

# ETHNIC IDENTITY IN TELEVISION COMMERCIAL A STUDY SEMIOTIK

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## Abstract

*Advertising be a pleasant information communication non personal because the target was a group of people not inddividu .Besides as information media , advertising also as ( 1 a persuasion to change the perceptions and attitudes of people to products or services offered , ( 2 ) a reminder and as confidence to consumers to make the decisions wise .This approach adalaah research descriptive with the methods penelitia qualitative to describe interpretation people about ads telrevis that uses identis ethnic in indonesia .Ethnic identity is realised through atribut-atribut traditional culture .Attributes the cultural is system sign in a message interpreted by the .Semiotic is study about system of signs and its so that this research based on the skeleton thought semiotik .*

**Keywords:** *ethnic identity, commercial, study semiotik*

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## BACKGROUND

Advertising as one of the study in the science of communication is a means of communication that work for marketing an idea / product .There is no a means of communication other than advertising which could reach effectively product advertising , and with the money that worthy than by the results .( kleppner , russell and lane.1980; 21 ) .Advertising is a method of communicating information by paying , about the product , the services of or the idea to public through some media (bovee and arens.1986,5) .Advertising is a medium of communication non personal information because the target was a group of people not inddividu .In addition to information channels , advertising also as ( 1 ) a means of persuasion to change the perceptions and attitudes of their common to products or services offered , ( 2 ) a reminder and providers of the confidence to consumers to make the decisions wise .A message advertising must communicative and persuasive .These efforts pertaining to ranked a mass thought to products or services that is advertised ( arianingtyas; 1997.8-9).

The phenomenon of television iklan-iklan using ethnic identity in indonesia is very interesting to further study is.This caused by two things, namely: a. research on advertising identity still use ethnic limited b. advertising examined using semiotic still rare 2.Research purposes a. explain characteristic tv commercials using ethnic identity which manifest in the attributes attribute the traditional culture of b. mengtahi how the use of ethnic identity in iklan-iklan terssebut c. aware of the interpretaasi audience of ethnic identity used in advertising pertaining to a message the ad. ~

## Theory

### *1. Advertisements*

not only provide sufficient information about products , services or ideas .But advertising must be persuaded to use the audience , services , or notion offered the .Efforts to persuasion it is made in messages by some system mark communicative .One of the strategies is using ethnic identity considered close to audiences in indonesia .Ethnic identity in advertising could be realized through atribut-atribut traditional culture . ~

### *2. Culture , ethnic as sub culture and identity ethnic*

culture according to samovar and porter , is order knowledge , experience , trust , value , attitude , meaning , a hierarchy , religion , time , the role , the space relations , the concept of the universe , objects matter and the property of being obtained a large group of people from generation to generation through effort individuals and group .

Culture have provided identity to a group of people to identify aspects culture who makes a group of different people for another group, is able to studies the characteristics owned by culture. That characteristic are: 1.Communication and bahaasa. There are many a foreign language in the world, language in a owned by a nation, and in a group his own language terdpat dialect, accent, the voice of, jargon, and variety of other languages 2.Clothing and appearance. Covering clothing and look ( jewelry ) beyond, decoration the body different in cultural. Many subbudaya who having the dress peculiar. 3.Food and the habit of eating. The process of selecting, prepared, serving and eat food often differed between culture of other 4.Time and awareness time. Their views of time in a culture certain will affect evaluation will also be time by the community the cultural different with a community of other cultures. 5.Award and recognition.

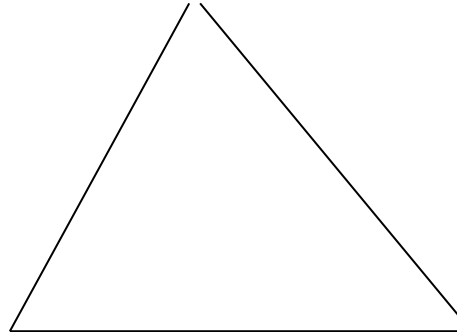
### *3. Ethnic identity as cultural*

identity ethnic in advertising is a sign .A number of marks used in a advertisement to of image building or product / services informed .Ethnic is subudaya as part of national culture .Ethnic identity is embodied in various attribute culture ( traditional ) that reflects ethnic it represents .Atribut-atribut was manifestasi culture of objects nyata .As a manifestation of culture , an object or the reality can contain of cultural values of ethnic it represents .Interpretation soul for a message advertising beridentitas ethnic same can vary because the meaning indeed be on the head ( cognition ) one who interprets the mark .A number of mark used in a advertising be considered as stimuli that dating from outside .

Effect message advertising as stimuli encompass; 1 ) .Aspects cognition ( related to awareness , interest and knowledge; 2 ) .Aspects affective ( related to a feeling of / emotion ); 3 ) .Aspec conatif

Mark or sign according to pierce consisting of three classifications namely 1 .Icon or icon ( a sign who are related resemblance to the referents or object real referenced ) 2 .An index or index ( mark connect with a else is following after that 3 .Symbol or symbol ( mark has links with its based on convention ) .Ogden and richard describe it in the model triangular meaning and the triangle of meaning ) as on gamabr follows:

## Tongki or Referensi



symbol

referensi

An advertisement in researchers mean as any through the televise about products in his strategy use identity ethnic indonesia .Interpretassi is the cognitive process of people in doing significance the signs used in a advertising .The cognitive process of consisting of 3 things that is: 1 .Awareness; 2 ) interest; 3 ) knowledge .In each phase terddapat the process the significance of sign or mark connected by 1 ) .Referent; 2 ) reference .

## METODOLOGY

This approach is research descriptive with the methods the qualitative study to describe interpretation people about ads televise that uses identis ethnic in indonesia.Ethnic identity is realised through atribut-atribut traditional culture.Attributes the cultural is system sign in a message interpreted by the.Semiotic is study mempelajari about system sign and maknanyaa so that this research based on the skeleton thought semiotik.The result of research findings adopting both qualitative and in the context of social culture and such a context the ang specific in the implementation of the research.

## RESULT

The use of identtias ethnic in advertising identity ethnic embodied via atribut-atribut culture .Besides attribute culture seen from offspring or blood , identity ethnic can be atribut-atribut other like the , the geographical area , the objects of real ( clothes , traditional house , building , dance , music and a musical instrument and others ) .Ethnic betawi that is in the advertisements collected only reflect the use of style of language as tables to the ichito , sultry ( jasmine ) , hadeoh ( kit kat ) , and i ( shampoos zinc ) that is spoken pemeran or artist model .Attribute culture who was prominent in the voice of talk .Ethnic java represented by kecap bango , tea javana , .Model artist not look in advertisements ethnic java .Besides attribute offspring , bahsa and twang , attribute culture java can also be seen from traditional art and tradition as the ceremony or custom having cultural values .Traditional art java , west sumatra , borneo ( chinese culture ) seps.

### *Ethnic identity as physical attributes , a needle foundations*

identity ethnic used in a advertising needles foundations intended to exhibit excellence the products , namely range throughout the entire country range the area visually devoted with uses attributes culture traditional like traditional clothes of 34 the province , traditional art , cities , building and a characterize a the boundaries of ethnic .To find signs non verbal it also used a verbal sign that is writing town names or territory diviualisasikan .Symbol red flag white as an attribute national culture shows that all over the place that referred to in the indonesia .Besides show the range areas , maker

advertising do not think to convey of the cultural etnik-etnik concerned that identitasnya used in a advertising .So attribute culture here its use limited only for physical attributes .

Reason force atribut-atribut culture in advertising said the maker advertising as the most appropriate to show excellence products needles foundations that can be used in all areas indonesia / a pedestal an others are beauty ethnic culture indonesai as a lure physical .

### ***Ethnic identity as an attribute of the cultural soy sauce stamp bango***

identity ethnic the main used in advertising soy sauce stamp bango in form of food traditional indonesian represent 34 the province .Atribut-atribut culture here have values of philosophy culture each region .Various cookery the present in this commercial , but not represent of philosophy culture each a region just as an attribute fisik to allure .

### ***Interpensi audiences on television advertising that uses ethnic identity***

the sources admitted ever sees and knows the ad .Nearly all informants menyatakan advertising stamp bango including ethnic because the attribute of a culture that displayed with a menu nusantara carry around .Advertising kecap bango remembered by the audience and informants because this commercial for a maximum of ditayangkan and often repeatedly rotated so easy to remember .This commercial raised ethnic culture that flourished in the indonesia through kulinernya famous .

Can seen that the diversity the art , culture and customs owned by indonesian , as a wealth which is highly valued and can provide added value and be instrumental promotion potent by giving a little touch technology of era development that is .This is what try appointed by producers by communicating to the general public that the diversity traditional culture owned indonesian , can be an inspiration in an advertisement and can provide added value economically and tourism promotion for the people around , the government the central and local government . Advertising variety of indonesian culture packed in television and viewed by the public at large as a picture of the concern with its diversity of culture that owned by indonesia interpret visually how making a cooperation between sophistication technology with Traditional cultural diversity indonesia .That the causes culture elements in them and put them together with technologies many have managed to advertising quality , enjoyed many viewers , and profitable in matter .And it is also important to be his famous a culture that was found in the film .Hence , it is time indonesians raised tema-tema in which include indonesia cultural diversity .So possible cultural diversity indonesia provide added value , known to foreign countries and become a tourist destination along with the advrtising indonesia . ~

Bali and toraja , two areas so noted for the diversity of culture , art and a tradition in indonesia up to to foreign countries .And has become tourist destinations so interested in .Both have many tradition and culture which are colossal , as traditional ceremonies death and houses the ghetto groups .Tradition and culture that until recently was awake kelestariannya .Shows that there is the professional see an ad variety of indonesian culture through the screen television give testimony that the diversity of culture , the art and tradition indonesia with its own identity is an asset priceless as one of the elements that does not merely advance film industry indonesia but broader than that , namely advance life economy and build identity indonesian as the rich in the diversity of culture in the world .And solicitation to the general public to choose impressions good suit himself the aga

## ***CONCLUSION AND RECOMMENDATIONS***

there are some meaning contained of cultural identity indonesia in a tv commercials .

1. Advertising variety of indonesian culture packed in the form of the screen as translation from the description the world film laden will technologies
2. The diversity of culture indonesia is wealth priceless that can deliver more values both in the economic and with non-economy in the increase in community welfare reveal and

3. Traditional culture can bersanding and good synergy with the progress of the and technological advances that is , so that technological progress can advance culture traditional indonesian and culture traditional indonesian can help technological progress and the progress of the that acceptable by the community wisely
4. Variety indonesian culture can be one locomotion in progress ad industry in indonesia and film be instrumental promotion of variety of indonesian culture .

## REKOMENDATION

1. Research on tv commercials with cultural identity indonesia as a message the with using analysis logician should be done more, sustainable, and comprehensive so that can add their knowledge, information and reference the use of method logician
2. That cultural identity indonesia in a tv commercials capable of being one form of a promotion than informative, inspiring, and educational we need to contain a message simple and packed with attractive form so easy to remembered.

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