

Depiction of “Advance Generation” Children as Described by Television Advertisements.

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Abstract

Television commercials, with their capability of conveying ideas effectively through the means of audio and visual senses, carrying both captivating and creative description of a product has become one of the most effective way to advertise a product or services. The implication of these type of commercials toward the audiences, however, is that its capable of implanting certain ideas or ideology inside the audiences' mind to create certain image that could grow into a new believes, mysths or stereotypes toward certain community, ethnicity and even gender, ages, races and nationality. This paper is being written to present one example of such idea implantation inside the audiences' mind. The paper utilizes descriptive qualitative analysis method based on Barthes' theory of semiotics to describe examples of ideas and images about how a child or children from “advanced generation” should look and act the advertisement tries to describe visually and semiotically. The brand whose advertisement is being used as sample in this paper is the SGM brand formula milk intended for children, 5 years old or below, to consume, and describe the image the advertisement tries to imply about children of “advanced generation”.

Keywords

Semiotics Roland Barthes, Advertising Television, Advanced Genetation

To cite this article: Tresnasari N, Kuraesin U, Rahardjo H, Ariestafuri N, and Novitasari R. (2021). Depiction of “Advance Generation” Children as Described by Television Advertisements. Review of International Geographical Education (RIGEO), 11(6), 105-111. Doi: 10.48047/rigeo.11.06.13

Submitted: 12-11-2020 • **Revised:** 11-02-2021 • **Accepted:** 20-03-2021

Introduction

Information media is one of the most widely used mean or tools to introduce and offer certain products or services to a community. One of the most commonly used promotional media is commercial advertisement. Advertisements are messages that are meant for the community or audiences to inform them about certain product or services by means of information media. In Indonesia, one among such advertisement is a commercial for Formula Dairy Milk meant for children. Formula milk is liquid or powdered milk containing certain formula composed for babies and toddlers as a replacement for breast milk. Formula milk is deemed as important for babies' growth because they provide all the necessary nutrition needed to support the babies and toddlers' growth. Lately, there's an increase in number of demands for formula milk. One of the main reasons is the increasing number of mothers who would rather feed their babies' breast milk's replacement. This is also the result of said products commercial effects found in mass media. Commercial advertisement can affect the viewers' train of thought through the means of attractive and captivating visual presentation of said products. The mass media advertisement can have the effect on breastfeeding mothers mind about formula dairy milk's nutritional contents, leading them to believe that formula dairy milk is undeniably good for their children's growth. This phenomenon is especially a common occurrence among working mothers, in which the presence of formula milk is extremely helpful for them in order to provide their children's needs for adequate nutrition. In Indonesia, we can observe numerous advertisement about formula milk in which each brand compete with each other in order to market their product by flaunting each of their own product's greatness. One of those brands is the SGM brand formula milk. SGM is one among many other formula dairy milk brands being marketed in Indonesia. SGM formula milk is allegedly one of the brands in Indonesia which is most suitable for a child's nutritional needs. SGM carefully process their milk formula so that it would be suitable with their advertisement slogan, "Nutrition for Advanced Generation's Children" which means to provide our younger generations with proper nutritional value they needed to grow and become an accomplished person. As seen as in one of the television commercial for SGM Eksplor Progress Maxx brand broadcasted in 2021, in which showing a child who can think fast during a power outage by creating an entertaining show using a drape as screen with a light reflected on it, and yet he/she's just 3 years old. The advertisement commercial tries to depict an active, creative and confident characteristic in a child which allegedly indicates a characteristic of an "advanced generation" as a result of drinking the SGM brand formula milk hoisting the brand's slogan:

"Nutrition for Advanced Generation's Children". This is just one example among many other television commercial for the SGM brand carrying the same slogan "Nutrition for Advanced Generation's Children". But what kind of images does the SGM brand tried to imply through the children inside their commercial? This paper is written as a semiotic analysis on denotative and connotative meaning implied by SGM television commercial carrying the image of "advanced generation" through the children inside their advertisements. Based on the preface written above, the research problem to be answered by this paper is what kind of image and representation SGM brand tried to imply through the depiction of children who consume their products based on the sample of their television commercials from the year 2018 to 2021. The purpose of this paper is to analyze and presents the image and representation SGM brand tried to imply through the depiction of children who consume their products based on the sample from their television commercials broadcasted in the year 2018 to 2021.

Method

Data analysis being utilize to wrote this paper is the descriptive qualitative methods, i.e. according to Maxwell (2021), descriptive qualitative method is an analysis method based on post-positivism philosophy normally used to analyze a natural state of an object, in which the researcher act as the key instrument who describes a situation objectively based on visually observable data. Furthermore, descriptive qualitative method, according to some experts covered by Hirt, Karrer, Adlbrecht, Saxer, and Zeller (2021) is a method that's being used in order to describe every existing phenomenon, both natural or artificial ones, which is focused more on the characteristics, quality, and linkages among all of the activity inside said phenomenon.




Data Analysis and Result

SGM Commercials' Representation of "Advanced Generation" Children

Based on Barthes's Theory of Semiotics, in which a sign can be interpreted into denotative meaning, connotative meaning, and myth. According to the passage, writer presents analysis from signs displayed on SGM Eksplor Formula





Milk Commercial by year of 2018 to 2021 and their representation of advanced generation children.

Independent

Year	Picture	Denotative Meaning	Connotative Meaning	Myth
2018		A boy wearing red and white clothes runs towards his friends and the parents look from afar behind the boy.		
2019		A boy wearing red and white clothes runs towards his teacher and the parents look from afar behind the boy.	The clothes represent SGM Milk Product, and the event represents meaning that the kids can do many things alone without relying to others.	Advanced generation children's main characteristics according to SGM Commercial are independent children which don't rely to others.
2021		A girl wearing red clothes and white Motive is happily making something with her friends for a show.		




From screen caps of SGM Milk Commercials on year 2018 to 2021 we can therefore acknowledge similarities presents by signs. Despite differences on background and roles by denotative meanings, the connotative meanings are the same, i.e. defining SGM Children as independent and capable of executing many things without relying to others. These meanings make up for public myth about SGM.

Creative Mind

Year	Picture	Denotative Meaning	Connotative Meaning	Myth
2018		A boy wearing red and white clothes Wrote "2" and proceeds to change The number to Resemble duck picture.		
2019		A boy wearing red and white color shirt Is counting the hanged Angklung in his classroom.		Second Characteristics of Advanced Generation Children according to
2020		A girl wearing white and red clothes is currently coloring a picture on the table.	The Clothes symbolize SGM Milk Products to further emphasize the kid consumes the said	SGM Commercials are creative minded.
2021		A girl wearing red clothes with white dots are doing shows using flashlights with her friends.	product. Further sign are depicted as the ability of children to exercise creative approach towards creating works.	

From SGM Milk Commercials 2018 – 2020 screen caps depicts that advanced generation children second characteristics are creativity. This point shows from signs from the commercial scenes. Children consuming SGM Milk are capable to produce something creative, such as drawing, playing musical instrument, and performing shows.





Social

Year	Picture	Denotative Meaning	Connotative Meaning	Myth
2018		A boy wearing red and white shirt is having fun drawing Ducks with his friends.		Third Characteristics of advanced generation children
2019		A boy wearing red and white clothes is inviting his friends to Play Angklung together.	The clothes symbolize the kids are consuming SGM Milk product.	SGM commercials are those who can adapt and sozialize with their environment.
2021		A girl wearing red shirt and white dots is preparing a show with her friends..	Another sign is shown is as the children are able to adapt and socialize with their environment.	

From sign similarities shown on SGM Commercials 2018 – 2021, we can conclude the public myth for third characteristics of advanced generation children are social and able to adapt themselves.

From SGM Milk commercials 2018 – 2020 screen caps shows the fourth characteristics of advanced generation children are depicted with high confidence. This point is shown by signs that the children at the commercials are confident to express themselves publicly.

Confident

Year	Picture	Denotative Meaning	Connotative Meaning	Myth
2018		A boy with red and white shirt is pointing his finger up.		Fourth characteristic of advanced generation children
2019		A boy with red and white shirt is playing angklung with his friends.		according to SGM are those with confidence.
2020		Agirl with white clothes and red belt is playing paper doll with her mother.	The clothes represents the children are consuming SGM milk product. Another sign is shown that all the children have high confidence.	
2021		A girl wearing red clothes and white dots are doing shows with her friends.		

Conclusion

Based on the data analysis from the samples described above, the following conclusions can be made:

- a According to SGM, “advanced generation” children, i.e. the children who consume their products are independent and self-reliant. These children can act and take the initiative without having to rely on others, and that includes their own parents.

b. According to SGM, "advanced generation" children are creative, or to be more specific, artistically creative. These tendencies are shown by showing the children's active participation and ideas concerning the activity to create art, whether it is drawing, musics or small theatrical performances.

c. According to SGM, "advanced generation" children are socially active and adaptive. These characteristics are shown through how they are capable of easily interact and cooperate with other children of their age in both playing and artistic creative act.

d. According to SGM, "advanced generation" children are confident about themselves and their ability. Shown in the commercials as not the type of children who would shyly stay quiet and always actively be the first to show their initiative in any activities without worry of being wrong or making mistakes.

Based on the semiotic analysis result written above, these are the mindset the SGM brand tries to convey to the audiences throughout their television commercials and advertisement. But about how effectively those ideas are being accepted or believed by the audiences, may require further research and surveys.

Acknowledgments

This article is made possible by the support, cooperation, helps and sponsorship of all parties, individuals and organization involved. Therefore, deep gratitude is owned to Widayatama University for the support, sponsorship and cooperation.

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