

CHAPTER 4

DATA ANALYSIS

4.1 Iklan Nu Green Tea 2016 “Honey Shake” 30S

4.1.1 Beginning segment (00:00 – 00:07)

The 30-second commercial for *Iklan Nu Green Tea 2016 “Honey Shake” 30S* advertisement which is published on 28th April 2016 started with showing two boys drinking *Iklan Nu Green Tea 2016 “Honey Shake” 30S* honey with their backs full of people who seem to be discussing and enjoying their drink during the afternoon, break time. While enjoying this product, one of the boys who use a blue shirt, played by Krisjiana Baharudin, started to explain where the honey used in the product advertised comes from. When he started to explain where it comes from, he transitioned into the woods.

Figure 4.1

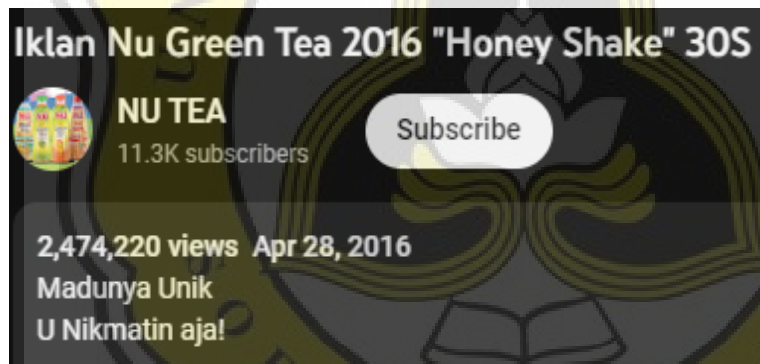
Two boys drinking seen drinking the advertised product (00:01 – 00:03)



Analyzed through AIDA's advertising strategies (Attract, Interest, Desire, and Action), the beginning segment gave proof of the strategy used in the following way. The first step done by the advertiser is to attract the attention of the viewers. The advertiser did this step by choosing the right time to post this advertisement on 28th April 2016, when the summer season occurred in Indonesia. During this time, people's thirst is usually at its peak, thus, making the advertisement immediately get the attention of the viewer.

Figure 4.2

The post's date information



Note: (https://www.youtube.com/watch?v=ZovS*mMml7Q)

Additionally, the advertiser enhanced the first point of AIDA, Attract, by using a popular public figure at the time, namely Krisjiana Baharudin as the main character in this advertisement. Krisjiana Baharudin may have been considered a popular public figure because he is the husband of Siti Badriah, a popular Indonesian singer in the 2016s.

Figure 4.3

The main character, portrayed by Krisjiana Baharudin (00:01 – 00:04)



This strategy was in line with the statement of Sudjana (as cited in Sitanggang, 2020), who believed that it was easier to attract potential customers when using public figures or celebrities in an advertisement. Below is a capture screen of the viewer's comments about the use of a popular public figure.

Figure 4.4

Proof of people who rewatched the advertisement to see their idol



Note: (<https://www.youtube.com/watch?v=ZovS8mMml7Q>)

In the comment section, it is seen that an account named Rizdha Airis stated, “*gue suka banget nih Iklan, ganteng lagi cowok yang tengahnya.*” (I really liked this advertisement, moreover the man in the middle is handsome. Yamami stated “*siapa yang langsung inget dan cari iklan ini pas sibad dan krisjiana menikah hahaha.*” (Who remembered and search for this advertisement after Sibad (acronym for Siti Badriah, Krisjiana’s wife) and Krisjiana got married hahaha). Cahaya café stated “*Kesini karena kak Krisjiana nikah sama kak Sibad*”. (Came here because kak Krisjiana got married to kak Sibad). Finally, KOKOMAKAN stated, “*Krisjiana Baharudin haha kirain gw doang yang ngerasa iklan ini beda, good job Krisjiana Baharudin.*” (Krisjiana Baharudin hahaha I thought it was only me who felt that this advertisement is different, good job Krisjiana Baharudin.).

As seen in the comments, some reacted that the popular public figure used in this advertisement, is handsome, thus making one of the viewers rewatch this advertisement to see his handsomeness. Other viewers also rewatched this advertisement after knowing that Siti Badriah married Krisjiana Baharudin. This information supported the idea that using a popular public figure helped increase the number of advertisement viewers.

Furthermore, the advertiser also creates a familiar environment in the advertisement by applying a familiar time setting and place, i.e., during afternoon break when people usually crowd themselves in an open-urban area while the weather is hot. This is done by the advertiser to make the consumer remind the brand’s name or the product advertised when the exact settings occurred to the viewers in real life.

During the beginning segment, the advertiser also has already established a clear target market for the advertised product. This can be seen in how the people are shown in the advertisement dressed. One of the examples is in how the public figure, Krisjiana Baharudin is dressed in a T-shirt with an unbuttoned collared shirt on a hot summer day. This choice of dressing was interpreted as showing that the advertiser was targeting teenagers aged around 18-35 years old. The advertiser seems to see that it was important to target teenagers because the group of people who would mostly consume the product are teenagers rather than adults who prefer more on consuming warm or hot beverages. Because of this, the model was dressed up in a costume that most teenagers would prefer to wear i.e., having a loose collared shirt on top of a T-shirt.

With the attraction already established above, the advertiser was understood to have moved to the second point of AIDA, which was generating the interest of the consumer. Generating interest is important for viewers to watch the advertisement until it ends, so that they may receive the message intended to be delivered by the advertiser through the advertisement. In this advertisement, the advertiser seems to generate the interest of the viewer's mind by having the advertisement's public figure explain where the ingredients in *Iklan Nu Green Tea 2016 "Honey Shake" 30S honey* come from by changing the medium-full shot scene to a close-up shot of the passionate face of the public figure. This was understood to show how excited the public figure was about his imagination of being in the woods with a colony of bees.

Figure 4.5

The excited face of the public figure (00:04-00:05)



In making the viewers interested in the advertisement, the advertiser of *Iklan Nu Green Tea 2016 "Honey Shake" 30S* has filled the advertisement with background music that created a pleasant situation. The music played at the beginning of the advertisement had a smooth and high pitch coming from instrumental piano music. Hoerberichts (2012), stated that music that has a soft rhythm yet also had high pitch sounds was perceived as a happy and joyful situation. This kind of music has helped the advertiser produce a good mood for the viewers to not quickly lose interest in the advertisement, thereby making the viewers stay watching the advertisement until it ends. The good choice of music has created a good impression leading the viewers to think of purchasing the product advertised.

Figure 4.6

The transition from real life into imagination (00:05-00:06)



At the same time, the public figure's imagination could also be identified as the advertiser's way of creating a desire in the viewer's mind. Desire is important for AIDA's advertisement strategy to succeed. In this advertisement with the attraction already established and the interest already generated, it became logical for the advertiser to create the value of desire in the viewer's mind by convincing the viewers that drinking the product would make viewers experience the freedom they may search for in nature.

4.1.2 Middle segment (00:07 – 00:25)

In the next segment, right after the transition scene, the public figure is shown to have moved from the urban area into the woods and was dressed in a completely different outfit. The public figure used a black cloth with some orange and silver stripes on it while shouting "*tarian honey shake!*" or "honey shake dance!". The particular outfit has suggested that the public figure has transformed into a honey bee.

The segment then continued by showing four dancers, two women, and two men emerging from different locations while giving the viewers a clear view of the area the public figure moved into. Located in the woods, surrounded by beautifully colored flowers, a woman emerged from inside a log at the left of the screen. Beside her, two men can be seen descending from above the trees using hanging roots. Finally, the woman on the right, who had the nearest placement from the camera, emerged from the vegetation located at the right.

Figure 4.7

The dancers emerge from different locations (00:08-00:09)



The segment continued to show the combination of the public figure and the bee dancers dancing together in the woods, with the public figure placed at the front of the formation, beside him the women were located on each of his sides while on each edge are the men. During this scene, the dancers put their hands on their hips while shaking them. This may have caused the honey-animated people to have shouted “honey shake dance!”.

Meanwhile, in the right corner of the scene, there two are human animated bees were seen flying around vegetation. The shot changed from a full shot into a close-up shot to show the clear expressions of the dancers having silly faces. While doing the silly face, the dancer also raised their right hand and looked at something above them.

Figure 4.8

The formation of the dancer throughout the middle scene of the advertisement (00:10 – 00:22)



In the next scene, it was shown that the thing the dancer was looking at was a bee's nest located at a tree branch. Here, the public figure raised both of his hands and pointed to the bee's nest while the rest of the dancers were still doing the previous dance movements. The scene then transitioned from the bee's nest into a close-up shot of the public figure with two pairs of hands behind him, as though he was showing his bee's wings. In this shot, it could be seen that the public figure moved his eyebrows while looking at the bee's nest. Then, in the next scene, it was confirmed that the public figure was looking at the bee's nest. This was proven by the scene fully showing the bee

animation with its colony dancing in the same choreography just like the dancer while dressed with human-bee attributes.

Following this scene, the human-bee dancers were shown to dance in a similar choreography with all of them showing their backs and raising all of their hands while still shaking their hips. The advertisement continued while showing some of the dancers dancing in a random choreography while making silly faces. The segment ended with, a narrator speaking to summarize the advertisement.

Referring to AIDA advertising strategy, the researcher found that the advertiser has firstly attracted the consumer by providing an unexpected situation that the consumer may not find in other advertisements about beverages. What the advertiser first presented to the consumer is the major changes in how the public figure dressed and the area he moved into. In this segment, the public figure dressed in a black shirt with orange color all over the clothes and silver stripes on his back to resemble a bee which usually has those colors on its body. While the location he moved into is in the woods. This can be seen in how a lot of trees, vegetation, and flowers can be seen in his background.

On his first appearance in this segment, the viewer could also see the hexagon shape with silver color on his face to signify that he is a member of the bee colony. This is logical because bee hives were usually made from hexagon-shaped nests.

Figure 4.9

The first appearance of the public figure in the woods area (00:07 – 00:08)



Whilst the attribute used by the dancer in the advertisement represented the appearance of the honey bee, the background used in this segment also represented the environment where the honey bee was usually found. The beautiful contrast-colored flower was used to represent the food source of the honey bee. This was because bees are usually attracted to the colors purple, yellow, pink, and other ultraviolet colors just like shown in the advertisement. The use of honey bees as a food source in this advertisement could be seen as a parable that the advertised product, which was the *Iklan Nu Green Tea 2016 “Honey Shake” 30S*, is a food source for humans. This parable seemed to show that the advertiser invited the viewer here to realize that humans could only survive through nature and thus was why the viewer was invited to protect and care for nature by purchasing the advertised product.

With the point of attraction already attracting the potential customers of *Iklan Nu Green Tea 2016 “Honey Shake” 30S*, the advertiser of this advertisement generated the interest of the customer by adapting one of the trends at the moment, which is the Harlem

shake dance. Although having the same name Harlem dance, the dance used in this advertisement does not refer to the original Harlem dance that originated from Harlem that is popularized in the 1980s (Steele, 2013). To help distinguish the original Harlem dance and Harlem shake dance, the researcher will address the latter with the Harlem shake dance trend. The Harlem shakes dance trend usually started with one person (usually using a mask or helmet) dancing alone in a crowded place without anyone paying attention, but after the beat dropped, the music changed into a more powerful beat, and the entire started to dance, too. However, what is adapted in this advertisement is only the intro concept of how the Harlem shake dance trend is done, not the entirety of it. This is because in the Harlem shake dance trend after the beat dropped everyone in the scene would dance without any choreography while in the advertisement after the beat dropped it can be seen that the dancers dance with the same choreography and formation. Additionally, in the advertisement, after the public figure shouted” tarian *honey shake*”, marking the start of the middle scene of the advertisement, the music changed from a piano instrumental into EDM music or Electronic Dance Music. EDM itself as stated by Solberg & Dibben (2019), has the characteristic where it has an explosive, energizing, and uplifting beat. The use of EDM in this middle scene is interpreted by the researcher to engage the interest of the viewer to watch the advertisement until it ended.

After giving a feel of nostalgia with the Harlem shake dance, throughout this segment the viewer is presented with what is called the waggle dance. Grüter & Farina (2009) stated that honeybee’s waggle dance is a kind of communication that is used to

convey information to fellow nestmates about the distance of a food source, based on the duration of the waggle phase of the dance circuit, and information about the direction of the food based on the orientation of the body of the dancer relative to gravity. Usually, the honeybees will dance by creating an eight-shaped figure to attract the colony while wagging their abdomen and pointing at the location of the food source. However, as seen in the advertisement, the only movement adapted from the waggle dance is only limited to the part where the bees move their abdomen to point out the location of the food source.

Figure 4.10

Dancing scene (00:08 – 00:21)



As is seen in the advertisement, the public figure used in this advertisement was seen to show the same waggle dance that the honeybee used to communicate. However, if the bee's usage of waggle dance is to inform the food source, the dancer's imitation

dance was to inform the bee's hive -in this case as the honey source for *Iklan Nu Green Tea 2016 "Honey Shake" 30S-* location. This can be seen through scene 6, the scene shows the viewer that there are 5 dancers whom they all put their hands on their waists while looking upwards. If the viewer paid enough attention, in the bottom right corner, 2 honeybees can be seen flying toward where their nest is located.

Figure 4.11

Scene 6 (00:10 – 00:11)



In the 7th scene, the dancers appeared to have lifted one of their hands, this gesture can be interpreted as a representation of a bee's stinger. In the 8th scene, one of the dancers played by Krisjiana Baharudin pointed upward right at the bee's nest. In the 9th scene, the camera takes a close-up shot of the public figure, where behind his back is two pairs of hand resembling a bee's wings. During the close-up shot, the public figure raised both of his eyebrows while looking above and smiling. This gesture of raising both eyebrows may be interpreted as a gesture of silent greeting. Later in the 10th scene, the bees can be seen approving for the human to enjoy the honey by giving them a wink,

interpreted by the researcher as a signal of approval. Finally, all the dancers are seen to show their backs in the next scene during the group dance. This gesture is the same as the bee's waggle dance where after a bee finds a food source, the bee will show its way toward the food source by wagging its stinger and leading the herd towards the food source.

By introducing the waggle dance, the advertiser invites the customer to not just purchase the advertised product but also to give respect to the bees themselves. Through this action, not only the advertiser contributed to the bees' life in nature itself, but they also achieved the desire factor in AIDA's advertisement strategy. This is because the advertisement created a value reward in this advertisement that is noticeable with how purchasing this product meant that the customer cared about nature

Figure 4.12

Bee's waggle dance animation, (0:12 – 0:17)



The overall use of bee animation in this advertisement is not limited to the reason the bee is the only insect to produce honey that can be consumed by man. It is also to make the advertisement more interesting and effective. This is because as stated by Goel & Upadhyay (2017) many advertisers and consumers are attracted to animated images or animation. This is because animated images can show nearly anything, such as bees

with human-like attributes with a relatively low cost and eye-catching appeal. This resulted in an easy way for the consumer to grasp the idea or concept intended in an advertisement whether it is children, teenagers, or adult viewers. Another reason animation in advertisements is effective is simply that visual and verbal stimuli suggest that simultaneous stimuli are more likely to be remembered by the viewer (Thompson, 2019). This effect can be more effective if the viewer remembered the brand and give a favorable response, thus making the advertisement or the brand stay in the consumer's mind longer.

4.1.3 Ending segment (00:25 – 00:30)

In the ending segment, the advertiser provided a textual scene with the tagline “*Madunya Ünik, Ü Nikmatin Aja*”. The tagline is located at the middle of the screen, filled two-thirds of the screen, typed in a princess frog type of font, on its side is the advertised product NÜ green tea honey. The background consists of three colors, with the majority of the green color on the bottom, followed by the yellow color in the upper right corner and the orange color located at the upper left corner, right behind the cap of the bottle. During this scene, the viewer can also hear the narrator, voiced by a man, reading the tagline shown.

Figure 4.13

The textual scene of NÜ green tea honey (00:27 – 00:28)



After this scene, the advertisement showed the public figure, back to his original place located in an urban area. However, the public figure is still shown to dance the waggle dance he performed during his imagination in the woods. In the background, the other urban dweller can be seen to be laughing at him.

Figure 4.14

The public figure dances the waggle dance in an urban area (00:29 – 00:30)



To help the researcher analyze this segment, the researcher divides this segment into two categories, namely visual and textual data. Below is the analysis of the researcher.

a. Visual signs

Through AIDA's advertisement strategy, the color in the ending scene of the advertisement is used to attract the viewer. This is because the color used in the advertisement is a gradation of green, orange, and yellow color, making the advertisement very attractive towards the color. As mentioned above, there are three colors used in the background, those are green, yellow, and orange. As stated by (Dukut & Nugroho, 2019) each color used in an advertisement represents a different meaning. The use of the green color represented the color of the tea leaves. The green color may also symbolize nature due to its direct relation with nature, it also suggests the meaning of environment, growth, renewal, freshness, healthiness, and full of live vigor (Cerrato, 2012). The yellow color used in the advertisement also represents meaning, such as, the color yellow is associated with happiness, it also arouses cheerfulness towards the viewer. Additionally, the color yellow is very effective to attract an audience (Seher et al., 2012). Finally, the orange color.

Orange color is usually associated with a tropical environment, making it very suitable to use in this advertisement because Indonesia is a tropical country. Yet, the use of too much orange color can suggest cheapness (Madden et al., 2000). However, the association of too much orange can suggest cheapness may be aligned with the product,

this is because the product itself is considered to be popular culture, making it easy to obtain at a cheap price. On the product itself, the orange color is located at its bottle cap and the bottom of the label with the green color in the middle of them. The placement of the orange color on the label product may represent the honey as the sweetener in the product. This is because usually, sweeteners such as palm sugar and honey in drinks gather at the bottom of the container if not consumed for a long time.

b. Textual signs

After reviewing the visual elements by use of AIDA, it is also important to see the textual elements of the advertisement. In this advertisement, the textual elements of the advertisement are provided at the end of the advertisement. By the end of this advertisement, the advertiser focuses on creating both the desire and action in AIDA's advertisement strategy by providing the summary of the advertisement while showing both the product advertised and the tagline "*Madunya Unik, U nikmatin aja*". This is done to help the viewer to process the advertisement easier due to how linguistic messages provide more information rather than any graphic or visual material throughout the advertisement (Pieters & Wedel, 2004). To help the consumer to process the information, the advertiser uses an advertisement layout known as the Z layout. This layout helps the viewer to process the information faster due to how the element of the advertisement is placed like a z pattern, from left to right and top to bottom. This can be seen in how the main focus of this advertisement, Iklan Nu Green Tea 2016 "Honey

Shake” 30S honey is located on the left side of the screen, the first one to be seen by the viewer. With the tagline of this advertisement is located beside it.

Figure 4.15

The textual scene with a Z-layout (00:27)



A tagline is used in an advertisement to help the potential customer to understand the benefits quickly and easily while showing the character of the product (Ilhamsyah & Herlina, 2019). To make it easy for the viewer to remember the tagline, rhetorical tools such as repetition, reversal, rhythm, and prototype is used. The tagline used in this advertisement "*Madunya Unik, U nikmatin aja*" uses the rhetorical tools of repetition, this can be seen with how the letter u (umlaute) is used twice in the tagline. Even if the advertiser uses the same letter in this advertisement, each of these letters emphasizes or represents different meanings. the first letter U on the word "*unik*" is pronounced by the narrator as unique. This letter has a literal meaning in how the narrator says it. While the second letter, before the word "*nikmatin*" is pronounced like the Indonesian word

"yuk" or it can also be interpreted as "you". This latter letter has the meaning to persuade the viewer to just enjoy the product.

Following this scene, the viewer can hear the narrator reading the exact tagline shown in the advertisement. This action is known as the unified voice. This action is expected to create a more powerful enchanting message that is easy to remember by the viewer or potential customer by stimulating both senses of sight and hearing of the viewer, making it suitable to pair this activity with the tagline located at the end of the advertisement. This scene also engraves the brand's name into the viewer's mind by using animation in the advertised product to highlight the brand.

Figure 4.16

The brand's name is highlighted through an animation (00:27 – 00:28)



4.2 Ecocriticism

There are several segments in the advertisement which not only make the viewers attracted, interested, and have the desire to take action, but there are also ecological issues that the advertiser tries to inform the viewers about. First, the beginning segment, which is shown from 00:00 until 00:07, may be interpreted as a criticism of the urban environment that did not care about nature. This is because although the advertisement is highlighting its new flavor, which is the honey flavor, the beginning segment did not show any connection with bee-related things. This was because urban areas tended to be full of skyscrapers rather than open green spaces with butterflies or bees flying around. Through this segment, this can be seen with how less the appearance of nature such as trees where people can rest under the shade of the trees rather than resting under the umbrella tables. Unfortunately, although this advertisement tries to invite other people to care more about nature, the product itself uses plastic bottles which are against the environmentalists' concerns. However, the choice of using plastic bottles might due to the fact that the company of this bottled drink would like to adhere to popular culture's characteristic of mass production to achieve a cheap marketing price. Therefore, many people can afford to buy the advertised product.

Despite, the fact that this advertisement is seen as a criticism of the urban environment, it was interesting that at the table (see figure 4.1) where the public figure was promoting *Iklan Nu Green Tea 2016 "Honey Shake" 30S* product, there was a recycled bottle with a small plant inserted in it. This action suggested that urban area people may be favoring nature but may not have the supporting conditions. In other

words, there was a clue that the *Iklan Nu Green Tea 2016 "Honey Shake" 30S* advertisement was trying to tell its viewers to love natural surroundings more than urban ones.

Additionally, in the beginning, segment, the action where the public figure is shown to have moved from the urban area into the woods to see where the ingredients used in *Iklan Nu Green Tea 2016 "Honey Shake" 30S*, i.e., honey is aligned with the statement of Buell (1996), where the environment seen through the human eyes was more about a process rather than a constant product (see figure 4.6). This is because, without the process itself, humans cannot enjoy the ingredients to their maximum. Thus, adding the reason why a human should care for the environment.

Second, throughout the middle segment, the use of the dancer's attribute can also be analyzed due to how its resemblance to the honey bee's appearance (see figure 4.7). Although it does not look exactly like a honeybee, this outfit created a sense of similarity between the dancers and the honeybees suggesting the viewers that the dancers are a part of the bee's colony. Not only that but the dancers in this advertisement can also be seen to behave just like honeybees. This can be seen in how the dancers adapted the waggle dance from the bees. Both of these actions, if seen through the ecocritical lens, suggest a strong relationship between humans and nature. With how the dancers mimicked the appearance, the attribute, and the place where the honeybees live can be interpreted as the human way to interact with the bees. This is in line with Murphy's concept which states that "criticism that arises from and is oriented toward a concern with human and nonhuman interaction and interrelationship"

is ecocriticism (as cited in Mishra, 2016, p.168). This is why the human-like bees are in the same environment as the animated cartoon bees. Through this interaction, both humans and nature, which are represented by the bees, are shown to have a close relationship. This relationship gives benefits to each other. The benefits are in how the humans are allowed to enjoy the honey produced by the bees, meanwhile, the bees enjoy the comfort of being protected by the humans.

Finally, in the ending segment, the advertiser provided visual and textual signs that can be interpreted with an ecocriticism lens as well (see figure 4.13). Through the visual data, it can be seen that the advertisement uses an earth-based color such as green, yellow, and orange in the background of the textual data. This choice of colors seems to indicate that the advertiser of *Iklan Nu Green Tea 2016 "Honey Shake" 30S* highlighted nature. Also, in the final scene of the advertisement, where the public figure is visualized returning to his urban surrounding, he was seen continuing the same dance he did when he was in the woods (see figure 4.14). Through this action, the researcher interprets that it was important to bring back nature to an environment that has developed from a rural to an urban one. The advertiser seems to imply that an urban environment is only possible when some rural with natural elements are still made available. Meanwhile, the textual data provided in the advertisement which stated "*Madunya Ünük, Ü nikmatin aja*" suggests that viewers can enjoy *Iklan Nu Green Tea 2016 "Honey Shake" 30S* honey because it carries with it the unique taste of natural honey.