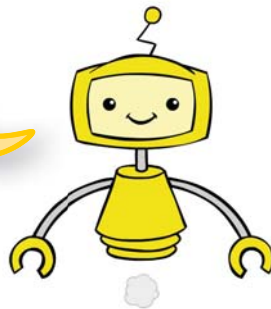


What's in an advertisement?

Anna is making advertisements to sell some of her things online. I'm making one for myself! I'm sure lots of people would be willing to part with big money to buy me! Hey, everyone come and have a look! Zak is for sale! Zak is for sale! Anyone interested? No? How come? Maybe I forgot to include all the important things in my advertisement ...



LINKS TO:

Stage 2, Module 8

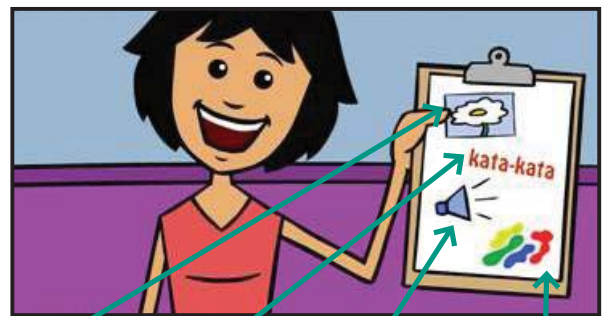
Learning Object 2: What's in advertisement?

Elements of an advertisement

1

In Module 8, Learning Object 2, *What's in an advertisement*, Bu Sugianto showed Anna and Nina the four main elements of a television advertisement and explained to them:

Ada banyak bagian dalam sebuah iklan. Empat bagian yang penting adalah gambar, kata-kata, suara dan warna.



gambar

kata-kata

suara

warna

After learning about the four main elements of an advertisement, Anna and Nina started looking at some advertisements on television.

After they had finished watching, Bu Sugianto talked to them about Indonesian television advertisements. This is what she told them:

What is a TV advertisement?

A television advertisement is a program produced by an organisation to convey a message. It can be used to promote goods, services or ideas. Indonesians are exposed to many adverts, because watching television is one of the most popular leisure activities, regardless of age or gender. Television advertisements are, therefore, an effective way of promoting a product or service in Indonesia.

Designing advertisements

Slogans in Indonesian television advertisements

Advertising slogans are short memorable phrases that are used to help people remember a particular brand. Many Indonesian advertisements have been successful because of their catchy slogans. The most dominant toothpaste brand in Indonesia, Pepsodent, uses the slogan, *Senyum cerah seketika* (Instantly brighter smile) for the adult market, and *Ayo kita perbaiki* (Let's repair the damage) for the children's market. Both these slogans effectively target the emotions of their respective audiences with short, sharp messages that stick in the minds of the viewer.

Celebrities in Indonesian TV advertisements

Indonesian television advertisements often use celebrities. The more popular the celebrity is, the more popular the product promoted is likely to become. Many famous stars in sports and entertainment have appeared in advertisements. However, not all advertisements use celebrities. Some intentionally use ordinary people to make the audience feel that the products are for everyone.

Cultural elements in Indonesian advertisements

Although Indonesian advertisements for multinational products are becoming increasingly westernised in style, and are filmed in urban settings, there is still a place for advertisements that feature Indonesians living in villages and wearing traditional everyday clothing, such as sarongs. Many of these advertisements contain an element of comedy because of the popularity of the slapstick genre throughout Indonesia.

Emotive language

Emotive language, also called high-inference language, is wording that attempts to influence the listener or reader by appealing to their emotions. Emotive language is often used in advertising slogans to connect with the audience.

In Indonesia, the bottled-water industry uses this device to sell its product. There, tap water needs to be boiled before being consumed, so advertisers use emotive language to highlight family health issues, particularly regarding children. This resonates with many parents, who are eager to safeguard their children's health.

For example, a market leader in the bottled-water industry uses the slogan *Rumah keluarga sehat*, which means 'Healthy household'. The TV advertisement depicts a happy, healthy family doing

their normal daily activities. It is accompanied by several emotive statements, such as:

Bahagiaanya jadi ibu bisa wujudkan rumah keluarga sehat.

The joy of motherhood can be realised in a healthy household.

and

Dalam keluarga sehat anak-anak tumbuh ceria.

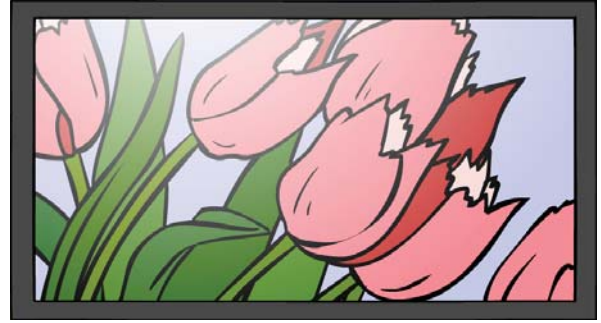
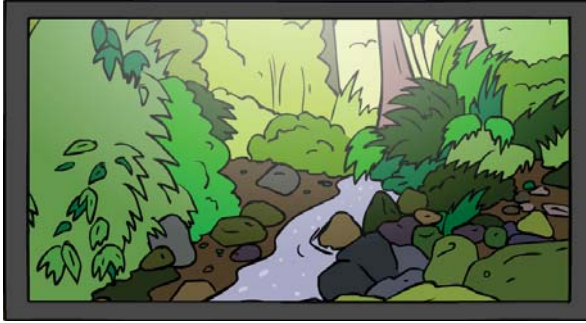
In a healthy family children are cheerful.

These statements are designed to put emotional pressure on parents to provide the best for their children, encouraging them to buy the clean bottled water.

Exercise 1

In Module 8, Learning Object 2, *What's in an advertisement*, Anna and Nina watched three TV advertisements with different characteristics. Look at the screen shots for the advertisement below and then answer the questions.

1.1 Describe the four elements of the advertisement and how they appeal to the target audience.



Gambar:

(continued on following page)

(continued from previous page)

Kata-kata:

Suara:

Warna:

1.4 Describe the four elements of the advertisement below and how they appeal to the target audience.



Gambar:

Kata-kata:

(continued on following page)

(continued from previous page)

Suara:

Warna:

1.5 If you were to use real people in this advertisement, what kind of actor or actress would you choose? Why?

(continued on following page)

(continued from previous page)

Exercise 2

2.1 List three slogans you like from advertisements shown on Australian TV.

2.2 Why do you like these slogans? What are some of their characteristics?

(continued on following page)

(continued from previous page)

Exercise 3

3.1 On the next page are three slogans taken from TV advertisements in Indonesia.

What do they mean?

What do you think of them?

Point out the most prominent characteristic of each slogan.

Use your dictionary to look up any words that you haven't learnt.

3.1.1 Paramex (cold and flu tablets): *Reda sekaligus!*

3.1.2 Aqua (mineral water): *Kebaikan alam. Kebaikan hidup!*

(continued on following page)

(continued from previous page)

3.1.3 Pop Mie (instant noodles): *Asyik cara gue!*

3.2 Choose an Indonesian product to research.

Find as many forms of advertising for this brand as you can.

You may use any or all of the following types of advertisement: print, television, radio and online. If you have difficulty locating Indonesian advertisements, simply search online video-sharing sites by typing in the word *iklan* followed by the name of the product.

3.2.1 Identify the product and briefly summarise the message of the various advertisements for this product.

3.2.2 Write a description of the four main elements used in one of the advertisements for the product you have chosen.

Gambar:

Kata-kata:

Suara:

(continued on following page)

(continued from previous page)

Warna:

3.2.3 How do these elements appeal to the target audience?

(continued on following page)

(continued from previous page)

3.2.4 What do they tell you about the product and the target audience?

3.2.5 Based on your knowledge of Indonesian advertising do you think these are effective advertisements?

Exercise 4:

A new noodle restaurant, *Bakmi Pak Agus*, is opening near Anna and Peter's apartment building and the owner is calling for ideas for an advertisement to promote his restaurant. *Bakmi Pak Agus* noodle vouchers worth one million rupiah will be awarded to the winning entry.

Zak is desperate to try out the full range of noodle dishes on offer. Knowing Peter's skill at recording and editing video, Zak is urging him to have a go at creating the winning advertisement for the competition.

Help Anna and Peter map out their advertisement, which must include culturally appropriate messages.

Describe your plan in English and justify the cultural elements you have incorporated in your proposal.
