

Content Analysis of Cigarette Advertisement in Newspaper 'Kedaulatan Rakyat' (1990-2013)

by

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Abstract

Cigarette industries are using "Advertisement" as one of their marketing strategies which is a popular strategy to promote a product. Unlike other promotion media, cigarette advertisement not only inform about the product but also create symbol (language and image), values, and message that interpreted by its audience as a part of smoking 'life style' establishment. The research purpose is to understanding how is the information, symbols (language, image), values, message and advertisement strategy that offered by cigarette advertisement to influence audience. Understanding about those factors will contribute to create an effective counter message. This is a textual research using quantitative content analysis by summative data analysis method. The object of the research is cigarette product advertisement that published at newspaper, Kedaulatan Rakyat, during 1990-2013 gathered from Provincial Public library. Research validity will achieve using coding procedure and scheme, enumerator briefing. At the same time, the reliability will accomplish using inter-coder method. The research found that the cigarette advertisements promote some important information: low level of nicotine, the best quality of tobacco and the bestseller cigarette. Moreover, the advertisements were offering symbols that are not related with the product itself. They exhibited images such as animals, vehicles, and household equipments. It is urge to note that the advertisement model dominated by male adult and young. Doing so, it may conclude that the advertisement audience target is male adult and young. Meanwhile the words that publish frequently are popular words, humor, words play, rhyme poems. The manifest values that are delivered related to masculinity, active and happy, special quality of kretek and filter cigarette. The advertisers use message strategy that is set the advertisement to enforce consumer demand by humor and information that are not related to the product itself. Overall the advertisements were developed using transformative approach in order to create brand image and personality product since the product is not has beneficial function for the consumers. So that the research suggests that the health campaign need to involve transformative approach to promote positive feeling among audience about healthy lifestyle without cigarette as the counter message to the cigarette advertisement.

Keywords: cigarette advertisement, content analysis, newspaper

I. Introduction

Cigarette advertising was suspected to be the cause of the increasing number of smokers, especially in developing countries besides other factors such as lack of program to control the cigarettes (Saffer and Chaloupka, 2000; Reynolds, 1999). In the Global Youth Tobacco Survey (GYTS) in 2006 showed that 93 % of 13-15 year olds in Indonesia see cigarette ads in Billboard, the 83% seen in magazines and newspapers. In Jakarta , 99.7 % of teenagers see cigarette ads on television; 86.7% of all teenagers see cigarette advertising in

outdoor media space; 76.2 % of all teenagers see cigarette ads in newspapers and magazines and 81% of teenagers have attended events sponsored cigarettes.

In a recent study conducted by Mandracchia (2013) also mentions that cigarette advertising in Indonesia is very attractive in persuading customers. Meanwhile, according to Blecher (2008), advertising is one important tool that is often used during the highly competitive marketing. Nowadays, the tobacco companies do not compete on price, but increasing sales through advertising and other marketing techniques. In order to achieve the goal the cigarette industry is using two approaches in their advertisements, which are informational and transformative approach (Fill, 2005: 36).

The research objectives are examining the information, symbols (images and language), values, message strategy and advertisement approach that is used by cigarette advertisement at newspaper, *Kedaulatan Rakyat*, during 1990-2013. The findings will help Tobacco Control Activists to design and disseminate appropriate Public Service Announcements countering the advertisement approach being used by the tobacco industry in an effective way.

II. Methodology

This is a textual research using quantitative content analysis through summative method. This approach was chosen in order to understanding the information, symbols, values, message strategy and ads approach that exhibit by cigarette advertisement. Meanwhile, the research objects are 234 cigarette product advertisement copies that published in '*Kedaulatan Rakyat*' newspaper since 1990-2013, which are collected from Province Public Library.

The analysis unit in this research is item, therefore the research team will be examine the whole components of advertisement such as heading, body text, illustration, picture, model, art work and soon. The comprehensive examination is conducted to find the manifest theme of the advertisement. Each of advertisement will be inspected based on some variables below (Pollay, 1984).

The research validity was achieve through (1) preparation of procedures and coding schemes, and (2) briefings enumerators. While, the reliability was accomplish by inter-coder reliability (Potter and Levine-Donnerstein, 1999). The results of the coding of the interpreter will be compared and analyzed with a standardized reliability (α), which shows how much conformity between interpreters. This test is performed to near the highest suitability value (1.000).

III. Results

1. Information

Questions on the coding sheet was intended to determine what kind of information was provided by cigarette advertising because one of the advertising function was to provide information about the product to consumers.

Table 1
Information in Advertising

Year	Information Dimension	Percentage
1990-2013	Other Information	47%
	None	15%
	Quality	15%
1990-1995	None	33%
	Quality	20%
1996-2000	Other Information	60%
	Quality	20%
2001-2005	Other Information	46%
	Packaging Design	23%
2006-2010	Other Information	73%
	Non product content	7%
2011-2013	None	32%
	Other Information	25%

Source: Primary Data

Based on the table 2, the type of information that often arise were "other information", "none" and "quality". If it were seen in period of time, the indicators that often arise were "other information" and "none". Other information has no related with cigarettes and it appeared with setting of animals, chair, vehicle, scantily clad women, etc.

One of the information that was emphasized by the advertiser was a quality of the product that referred to most delicious, low levels of nicotine, number one of tobacco quality, best selling and so on. In this section, although advertisers acknowledged the existence of hazardous substances such as nicotine in their products, but they emphasized on the low

composition without reducing taste. This means that advertiser deliberately 'hide' the negative impact of these harmful substances (Pollay, 2000: 13).

If the information provided for the product was a very minimal in the ad, so cigarettes actually be generic or interchangeable as a functional (Pollay, 2000: 13). However, important information was needed by the consumers such as point of sale, how to use, nutrient content, safety of products, warranty / after-sales service, research-based information, user testimonials were never appeared in cigarette advertising in the period of 1990-2013.

2. Symbol

Symbols are offered by cigarette advertisements were not only known through the words in the form of information and advertising language but also primarily by visual picture offered by cigarette advertising. Most cigarette ads in *Kedaulatan Rakyat* newspaper during 1990-2013 were dominated by picture combined with the words of no more than 25 words.

In this study, for about 49% ads are not using model, 45% represented humans as model. A few cigarette ads that are represent anthropoids and mythical figures as the model. Meanwhile, the anthropoid models (figure did not represents humans being, could be animals or other creature with human behavior) were never used.

Most of models are young middle class Javanese looking male. Moreover, the ads use properties, clothes and setting that represent middle class life style. Previous research found that one of the characteristics of tobacco advertising in Indonesia is the protrusion of the relationship 'natural' lifestyle between the attributes with specific brand attributes used while referring to the values of middle-class success (Reynolds, 1999: 85). Further, he said that for men Java ability to buy cigarettes outside the household financial fund managed by women is a form of modernity and masculinity (Reynolds, 1999: 86).

3. Manifest Value

The results showed values offered by cigarette ads were male and masculine values (23%), and good quality / special (19%), active / excited (18%) as shown by Table 3 below.

Table 3
Advertising Value

2011-2013	2006-2010	2001-2005	1996-2000	1990-1995	1990-2013	
25%	8%	23%	14%	27%	18%	Active/ Happy
0%	35%	17%	28%	20%	23%	Men and Masculine Value
46%	8%	17%	12%	33%	19%	Best Quality/ Special

Source: Primary Data

Based on table 3, the most dominant values shown cigarette advertising is male and masculine values are shown explicitly through slogans or implicit in the text and visual advertising. In the Indonesian culture, a woman smoking is something that taboo or unusual therefore cigarette advertising displays or male masculinity. Masculine image is characterized by the appearance of a male model, words and objects associated with men (car, motorcycle, extreme sports, etc.) that represent the values of coarse, strong, brave, bold, manly, composed and controlled.

Another value offered cigarette advertising is active and happy. Value active / happy represented by words in the form of humorous stories, word rhythm poems. In addition to the words, the active / happy can also be concluded through the choice of model views, social activity and a description of the model. This value includes active, athletic, cheerful, happy, vibrant, vitality, love a challenge, active, courageous, dominant, competitive, fight, and wild, dare to take risks. Property ads used normally support the view model and words such as: sports equipment, vehicles, competitions tools etc.

Another quite dominant value is of good quality or special. This value includes a statement about the best option or a mixture of tobacco, cigarettes specific type or size (extra long, very thin), the quality of the filter, quality control, special packaging / special. Some cigarette ads try to make physical distinguishing cigarette products compared with competitors. Offer this value is usually characterized by: (1) the words of a claim of superiority as the 'best', 'especially', 'low nicotine levels', etc., (2) a detailed description of products such as cigarettes cross section, packaging. Nevertheless some important information such as manufacturing technology, materials, and side effects were never disclosed.

The result is correspondence with the slogan analysis of the ads that shown at table 4 below. Based on the calculation of the word, it revealed the word that often appeared on cigarette slogan row were clove, filter, flavor, your, life, favors and men.

Table. 4
Advertising Slogan

Percentage	Frequency	Word
1.86	26	Kretek
1.79	25	Filter
1.43	20	Taste
1.36	19	Your
1.36	19	Life
1.21	17	Favor
0.86	12	Men

Source: Primary Data

Active and happy life values was shown by the presence of the words “Life” meanwhile the good quality or special taste of cigarette are repeated by “Favor”, “Filter” and “Kretek” in the slogan. At the same time, the value of masculinity was highlighted by the word “Man” in the advertising slogan.

4. Message Strategy

In a study of rhetoric or the using language to persuade people was known that there were three approaches to convince audiences: (1) ethos, the approach that emphasizes on character persuasion of its products *e.g.* product quality, (2) the pathos, the approach that emphasizes on emotional persuasion, (3) logos, the approach that emphasizes on the using of logo to convince the audience.

The study found that cigarettes companies consistently used the pathos strategy that emphasizes on the emotional persuasion in all periods. Overall, during 1990-2013, humor was consistently using to build emotional coercion. What was relation between cigarettes and humor? Humor is considered able to attract attention and create brand awareness, especially in well-established brand. Humor has the following functions: (1) attract attention, (2) increase in advertising and brand preferences, (3) reduce the level of irritation / dislike of advertising even able to improve customer retention on the ad. Humor also a strategy to offer a product that has a kind of oriented feeling or experience that can be consumed by a low level of involvement (Shimp, 2009: 311).

Table 5
Ads Message Strategy

2011-2013	2006-2013	2001-2005	1996-2000	1990-1995	1990-2013	Target Audience
100%	100%	100%	100%	100%	100%	Increase: product excellence
2011-2013	2006-2010	2001-2005	1996-2000	1990-1995	1990-2013	Attention Focus
100%	100%	94%	99%	100%	99%	Pathos
2011-2013	2006-2013	2001-2005	1996-2000	1990-1995	1990-2013	Advertising Tactic
64%	29%	46%	32%	14%	20%	Benefit
0%	2%	6%	1%	84%	19%	Comparison
36%	69%	43%	65%	2%	42%	Humor
2011-2013	2006-2010	2001-2005	1996-2000	1990-1995		Form of Advertising Message
36%	71%	37%	51%	27%	46%	Information that has not related to product
32%	19%	14%	9%	51%	24%	Information related to product
32%	10%	49%	35%	22%	29%	Un recognize

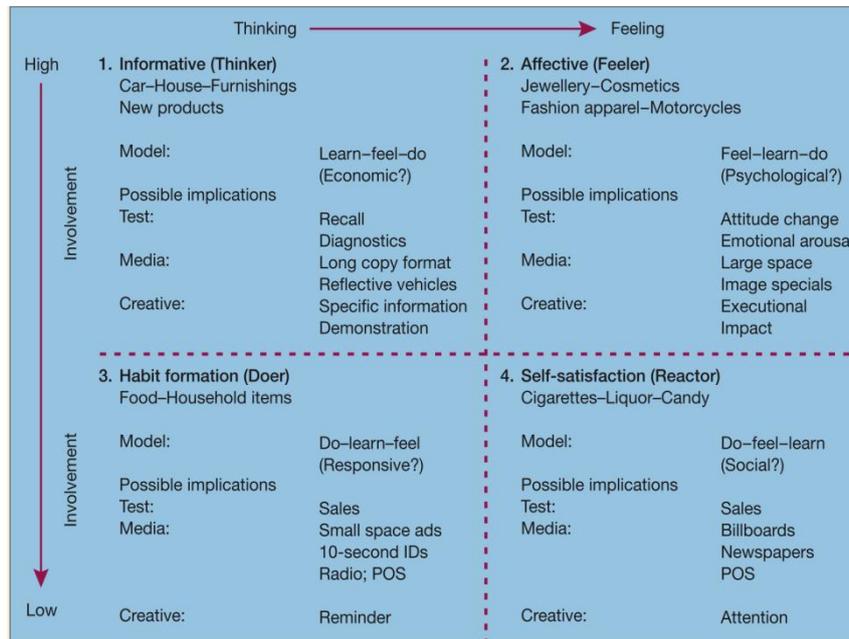
Source: Primary Data

The research analysis confirms that the cigarette as a controversial product was "poor" with functions so the cigarettes company used strategy that emphasized on the emotional aspect and the information that has no related with the product. Based on table 5, cigarette advertisement delivery message by using some basic strategies to encourage demand for example using humor and information. The messages are not directly related to the product. Advertisers are using pathos strategy to attract the attention of consumers. With this method, the advertisers are placing them selves as an image or text to be the center of attention of consumers to attract emotional reactions.

In Indonesia, cigarette consumption process can be categorized into low involvement. That is, consumers need a little sacrifice in order to consume tobacco products because the products are easy to come by variations in prices from cheap to expensive. Referring to the concept of FBC Grid submitted by Richard Vaughn (1980 Fill, 2010: 496), cigarette products

requiring low involvement of consumers suitable offered by used emotional approach as shown by the chart below. The purpose of advertising messages directed to attract audiences

FBC Grid



Source: Fill, 2010: 496

Based on chart FBC can be understood that cigarette advertisers, trying to attract the attention of consumers through the establishment of brand image and personality then encourage the audience to smoking, feeling the pleasure of smoking and learn that the action is socially acceptable. In accordance with the findings of this study on the structure of the advertising text, the purpose of cigarette advertising is to attract new smokers (starters).

5. Advertisement Approach

Cigarette ads are placed in the background imaginary created through digital manipulation techniques (digital imaging). "Emptiness" social background ad is reinforced with activity models tend to be quiet. The advertising model style / pose is facing the audience without meaningful activities. Most of the models used in cigarette advertising is a group or individual male adolescents and adults. Moreover most of the model are represent ethnic majority to support advertisement transformative approach. The models also an important tool to create brand identity.

The visual image is reinforced with ad copy that is used. Advertising copy is generally quite short, less than 25 words, usually containing the brand and slogan (headline). Shaped main types of declarative sentences / statements submitted the first to highlight the play on words. The language used Indonesian and English. To draw the attention of the

audience, the script is written in italics or bold position. Most importantly, in line with the associative technique with the visual depiction, text ads often use personification of human nature on the product.

These data indicate that cigarette advertising in newspapers in this study were not very rich picture of social contextual reinforced with text ads do not reveal the product attributes. Pictures and words the custom cigarette manufacturers and advertisers who seek to create a new image of the cigarette, but not directly related to the products they offer. This technique is commonly referred to as associative or transformative advertising (ad transformative).

Unlike with informative advertising (informational advertising) which is rely on facts, data and information of product that are required by the consumers to make rational decisions, transformative advertising are relying on the psychology experience promised by manufacturers (Puto and Wells, 1984: 639). Advertising transformative has two important characters: (1) The ad put the experience of the consumption of products to make consumers feel richer, warm, excited and passionate beyond objective benefits of products (2) the advertiser also presents the idea that the experience of consuming the product is closely associated with the experience to understand ad so the consumers can not remember the brand without calling their memory to the advertising (Shimp, 2009: 275).

By applying this technique, marketers are trying to grab the attention of the public to buy their products without accentuating benefits of their products. Cigarette marketers describe their users as youthful, cool, socially acceptable, sexually attractive, beautiful and handsome, etc. (Fill, 2010: 523). In addition, advertisers embed consuming experience with images of products in advertising so that consumers associate the product with the imagery in advertising.

This technique is used to transform emotions and feelings of the prospective users of the product become more positive. In other words, the advertising gives a positive suggestion to consumers. Smoking is one of the controversial product cigarette advertising may lead to negative feelings and even insults from some people. Because cigarettes regarded as a product of useless and harmful to health the cigarette advertising strictly regulated by the government. Therefore, the advertiser have to shown the argument that cigarette is a product that has a positive value that encourage consumers to buy the product then as building an argument, advertising need to combine all the elements of visual and text to complement each other in the process of public persuasion.

The findings in this study are consistent with the findings of previous research conducted by Richard W. Pollay (2000) on cigarette advertising in Canada. Cigarette industries in Canada used transformative approach to build brand image and personality to create an experience (consume) feel richer, warmer, and fun (Pollay, 2000: 4). Similar to the Pollay's in Canada, this study also revealed that a variant of cigarette ads aired several times. This means that advertisers do repetition on a variant of cigarette advertising, this is not without deliberately. Repeated exposure of advertising make a product or brand is able to establish a strong brand image in the minds of consumers (Pollay, 2000: 6). Furthermore Pollay (2000: 6) explains that the continuity and consistency of a brand build an image and product personality makes the process of transformation occurs. Negative feelings towards advertising or cigarette products can be replaced with images and certain personality continuously and consistently offered advertisers to audiences.

The results of this study cover four main themes: information, symbols (images and words), values, messages and advertising approach. The findings of the study can be summarized in the following taxonomy.

Table 6
Content Analysis Taxonomy
Cigarette Advertisement in Kedaulatan Rakyat 1990-2013

Advertisement Approach	Message Strategy	Value	Symbol	Information
Transformative approach	Pathos approach that emphasizes on emotional persuasion	Masculinity to approach the cigarette main market target which is male adult	Popular culture artifacts but Unrelated product property: vehicle, household equipment, animal in order to create product personality	Low level nicotine
The advertisements are rich of images without social context that are strengthen by ads copy that is not focus on product attribute.	The message strategy is to increase demand by involving the audience to do feel and learn.	Active and happy to influence male young as staters.	Popular words, word play, rhyme poems that are not related with the cigarette products itself. All the appearance of the images and words are used in order to create brand images and personality.	Special (kretek) flavor
Product	Humor is used in	Special quality to	The model mostly	The best seller

personification in order to create positive feeling to the product among the consumers.	order to attract attention and reduce negative or irritate feeling to the product	accentuate the tastiest flavour (<i>kretek</i>) as Indonesian unique cigarette moreover to differentiate the product with filter cigarette that is focus on young consumer.	are male adult and young in order to persuade their main target audience	
Repetition to enhance the brand image and personification in consumer mind			The models are depicting as middle class people in order to attract low class consumer that associate cigarette with the successful life.	

IV. Conclusions

This research is revealed five important research findings. First, the information that exhibited by cigarette advertisements is related to low level of nicotine, the best quality of tobacco and the bestseller cigarettes.

Second, the cigarette advertisement is offering symbols in term of images and words. The most images that often appear are not related with the product information above, such as: animals, vehicles, and household equipments. Meanwhile the words that publish frequently are popular words, humor, wordplay, and rhyme poems that are not related with the cigarette products. The ads also involve male adult and young models that represent as middle class people in order to attract the potential consumer. All the appearance of the images and words are used in order to create brand images and personality.

Third, the manifest values that are delivered cigarette advertisements are: masculinity, active and happy, special quality (of kretek and filter) cigarette. The combination of symbols and values are publicly display to persuade the audience target of cigarette advertisement, which are male adult and youth.

Fourth, the advertisers use message strategy that is set the advertisement to enforce consumer demand by humor and information that are not related to the product itself. Fifth, based on the understanding of advertisement information, symbol, value and message strategy can be concluded that the cigarette advertisers are using transformative approach.

By comprehension the information, symbol, value, message strategy and advertisement approach of cigarette advertisement, it can developed a counter message

strategy to reduce smoking habit. The research suggests that the counter message should emphasize on masculinity, active and happy values without cigarette. Moreover, the message also needs to evaluate the cigarette company claim about low level nicotine and filtering cigarette that are considered less dangerous and youthful lifestyle. All the counter messages need to deliver using transformative advertisement strategy as the cigarette advertiser did.

So far the most cigarette counter messages were delivered using informative approach that are publishing the disadvantages fact and loss data that might suffering by smokers. It's rarely cigarette health warning that choose transformative approach by raising up positive feeling to masculinity, active and happy, qualified life without smoking.

This study has several limitations that just researching tobacco advertising in newspapers scattered when tobacco advertising in various media such as television, outdoor and the latest in Internet media. Therefore it is necessary for a comprehensive study of the research on tobacco advertising in various media.

During data collection process, it was noticed that cigarette advertisement in the newspaper were dominated by sponsorship advertisement and advertorial however the research only focused on cigarette product advertisement. So it is necessary to research cigarette sponsorship advertisement and advertorial in the future.

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