadays, an advertisement is presented in various media, such as newspaper, magazine, internet, poster, radio, billboard and television. Information technology that develops so rapid, resulting in information technology is indeed always interesting to watch. Therefore this information has become a routine. At the moment everyone should have enough information that is not called outdated.

Advertising is considered as an effective message delivery technique in selling and offering a product. Thus to convey the power of advertising is not only to show verbal message, but also must display a non-verbal message that it supports for. In line with the growth of technology, television becomes the most attractive since it involves audio and visualization.

Advertising has indeed become a very ordinary thing, even being a part of human life. Advertising as an information that very closed to reader, therefore, there is a dependency between the readers and the advertising media either a television media or newspapers media, because the material presented in the news is an attraction that could invite the public or the curiosity of readers. All of them are public needs that cannot be denied nowadays to support knowledgeable life.

The message conveyed through the media has enormous power to shape behavior, views or actions from readers. Often many companies or institutions trust advertising as a tool to change consumer interest, thus successfully persuade the public with a high enough intensity. So that people unconsciously accept the content of the advertisement, without consider the main meaning.

In this case, writers examine and analyze about the meaning of public service advertisements *Gerakan Nasional Revolusi Mental Ayo Berubah*. Advertising and television is the power mutualistic that cannot be separated. On the side, television requires a source of funds for the sake of maintaining its existence, and on the other hand it requires manufacturers of television to promote its products. Meeting those needs make the advertisement became a commonplace in the mediation of any television station. In the sphere of mass communications, television commercials even into such a fun propaganda because its presence not only informs but also entertains the nature news and provide education.

Coordinating Ministry of Human Development and Culture (*Kementrian Koordinator Bidang Pembangunan Manusia dan Kebudayaan*) as a initiators of *Revolusi Mental* Advertisement. In *Gerakan Nasional Revolusi Mental* advertisement, many problems are shown, such as greedy functionary human rights violations, until the everyday behavior of society as it does not want to line up and less concerned with the rights of others. These Public service advertisements have a lot of version, such as *PNS* version, Soekarno's version, *Gotong Royong* version,

and *Petani* version. This advertising has the slogan *Ayo Berubah* as though to invite the people of Indonesia to do a movement.

From the explanation above, the writer saw a interesting phenomenon to be analyzed, which is one of the courses conducted by Coordinating Ministry of Human Development and Culture public service advertisements in mass media, television can be a source of information on the effect on the attitude of the audience.

On the research of this advertisement, the existence of elements in terms of behavior, the visual message contained on the public service advertisement impressions used can cause meaning to an audience of consumers. Deliver of words displayed advertisement is subjective for the recipient of the message, therefore the writer use a qualitative research and analyze them by using Triangle Meaning's semiotics theory of Peirce's to find the meaning contained in the public service Advertisement *Gerakan Nasional Revolusi Mental Ayo Berubah* advertisement.

1.2 Research Problem

The writer saw an interesting phenomenon to be analyzed, which is one of the programs created by Coordinating Ministry of Human Development and Culture through public advertisements on television can be a source of information that affects the attitude of the audience, the people, especially teenagers. In the

advertisement research, which has an element of behavior, the visual message contained in public service advertisement give meaning for the public.

1.3 Research Question

According to the background of the study, the writer tries to find the problem, as follow: What is the meaning of public service advertisement in *Gerakan Nasional Revolusi Mental Ayo Berubah* advertisement?

1.4 Reason of Choosing the Problem

The writer believes that this study is interesting to be analyzed. As an advertising message it, should be interpreted, especially for observers meaning advertising in mass media in the study of semiotic analysis.

1.5 Limitation of the Study

At first, *Gerakan Nasional Revolusi Mental Ayo Berubah* advertisement broadcast in the period 2015 to 2016 on television. Advertisements created by the government is almost serving on all private television stations. Eventually the broadcasting of these advertisement are not informed on television, but there are on youtube website. There is no significant difference between the advertisement

served on television or on youtube. Both remain the same duration, and there is no cuts in each minute fixed duration which is less than one minute.

In *Gerakan Nasional Revolusi Mental Ayo Berubah* public service advertisement, it has some versions. Therefore this research paper will be limited by writer only analyzing four versions, including: *PNS* version that tell about the government employees in office environment. The advertisement tells the story of government employees are disciplined and comply with regulations. Soekarno version shows the strong voice of Soekarno in giving oration, and the visual tell about Indonesian people's life. *Gotong Royong* Version tells about traffic problems, which causes a car breaking down. In there, appear a men trying to push his car, and in the end everyone work together to move the car. And the last is *Petani* Version tells the story of man who works as a farmer. The live of farmers whose the salary slightly but he remains eager to work for the happiness of his son.

1.6 Objective of the Study

The aim of the study is to find the real purpose which made by *Coordinating Ministry of Human Development and Culture* in *Gerakan Nasional Revolusi Mental Ayo Berubah* advertisement based on the writer's perspective. Moreover, the writer needs to know the meaning of this advertisement. This advertisement represents about the habitual of Indonesia's people. The writer observes through a *Revolusi Mental* slogan which gives an influence to people mindset.

1.7 Significances of the Study

1. Theoretically

As an additional, it can give material thought to communication sciences especially topics of discussion relating to the attitude of the society towards various things presented by the mass media, especially in the form of public service advertisements on television.

2. Practically

This Research is expected to improve the knowledge for the society that the television media is a form of media that need attention, understanding and a broad thinking in serving. Thus, society as a reality of life will easy to understand.