

CHAPTER 1

INTRODUCTION

1.1 Background of the Study

Humans have depended on nature for resources such as food, water, and shelter for a long time. Through this dependency, humans have shaped and modified nature to their liking to suit the humans' needs. However, this action causes nature to suffer from being exploited by humans. For example, activities such as deforestation may seem to provide places for humans to occupy however this activity harms the environment itself, it can create the loss of natural resources, impact the earth's fertility as well as the emission of sound and air to its surroundings (Mittal & Kaur, 2023). Not only is nature harmed, but the humans around the area may also suffer from this situation.

Concerning this, many people have encouraged other people to care more about nature. One of the ways is through the theory of ecocriticism. Ecocriticism itself focuses on studying the relationship between humans and the physical environment through the lens of literature, culture, and society (Nuri, 2020). Through an ecocritical lens, researchers may study the occurring problem at the time with the help of the literary product.

One of the fields where researchers can utilize the use of ecocriticism is the advertising field. This is because advertisements can reach a broad audience at a relatively low price and time-efficient manner (Richards & Curran, 2002). Through ecocritical analysis of advertisements, researchers may also examine how

advertisements represent the relationship between humans and nature and how these representations can influence human behavior and attitudes toward the environment. With this in mind, the researcher chooses to analyze an advertisement entitled *Iklan Nu Green Tea 2016 “Honey Shake” 30S*.

The reason behind this action is that *Iklan Nu Green Tea 2016 “Honey Shake” 30S* has been considered to be a product of popular culture. This is because *Iklan Nu Green Tea 2016 “Honey Shake” 30S* has fulfilled some of the characteristics of popular culture explained by Dukut (2018) as follows. First, it creates a sense of satisfaction or pleasure for users because it fulfills the need of the consumers; 2) are easy to obtain because it is mass-produced so that it can be available anywhere; 3) have a manipulative nature due to how it can persuade people to buy the product; 4) has a low or affordable price for all groups of people; 5) has the ultimate goal of making a profit or money (pp 13-17) Thus, it is safe to conclude that *Iklan Nu Green Tea 2016 “Honey Shake” 30S* is a product of popular culture.

Iklan Nu Green Tea 2016 “Honey Shake” 30S is interesting to be researched not only because it is popular culture, but it seems to fulfill the advertising strategies of AIDA (Attract, Interest, Desire, Action). This is why this research will make an in-depth analysis of the product by referring to the characteristics of AIDA.

In critically reading the advertisement, so that elements of ecocriticism and the AIDA advertisement strategies are known, a semiotic reading is needed. Through a semiotic reading, it can help see in detail what is written (textually) and what is shown (visually). The textual sign lets viewers see how certain information is emphasized

through the choice of font and how large or small it is. Meanwhile, the visual signs can be from the color, setting, and lighting used in the advertisement taken from YouTube. The quality of the sound and how it interacts with whatever text is shown in the YouTube advertisement are also elements to be analyzed using semiotic reading.

1.2 Field of the Study

The field of the study is literature, especially on advertisement as a product of popular culture

1.3 Scope of the Study

This study focuses on studying *Iklan Nu Green Tea 2016 “Honey Shake” 30S* through the lens of ecocriticism

1.4 Research Questions

The research questions for this research are:

1. What kinds of textual and visual signs does *Iklan Nu Green Tea 2016 “Honey Shake” 30S* show for the brand’s care for nature’s ecology?
2. How does AIDA’s advertisement strategy help make *Iklan Nu Green Tea 2016 “Honey Shake” 30S* a popular advertisement?

1.5 Objectives of the Study

The objectives for this study are:

1. To discover the kinds of textual and visual signs used in *Iklan Nu Green Tea 2016 “Honey Shake” 30S*.

2. To analyze the use of AIDA advertisement strategy in making *Iklan Nu Green tea 2016” Honey Shake” 30S* a popular culture.

1.6 Significance of the Study

This study is significant because it provides both theoretical and practical benefits. The theoretical benefit that can be gained through this study is to enrich the study of ecocriticism through advertisement analysis. While the practical benefit is to increase society’s awareness and caring to the environment by appreciating what the *Iklan Nu Green Tea 2016 “Honey Shake” 30S* advertisement offers.

1.7 Definition of Terms

1. Popular Culture

Something that middle-class people would do or enjoy using, or doing with a large number of people around the society when not working or going to religious or political meetings (Dukut, 2018, p.10)

2. YouTube

YouTube is a social media platform that was launched in 2005 that allows billions of individuals to discover, watch and share original user-created videos (Horstman, 2011, p.6)

3. Ecocriticism

Ecocriticism is the study of the relationship between literature and the physical environment (Nuri, 2020, p.5).

4. Advertisement

The activity of attracting public attention to a product or business by paid announcements in the print, broadcast, or electronic media (Richards & Curran, 2002, p.63)

