

# Ideology in Cigarette Brand on Television Advertising

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**Abstract**— This study dissected the visual narrative aspect contained in the Sampoerna A Mild version of Wow advertisement, a low nicotine cigarette with late adolescents and adult segments. These advertisements carried the turmoil of the spirit of self-change, in contrast to the products they sell, which considered as destroyers of the younger generation. The purpose of this research is to express ideas about positioning cigarettes, as well as messages contained in these advertisements. The research used critical discourse analysis, namely discursive, non-discursive, and materialization studies of objects so that it can be found the priority study related to the ideology in it. From the results of the study, it was found that in the A Mild version of Wow there were elements of a political ideology built and shaped by the narrative-visual aspects thus forming the perception of the ideology of mental revolution. The concept of mental revolution arises through a visual narrative symbol that reflects the idea of breaking habits, rigidity, stability, in the routine of urban life of young people. Color representation, character stereotypes, and visual effects present meaning so that young people get out of the standardization of normal life, and this is the myth of cigarette products themselves.

**Keywords**— Ideology, Advertising, Cigarette, Discourse

## I. INTRODUCTION

Sampoerna A Mild is a low nicotine cigarette which has a fairly high youth market share in Indonesia. From year to year sporadically through various media, online and offline, A Mild shows provocative advertising treat, out of the box, trying to display the thoughts of young people, flicking the socio-economic and political conditions in Indonesia.

One of them is the video ad version of Wow (see Fig.1), by presenting a lifestyle approach with the theme of searching and satisfying one's desire to change, supported by provocative taglines; "*nanti juga lo faham*" (you will be understood later), this advertisement seeks to attract young audiences as consumers. Advertisements were present in the era of Joko Widodo's government, which launched a "mental revolution" program for the people of Indonesia.

This A Mild television ad is very interesting to study because the ideology embedded in the advertising storyline shows that Sampoerna as a producer wants to invite generations to think in the direction of change, get out of stagnation, make breakthroughs that make a life change, as does the Joko Widodo program. This is ambivalent with the impact of the products it sells which incidentally damages

the health of young people as consumers as well as the next generation of the nation.



Fig.1. A Mild Version Wow

Source: <https://www.youtube.com/watch?v=CUuMb4p1jQ> (06 September 2018)

This study will examine the visual signs that constitute the ideology in the Wow television version of A Mild, to reveal the power values based on discourse studies, namely discursive, non-discursive, and object materialization studies, which will ultimately form the results of the majority. Relating to the value of political ideology in the television advertisement.

There have been many studies relating to ideology in advertising, research-based on his project studies on advertising and ideology in advertising production, Soar discusses the expansion of cultural studies which according to him must evolve beyond the investigation of consumption, text, and acceptance [1]. Rath and Bharadwaj with an interdisciplinary approach to discuss the conceptual application of using semiotics to derive multiple meanings invested in seemingly simple persuasive strategies adopted in advertisements. This study used two advertisements as a comparison of research results giving the view that advertising should not be treated only as a representational marketing campaign, but also as a promotional tool that encourages marketing communications researchers to focus on the critical dimensions of marketing strategies that require careful analysis [2]. Armenteros discusses ideology in public service announcements. Using semiotics and Marxist theory, he investigates the ideology of several social research campaigns revealing that the issue of the depiction of otherness whether racially, gender, or economically based is the exercising of power and the promise/threat of that power; capitalist values and the myth of social upward mobility; individualism as a central value of the western world [3].

Other studies raise African-American representation in increased advertising. But the results of the study showed an illustration of African-American inferiority, researchers found the dominance of white ideology in the world of advertising. The results suggest that the industry can present positive and varied depictions of minority populations [4].

## II. METHOD

This research used discursive paradigms by explaining critical discourse analysis, the results of the study are presented objectively through a collection of sentences [5] Through the study of literature with critical discourse theory approaches, discursive, non-discursive, object materialization by Jager [6].

## III. RESULTS AND DISCUSSION

### A. Ideology and Advertising

A text, according to Van Dijk is like an iceberg on the surface of the sea; there are many hidden meanings/connotations of what is seen [7]. Advertising as a text cannot be separated from the message and meaning to convey. In its journey now advertising does not merely convey information about products, advertisements offer dreams, views, self-image, framing, new norms, lifestyles and for that all advertisements offer ideologies.

Storey wrote five meanings of ideological concepts, namely ideology, as the institutionalization of systematic ideas articulated by a certain group of people. Second, the ideology which implies masking, distortion, or concealment of reality by presenting various images about the reality that have been distorted, producing "false consciousness". This often associated with capitalism. The third is ideology into ideological forms, namely efforts to draw attention to the way the text always used to present certain images about the world. The four ideologies are how rituals and habits produce a binding and binding effect on humans in a social order marked by a welfare gap. And the latter adopts Barthes' opinion, which states that ideology functions primarily at the level of connotation, secondary meaning, meaning that often not realized, displayed by text and practice, or displayed by anything [8].

Advertising of products, both goods or services in the display presents discourse in the community. Discourse is a medium used by groups to develop the ideology they want to convey, through discourse, the production of meaning and ideology can conveyed and embedded in the minds of the community.

According to S. Jager, discourse is not something independent but related to the elements of dispositive or the synthesis of science developed into language, according to which the dispositive consists of discursive, non-discursive, and object materialization studies [6].

### B. Sampoerna A Mild Ads

Sampoerna A Mild first launched in 1989 as a type of Light Mild cigarette, which is a cigarette that has a low level of tar and nicotine. A Mild considers itself to be one of the most progressive and innovative cigarette brands [9]. The Sad fact in Indonesia many people switch from clove

cigarettes to light mild because they think these types of cigarettes are healthier. Sampoerna A Mild became a pioneer cigarette product in Indonesia with a market value of 10.7% [9]. The advertisements made by cigarettes included: "*Bukan Basa Basi*", then "My Choice", and A Mild WOW version. A Mild is one of the producers who use provocative advertisements, so they are in great demand among adolescents and artists, this is because A Mild's ads are unique and creative, getting a lot of awards in ad competitions in Indonesia.

This ad tells about mood and emotional changes in a city inhabited by a group of young people. It starts with a visualization of a city that is outdated, stagnant, lethargic, bored and then turns into euphoria when someone launches fireworks. Everything becomes colorful, parades of young people appear, with a variety of clothes with lively fashion, behaviors break down walls, dances, acrobatics, actions take to the streets, accompanied by people enjoying music and ending with the tagline "*nanti juga lo faham*" (later you will understand)

In the television version of A Mild Wow, it can be seen a transition of emotion transfer that occurs in people, when initially the emotions of their faces describe resignation, confusion, and also daydreaming, turning into emotions that are more energetic, energetic, and also feel confident. This happens because someone who feels he is not strong with the circumstances, looks with a look on his face that is upset, triggering that person to shoot fireworks towards the sky, it becomes the beginning of the atmosphere in the city becomes more euphoric and also crowded.

### C. Analysis of Critical Discursive Practice Discourse; Audio Review of A Mild Ad Wow version

In addition to the advertisement video, adding a narration in the form of a song accompanied by music accompanying the ad, which lasts 1 minute, there is no dialogue between the ad actors. At the beginning of the ad, the music that appears only in the form of instruments, then the vocal sound at 0:13, and in the lyrics as stating that something is coming and wants to give influence to the community through the ad, and the relevant lyrics are:

"We have come to the streets  
We come to the road  
We come to the road "

In the initial scene of the advertisement, which is the opening part of this advertisement, the advertisement's description refers to elements that are self-closing, fearful, anxious, and not self-confident. Which depicted with a sad, pensive expression of character, only speechless. Some people wanted to show themselves but did not seem brave enough to show themselves to the public. This is also shown by the slow tempo of the music. At 0:13 seconds the music starts to beat faster and vocal sounds emerge with the repeated lyrics "We Come to the Road", this shows that A Mild wants to be an effect on the environment of people who were initially afraid to show themselves, and with A Mild people need not be ashamed to show themselves in public.

At 0:22 seconds the vocal lyrics are more passionate where A Mild described in the lyrics that they are eager for people to move without having to make a decision, or think in advance, this is indicated by the vocal lyrics, namely:

"We come, to the road, we shake Ready Not ready"  
 Judging from the vocal lyrics at this 0:22, in the section "We shake, ready or not ready ", A Mild here really wants to change the society's perception of things that is," think first before acting ", that A Mild described in the ad that appears at the beginning of the ad, which is when people are afraid and only think without taking action, so A Mild wants to change this perception, and invites the community to follow them whether they are ready or not.

In the next vocal part that appears at 0:27, A Mild wants to bring up the thought of self-confidence that is with the lyrics:

"Keep running show yourself."

In this vocal lyrics, A Mild really wants to convey their thoughts through their vocal lyrics about self-confidence, A Mild wants people to show themselves, and not feel ashamed or afraid of outside circumstances. And A Mild also wants people to believe in their abilities and is willing to express themselves according to their true selves. A Mild knows very well how to describe this message by bringing up elements that are very moving and lively, the people in the advertisements seemed to enjoy the crowd that was made and dissolved into the crowd.

In the next part of the ad at 0:40, A Mild brings up people who are curious and feel enthusiastic about what they do other people, and A Mild wants to show that they made it all, and this is indicated by the lyrics:

"Look at us. Punch the mind "

This section strongly shows that A Mild wants people to follow what they are doing, and wants people not to be confined in ordinary life and willing to open their minds about the outside world. A Mild is very firm in conveying the lyrics of the "mind punch" by emphasizing the tone of voice that is louder in the lyrics. This is intended so that these values can be more accepted as a message of self-breaking.

In the next part at 0:43 seconds, A Mild wants to emphasize their desire that the public can act like what A Mild described in this ad, and the lyric part is:

"So we, look at us "

A Mild once again reminded the public to see them and be able to follow what they said in this ad. A Mild uses repetitive lyrics to make it easier for people to remember and get used to this ad, A Mild also uses the word repetition in the lyrics section that sells their names, such as the words "look at us" and "when we are". These words are very clear, A Mild wants people to see them and wants their thoughts to be accepted and seep into the minds of the people.

At the end of the ad at 0:49 seconds, A Mild returns to repeat some of the lyrics, namely:

"Here we come, here we are  
 We shake, now we...  
 Here we come, here we are  
 As we  
 Wow ... "Wow."

At the end of the ad, A Mild shows themselves by using the lyrics "this is us" which indicates that they exist, and they want to show that they are moving and want to invite the public to follow it.

A Mild is very clear on the ad, and they see that the people in Indonesia most feel ashamed of themselves, and many still close themselves to the outside world. And with this ad, A Mild feels like breaking or breaking down such people's behavior, A Mild wants to convey their ideology of self-confidence, and break the mind. A Mild wants to change the perception of people who feel afraid of failure, and change it to try without having to think about it, to be ready or not ready, the community must begin to want to open their minds in external life. A Mild in this ad is very visible inviting people to want to follow the steps of A Mild, which is one of the originators of the first mild cigarettes in Indonesia and is able to put A Mild in the first place for lovers of mild cigarettes themselves.

*D. Critical Discourse Analysis of Non-Discursive Practices; Visual Review of Wow Ad Mild version*

From the two sentences that considered to be the main elements in the song lyrics in the ad A Mild version of Wow, it was found that understanding shows itself and breaking thoughts into the main thoughts in this advertisement, but from this discursive study it cannot necessarily be understood as such, so not-discursive helps in expressing parts that cannot be revealed in this discursive study.

In this study, the researchers divided the existing visual elements and only took more evocative part and related, see Fig. 2 and Table 2.

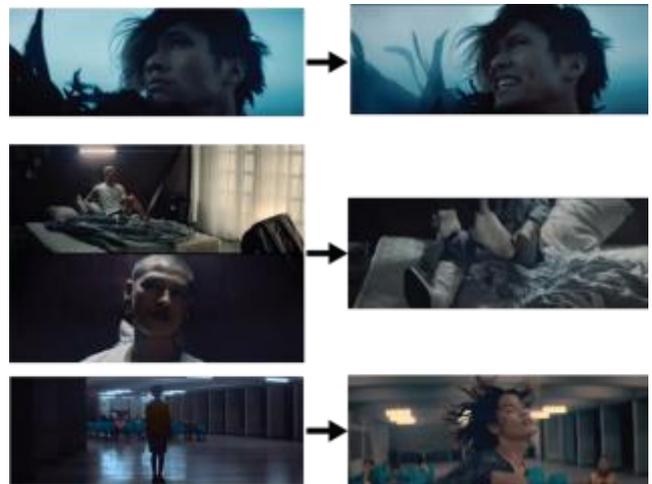


Fig.2. Transitions that occur, including the intriguing visual part  
 Source: <https://www.youtube.com/watch?v=CUuMbk4p1jQ> (06 September 2018)

TABLE I. DISCURSIVE ANALYSIS ON THE A MILD AD WOW VERSION

No	Non-Discursive Visualization	Time of Appearance
1		00:10
<b>Information</b>		
The emotional change of talent from the beginning of the mind then changes, in this scene the person seems to be overwhelmed and feels all the pain in him		
2		00:13
<b>Information</b>		
People flocked on the street; they seemed to be wearing colorful clothes with various styles; they seemed to sway to the music.		
3		00:42
<b>Information</b>		
Someone jumped out of the building by crashing and breaking the wall		

It was clear how the impression broke through visualized thought through the scenes above, people wearing various costumes, looking happy faces, striking make-up, and someone who jumped out of the building by crashing or smashing walls, in scene 00:42.

This advertisement very firmly illustrates the meaning of "breaking down the mind" depicted by someone being able to destroy a thick wall by just jumping outside the building. This becomes a very prominent part supported by music, with the song pressure being more shouted at this part.

In the second piece of the image can be seen that the color shades used to change completely from the start of the dark shading and then become brighter, including clothing and properties worn by talents, become red, yellow, blue, green, brown. These colors ideologically want to show youthful turmoil, happiness, and desire to change, out of stagnation expressed in unique and innovative ways.

*E. Critical Discourse Study on Object materialization practice*

An understanding of the atmosphere and setting are part of the support so that perceptions can be better received. Judging from the ads, there are a number of supporting atmosphere settings, see Table 2.

TABLE II. OBJECT MATERIALIZATION ANALYSIS ON THE A MILD AD WOW VERSION

No	Object Materialization Visualization	Time of Appearance
1		00:02
<b>Information</b>		
An urban landscape with skyscrapers fills the whole city, but the atmosphere that appears looks gloomy, cloudy, and looks like there are no activities carried out		
2		00:05
<b>Information</b>		
There was a firework that was fired into the sky; the sky seemed to be more colorful and make the atmosphere brighter		
3		00:51
<b>Information</b>		
People appear in droves while holding colorful umbrellas; this highlights the value of wanting to bring out a new and different from the way people are used to doing in cooperation.		

From some of the scenes above concluded the value of "show yourself" and "break the mind" is a perception Sampoerna wants to convey through the A Mild television advertising version of Wow, Sampoerna wants to invite the public to be able to follow their steps as described by the people who walk in droves, and also invites to show themselves in ways that are different from the others and not in the usual way. From the value obtained is "show yourself" and "break yourself" is one thing that is sustainable in the

narrower sense which refers to the activities of mental revolution, in which A Mild wants to invite Indonesian people to be able to open themselves with the current world acceleration that indeed requires the people to move and not just be silent watching the progress of the world that is taking place now, and also A Mild invites to work together in building an Indonesian society that can compete more creatively and differently from the others because Indonesia itself has a variety of cultures and uniqueness in every part of Indonesia.

The structure of mass communication does not escape interference from the owners of power, be it public or private media, channeling ideology that reflects how social relations in society are formed or formed, the WOW version of A Mild ad shows how the ruling ideology is expressed through audio and visuals. This relates to the concept of the mental revolution expressed by Ir. Sukarno on Commemoration day independence of the Republic of Indonesia (August 17, 1956).

*“Dalam kehidupan sehari-hari, praktek revolusi mental adalah menjadi manusia yang berintegrasi, mau bekerja keras, dan punya semangat gotong-royong”*

"In daily life, the practice of mental revolution is to become an integrated human being, willing to work hard, and have a spirit of mutual cooperation"

*“Revolusi mental adalah suatu gerakan untuk menggembleng manusia Indonesia agar menjadi manusia baru, yang berhati putih, berkemauan baja, bersemangat elang rajawali, dan berjiwa api yang menyala-nyala”*

"Mental revolution is a movement to galvanize Indonesian people to become new people, white-hearted, strong-willed, eagle eager, and spirited in a fiery fire" [10].

According to his view that what is happening in society is indeed a phenomenon, that this nation is experiencing delays in terms of being realized as part of a large nation, but there are still many people who have a small soul. Whereas capital in developing a country so that it can compete in the community itself must have a great national spirit and have the spirit to compete and be able to think beyond the usual.

This mental revolution has the goal to be able to change the viewpoints, thoughts, attitudes, and behavior of the people so that they can go straight with progress so that they can become a respected country and be able to compete with other countries. Manifestations of the mental revolution that appear in this ad are as follows:

- Shouting, hurrying, moving the body, feeling indifferent to what other people think
- Give things that make people feel attracted, not feel ashamed of themselves, and want to show the side of identity, the atmosphere appears with bright colors and colorful
- Using eccentric clothes, make-up in a variety of colors, unusual costumes, modified vehicles, and pioneers in showing themselves freely and positively

The mental revolution embedded in A Mild's advertisement is seen when someone screams, his face shows a sense of dissatisfaction, resentment, and a sense of wanting to change everything. This happened because in the

early parts of the scene where the community seemed to be silent, pensive, and only silent, it was a crisis that gave rise to a sense of empathy to be able to renew this life. Such things can have fatal effects where there is a backwardness of the nation, the delay in competing in the international arena, the number of unemployed, the level of ignorance due to lack of interest in seeking knowledge and identity. As stated by President Joko Widodo, "The strong character of the Indonesian nation as a nation that has a spirit of mutual cooperation, mutual cooperation for the progress of the nation has faded" [11]. Therefore, in the next section, it is seen in this A Mild ad that people begin to flock to a place with a sense of renewal and reflect their self-image by using different and unique attributes, illustrated by these bright, colorful shades. reflecting a sense of youth turmoil, a spirit of renewal, a passion for revolutionizing oneself into a more creative, and also innovative society.

Ambivalent to all that there is the fact that the ad is a cigarette advertisement, with a segment of young people. Cigarettes are as known to damage the health of both active and passive smokers. Cigarettes in the realm of lifestyle offer a person's ideal myth to be what is advertised, far from reality. So that the author's interpretation of the advertisement encourages opinion, that A Mild Sampoerna seeks to carry the values of freedom, out of the comfort zone, state of stagnation, drab routines and various daily activities that are considered fatigued, advertising offers a wish-will by smoking, it can all end, by smoking, fatigue is gone, the self has made a breakthrough, the self will come out of boredom. Cigarettes become a symbol of freedom, because according to smokers, by smoking, they can relieve fatigue; they can fly to stop the hustle and bustle of the mind, ecstasy at very low levels because in cigarettes there is a comfort. This myth was born because basically, it needs justification for smokers to legitimize their behavior. And as it is known that myth is a value, truth is not a guarantee for him, nothing can prevent the turning of myth into an eternal alibi [12].

A provocative tagline makes it clear and sound to make the audience provoked to explore himself and feel the euphoria of freedom by smoking. It is extended with a tagline that makes teens provoked to find out what was about to be conveyed. Cigarette products want to convey that young people will one day grow up, and then be trapped in a comfort zone, a stagnant life, pursuing pragmatic needs, forgetting dreams and idealism. With cigarettes as if dreams and ideals can be achieved.

Then what about the connection with the program or ideology of the mental revolution carried by the authorities? The answer is the opportunity. Advertisement is one of the ways producers reach consumers as much as possible. This is the breakthrough taken by marketers and ad workers in the decision to seize market opportunities. Take something that is popular, one of which is the ideology that is being liked and then packaged in a gentle and seductive way, so as if that carried is a positive value advertisement associated with something popular at that time. And as is well known, something popular will certainly be more quickly recognized and liked because the message is familiar in the minds of consumers. This is because ideology binds a person tightly to an imaginary community that has shared values, beliefs, and

recognition. [13] So it's easy for someone to insert a message in an environment that has been conditioned with the message.

Sampoerna as a cigarette producer took this opportunity as a pioneer and became an example so that the public understood that the products that were marketed by Sampoerna could help increase the fluctuation of young enthusiasm, the spirit of revolution, and also the spirit of renewal as well as the mental revolution echoed by power. Sampoerna took this opportunity as a theme embedded in its advertisements to attract buyers so that the products being marketed could reap huge profits.

#### IV. CONCLUSION

It is known that in the Wow version of A Mild ad, there is a political ideology that forms the basis of advertising formation. This method of delivering ideological messages in Wow's A Mild ad uses a discourse based on understanding political communication so that the embedded ideology can emerge and be accepted by the public. For advertisers creating advertisements using the ideological themes that were popular in their time, it gives advantages because messages are more easily received, and negative perceptions about products can be biased and hidden. With provocative songs and taglines, products can reach consumers with a wider segment.

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