CHAPTER IV

FINDINGS AND DISCUSSION

This chapter portrays the results of the research analysis which is named as Findings. Afterward, there is also the discussion of the research findings. In this chapter, the researcher analyzed through its picture, language in the form of spoken and written in line with the technique of persuasive that they used. It combines Guy Cook's and Gorys Keraf's theory. Based on the finding data, the winner of Indonesian Bright Awards Advertisements 2016 are Indomie Advertisement, Dancow milk Advertisement, Beng-beng Advertisement and Djarum 76 Advertisement. Further explanation will elaborate below:

4.1 The Verbal Modes of Advertisements.

4.1.1 Pictures on Indomie, Dancow, Beng-beng and Djarum 76 Advertisement.

As cook's said in his book (2001:42) that any analysis of the language of advertisement immediately encounters the paradox that it both must and cannot take the musical and pictorial modes into account as well. It is important to combine pictures and music toward speech or writing as a complete combination in doing a commercial.

Here, pictures mean the scenes that present on advertisement. The advertiser uses picture to build a certain story which becomes the theme of the commercial. A story, however, is presented attractively and sequentially in order to make the message easy to understand. In every pictures or scenes are cannot be separated with the text or spoken. It is because both modes combine at the same time. In this

section, the writer only describes the picture itself. For the written text will describe in the next section. The more explanation of each advertisement are presented below:

1. Pictures on Indomie Advertisement (Best jingle)

Indomie "bikin hari semangat" television commercial that presents early 2015. Here, the advertiser wants to introduce the delicacy of Indomie fried noodles. It takes 31 seconds and below is the scenes:



The first picture above is shows a magazine with the title "Ghazali hotshoot Dj", that is the first scene from video commercial. From the picture 1b shows the DJ tools to turn on the music. As picture 1.A and 1.B shows that the advertiser want to introduce the actor and his profession in entertainment. Early 2015 the actor Al Ghazali is the famous actor with his talent DJ player. From the two pictures above, the advertiser attract the consumer with the famous actor in that period. This scene denotes that the advertiser stimulates people and get the attention of people by the actor.





Picture 2.A Picture 2.B

Picture 2 above, Ghazali introduce the product and demonstrate how to cooks with his style. He used the earphone in his neck to attract the people about his profession and in the left hand he show the product Indomie fried noodles to invite the consumer knows the product (see picture 2.A). Then, in the picture 2.B he show how to cooks indomie fried noodles with his style. It means that the advertiser begin introduce their product and also shows how to cook the noodle with passionate.





Pictures 3.A Pictures 3.B

The pictures above shows ghazali who was enjoying eating indomie fried noodles. From the picture 3A it looks ghazali with his eyes closed enjoying the taste of indomie fried noodles, the advertiser make the people impressed by the way of

eating ghazali with eyes closed which means really tasty. Then the picture 3B means ghazali offers people to try the tasty of noodles that he was eating. By that scene, the advertiser influence people to curious about the taste of the noodles.



Picture 4

The picture above shows indomic fried noodles with the complementary spices (see picture 4). By the commercial advertiser would like to convey that the noodles more delicious because completed with fried onions.



Picture 5

The picture 5 presents back about the packaging of indomie fried noodles with the slogan "Bikin hari semangat!". It means that if the consumer eat this product, it will

make the consumer more spirit through the day. The advertiser make the background of this picture blur because people can focuss on the product and slogan from that commercial.



Picture 5

The last scene shows company symbol from Indomie fried noodles. Indofood is the company that production many kinds of foods, not only indomie but also another foods. By the shows of company symbol, the advertiser tries to introduce the company with the slogan "lambang makanan bermutu". Furthermore, the consumer knows that many foods produced by indofood with the symbols it always has a quality.

2. Pictures on Dancow milk advertisement (Best tagline)

Dancow 1+ "Jadi koboi" milk television commercial present since 2015. The advertiser introduce the product by the theme "Jadi koboi". It takes 31 seconds and presents a view in the racetrack field.

For more explanation are below:



Picture 1

The first scene begins with the view a boy ride the horse and his parents saw from the field. The boy with his cowboy style try to ride a horse but horse not response his command. It means the advertiser shows the problem and try to get the solve in the next scene. This scene advertisers introduce their product to consumer by demonstrating family togetherness in developing the talent of their child.



Picture 2.A Picture 2.B

In the next scenes, there are about his parents began to worry about his son. His father would like to help him but his mother prevent it with bring a glass of milk. In front of them there is a table with a product of Dancow milk 1+. In the bottom left of the picture there is a sign of product with yellow colour same with the

packaging of dancow milk in front of the table itself. In the picture 2.B shows how a mother affection to her son by give a glass of milk dancow 1+. These pictures denote Doncow milk 1+ is the suitable product for an active child that needs extra energy in their daily activities.



Picture 3.A Picture 3.B

Then, those pictures above present a boy drinks a glass of milk with his mother behind him. The first picture shows that his mother whispered an idea to her son while he drinks a milk (see picture 3.A). Next picture shows a boy smilling steady means he get a brilliant idea after drinking his milk, the behind the boy his mother smiled proudly to his son.



Picture 5

Picture 5 is related with the previous scene when the boy get an idea after he drinks a milk. The picture above shows a glass of milk wrapped a label with 6 different colors that content a nutrition and vitamin inside a milk. This scene means that the advertiser identifiers the consumer about their product. In addition, dancow as the product of milk wants to convince their consumer especially parents to believe all their nutrition inside a milk can support their child daily nutritions.



Picture 6.B

Next, pictures 6 above present about the success of the boy riding a horse. First, picture 6A shows the boy can ride a horse by giving an apple that hangs with a rope in front of the horse that makes the horse want to run to get the apple. It continues by picture 6B which show the parent along with their son on horseback, his parent look very proud of their son's success. The picture framed with love sign with gold colored that symbolize the golden age of child development also symbolizes of their packaging. From the above scenes the advertiser asures that dancow milk product with its nutritional content can help the child's growth success. The advertiser also frames the 7B image as well as a symbol that the success of a child is a happiness for the parents.



Picture 7

In the end of this commercial, the advertiser show the packaging of Dancow milk 1+ product. Beside the product there is slogan "aku dan kau suka" it means the advertiser asks to their consumer that this product suitable for all kids by the taste of the milk also by the nutritions.

3. Pictures on Beng-beng advertisement (Best drama scene)

In this part, the researcher will describe about "Makan langsung vs Makan dingin" Beng-beng commercial in detail. Picture, music and the language are combined in the form of spoken, written and singing. It may the jingle; brand name, small print, etc. This commercial takes 30 seconds and presents drama of love.

For more explanation are below:





Picture 1.A Picture 1.B

The pictures above are the first scene in this commercial. Picture 1A shows a man and a girl sitting together in front of the house. The man was eating being being looks very enjoy and the girl try to asks him. The next picture show he was surprised by what she said. From those scenes, the advertiser convey their idea from the love drama scene.



Picture 2.B

The next scene above shows about the problem from that drama love scene in that commercial. The first picture shows the girl asks to a man with sad expressions. Then, the picture 2B shows her father with a face full of emotion describes a problem between them. In this scenes the advertiser tries to shows that beng beng also suitable for older man when he was emotion (see picture 2B).



Picture 3.A Picture 3.B

The next scenes present about the girl put some beng beng from her refrigerator. To continuing the problem before this scenes, the advertiser shows that the problem about the differences way to eating beng beng between them. The man like to eat directly but the girl and her father like to eat after cold from the refrigerator. By shows some beng beng inside the refrigerator the advertiser tries to gives an idea for their consumer about different way for eat beng beng.



Picture 4.A Picture 4.B

The pictures above shows a man and a girl has their own ways to eat beng beng. The first picture shows the girl with closed eyes looks very enjoy eat her beng beng. Then, the picture 4B show a man also enjoy eat his beng beng with his closed eyes.



Picture 5

From the picture above, the advertisers shows the content from bengbeng. They also convince the consumer that they serve beng beng with many complement ingredients. It also denotes show how the delicacy beng beng with real caramel in there.



Picture 6

Moreover, the advertisers convey to their consumer that a couple eat their beng beng by their own ways. The man and girl lean back each other it means altough their has a different ways but they can stay together. The picture diveded by two sides, the left side show a man was eating beng beng directly with red background color like the packaging of beng beng also used red color. Then, the right side a girl by her way to eating beng beng cold with the ice blue background that describe an ice cold.



Picture 7

The last scene from being being commercial its shows one pack a being being with two sides that a symbols of two choices for eat being being. It denote that the advertiser gives the other way for eat being being and both of the ways are suitable to enjoy being being.

4. Pictures on Djarum 76 advertisement (Brighest Idea)

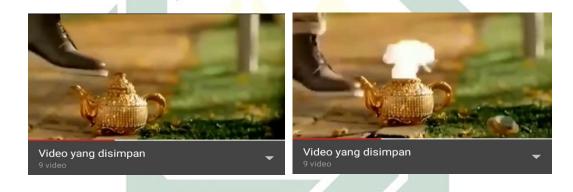
The last explanation, the researcher will describe about "Knalpot bocor" Djarum 76 commercial in detail. By the theme of this commercial its show that the senes about comedy. This commercial takes 27 seconds and presents a comedy.

For more explanation are below:



Picture 1

For opening this commercial, the picture above shows a view in the morning with a man were walking in the sidewalk. Then, he look finds something under his feet.



Picture 2.B

To continuing the previous scene the pictures above shows a foot that kicks a gold kettle. First, the picture show a foot that want to kick the cover of gold kettle that he found in the street. Next picture shows after the cover has opened by the foot then it look smokes poking up from that kettle. Afterthat, a jinn from the kettle want to outs from the kettle. The analysis from scenes above is the gold kettle with the smoke pokes out is symbolize a cigarette with the gold case. It means symbolize a product of this commercial.



Picture 3.A Picture 3.B

The next scenes above shows some smokes from the kettle then changes be a man with the traditional clothes style in gold color that called jinn. The jinn with funny expression shows that commercial want to show a comedy. Picture 3B show the jinn with his smile want giving something to a man that kick his kettle.



Picture 4.A Picture 4.B

The pictures above shows a man an the jinn was debates about something. From the hand gestures a man look negotiate something to a jinn.



Picture 5.A Picture 5.B

Next, the pictures above shows a man with the curious face still by the hand gestures he seems negotiate to jinn untill the jinn looks tired for hearing what man says. From the scene above, the advertiser do not show their product and trying to serve commercial with the funny comedy with the purpose entertain the consumer.



Picture 6

Indirectly, the picture 6 above shows how the use of the product. By the red face of jinn with smokes out from his ears it means the advertiser begin show that this commercial about cigarette with the theme "knalpot bocor".





Picture 7.A Picture 7.B

To close the comedy drama, djarum 76 commercial shows that jinn laugh out loud after close the mouth of a man with duct tape. By the all scenes above, the advertisers show their bright idea to make something different. By the comedy of drama, advertiser convey about moral value also. The oral value seen when jinn closed the mouth of man. It means that to be a good people should not talk too much. By presented a mral value with the comedy, advertiser impressing the consumer to remember this commercial.



Picture 8

Like the previous advertisement, here djarum 76 also shows their logo of the product. Djarum 76 used symbol round shape with the gold color and exposing the shines means like a sun with the sunshine.

Based on the analysis above, the writer found that almost four commercials presents some drama, daily activity, and comedy scene of each products which is going to promote. Then, Slogan and the symbol of advertisement appear in the end of scene. In addition, those four commercials have their own styles to express the advantages of their products except Djarum 76 advertisement. First, Indomie commercial attract the consumer by the performance al ghazali especially with his profession. Second, dancow milk comercial attract by the show a drama about how parents can support their children talent with a dancow milk. The third is beng beng commercial that show about the different way to eat being being by the love drama scene. The last is djarum 76, different from previous commercials, djarum show the advertisement by the comedy drama without promote the product. Although different from anoter, djarum 76 has bright idea to amused the consumer by a comedy scene. Finally, people may evoke phrases and words that cannot be conveyed in the speech or writing through those pictures on all of commercial above. Pictures on all of four commercials present scenes and stories which are reflected people daily activities and problem on society. It means, all of advertisements above in producing their products are oriented to the society demand. So, the pictures on every commercials hopefully attract people attention and persuade them to buy their products.

4.1.3 Speech and Writing on Indomie, Dancow, Beng-beng and Djarum 76 Advertisement.

Cook (2001:53) said that as such they make fullest use of music, song, images and dialogue together, though it is interesting to note that they revert in their final moment to a more traditional reliance on writing and speech. It means, what are the effects of picture and music in its combination is going back to the speech and writing as the final mode on commercial.

In commercials, speech means the expression of idea or though, feelings, opinion, which is meaningful and vocalize by articulate sound. Here, the speech almost appears in the commercial as the messages or the exposition about the products that wants to deliver by the advertiser. In other hand, Written is the text which appears during commercial and it is a complement of speech or spoken Language. Nevertheless, the speech in this research also present in text form. The complete lyric of each speech and writing present on Appendix.

The analyses are below:

4.1.3.1 Speech

- a. "Bikin Hari Semangat" Indomie advertisement.
 - (1) Pagi guys, Indomie goreng dulu yuk.

(Morning guys, Indomie fried noodle first)

The spoken text above is a greeting and an invitation to eat indomie.

Here, the advertiser opening the scenes by invites the people to eat indomie in the morning.

(2) Buat gue rasa indomie goreng itu gak ada duanya. Apalagi aromanya, hmmm sadis!

(For me the taste of indomie fried noodle is second to none. Moreover the aroma, hmmm sadistic!)

The next speech above is the opinion from the actor about the delicacy of indomie. The advertiser uses expressive style to interest the people. The connotation "sadistic" here is used to express the very delicious of the taste Indomie fried noodles.

(3) Ditambahin bawang goreng dan telur ceplok makin gokil enaknya (Plus the fried onions and fried egg it make more delicious)

Here, advertiser gives an idea that if a consumer want to taste more delicious they can add fried onions and fried eggs. By mention a fried eggs, advertiser try to influencing that when a people make fried eggs indirectly they will remember about indomie fried noodles as the complement food.

(4) Biar lo semangat kayak gue, Indomie goreng dulu.

(Let you be spirit like me, Indomie fried noodles first)

The last speech is the conclusion of this commercial that content a suggestion sentence. From the sentence above, the advertiser triy to suggest the consumer by eating indomie fried noodles, they will get a spirit like the actor.

- b. "Jadi koboi" Dancow 1+ milk advertisement
 - (1) Uh, uh ayo jalan, tangkap penjahat. Bunda gak mau bantu.

(Uh, uh come on, catch the criminal. Mother do not want to help)

The spoken text above is the first utterance from the child that can not command the horse to run. Then "mother do not want to help" means that in his area there is his mother but do not help him to ride the horse.

From those sentence, the advertiser creates a drama that show about one activity of the children and his parent.

- (2) Ia perlu bereksplorasi, aku tenang karena ia terlindungi
 (He needs to exploration, I am calm because he is protected)

 The next speech is deliver by the mother of the child. She said the above utterance means that she believe the child needs exploration and he stay protected. Exploration means the growth period of the children. By this speech the advertiser deliver that a mother dont be afraid with the activity of her child because the child has something that can protected inside his body.
- (3) Dancow 1+ Excelnutriplus baru, dengan lactobacillus rhamnousus minyak ikan dan nutrisi lainnya.

(Dancow 1+ new excelnutriplus with lactobacillus rhamnousus, fish oil and other nutritions)

The last speech from this commercial is mention all of the nutritions inside dancow milk product. Moreover, the advertiser convince the consumer to believe this product content all of the nutritions that children's need. The advertiser mention directly and clearly in order to proved that dancow milk product is the best choice.

- c. "Makan langsung vs Makan dingin" Beng beng advertisement
 - (1) Kita udahan aja ya, kamu suka makan beng beng langsung ayahku setujunya beng beng dingin, maafkan aku.

(We just split it up, you like to eat beng beng directly but my father like a cold beng beng, forgive me)

The spoken text above is the only one utturance that deliver by the girl in this commercial. In fact, those sentence suggest the people that there are two kinds of ways for eating beng beng.

- d. "Knalpot Bocor" Djarum 76 Advertisement
 - (1) Kuberi satu permintaan. satu aja ? dua bisa ?. gampang. caranya gimana ? sakti. kok bisa sakti ? dari sononya. dari sono mana ? dari nenek moyang. nenek moyangmu siapa ? kok gak ikut ? ada pin BB nya ? mulut apa knalpot bocor sih ? eh siapa bocor ? ehmm, mampet knalpotnya, mampet.

(I will give you one request. just one? could not two? easy. how the way? magic. how can be a magic? by nature. where is nature? from the ancestor. who your ancestor? why not with you? do you have a pin of BBM? is it a mouth or a broken exhaust? eh, who is broken? ehmm, clogged your exhaust, clogged!)

The conversation above is between a jinn and a man in the commercial.

The advertiser do not mention the information about the product. Those conversation just to entertain the consumer with a comedy scene. The way of advertiser djarum do not show information about the product

because the government in Indonesia has a constitution that prohibits cigarette advertisements to showing clearly the usage of the product depends on indonesian constitution number 23 in 2002. (m.hukumonline.com)

Based on the data, speech or spoken in all the advertisements above appears almost almost in every scenes. In other word, the speech dominate in the content of advertisements. The speech or spoken is used by the advertiser to emphasize their idea, message or opinion in order to suggest people being the consumer.

4.1.3.2 Writing

- a. "Bikin Hari Semangat" Indomie advertisement.
 - (1) Bikin hari semangat!

(make a spirit day)

The sentence above appears at the last of commercial. Its symbolize a slogan from the advertiser to convice the consumer that their product can make the consumer has a spirit in their day.

- b. "Jadi koboi" Dancow 1+ milk advertisement
 - (1) Excelnutri +, lactobacillus Rhamnousus, Minyak ikan, Serat pangan inulin, LA&ALA

(Excelnutri +, lactobacillus Rhamnousus, fish oil, Dietary fiber inulin, LA&ALA)

The sentence above has the purpose to give the information about what are the nutrition content inside dancow milk.

(2) Aku dan kau suka dancow

(I and you like a Dancow)

Here, the advertiser show the sentence above in the last scenes. It means the advertiser invites the people likes dancow milk. When people reads those sentence it will make them curious with the taste of dancow milk.

c. "Makan langsung vs Makan dingin" Beng beng advertisement

(1) Wafer, caramel, crispies, real chocolate.

The first sentence above aim to deliver about the ingredients in beng beng. By explaining the ingredients of beng beng it will make people interested.

(2) Makan langsung atau Makan dingin

(Eat directly or eat when cold)

The next sentence above shows two choices to eating beng beng. The advertiser giving a choices for eating beng beng with the purpose people not bored with the usual way.

(3) #pilihmanabengbengmu

(#choosewhereyourbengbeng)

The last sentence is about the offer for people to choose their own way to eat beng beng. Those sentence uses hashtag in the beginning of sentence and there is without space. It means the advertiser would like to presents the advertisement not only in television media, but also in the social media like facebook, instagram and the others. Actually, the

sentence with hashtag often used by the people to posting some events or photos in their social media.

d. "Knalpot Bocor" Djarum 76 Advertisement

(1) Yang penting hepi.

(The most important thing is happy)

Sentence (1) present above the sentence (2) and its appears in the end the advertisement. By that sentence, djarum invites the consumer to emphasize their happiness although smooking can kill themselves. In conclude, the advertiser stay promotes their product although under the sentence there is a warning about smoking.

(2) Peringatan: Merokok membunuhmu 18+.

(Warning : Smooking kill you 18+)

Sentence (2) explain about the risk of smoking from the government. All of the cigarette advertisement must content this caution to reminds the consumer that want to buy the cigarettes. 18 + means that the age restrictions is over 18 years. The age under 18 years old has more risk to consume cigarettes that also the regulation from the government.

To conclude the explanation above the researcher found that almost all the advertisements that being the winner used the writing to explain the contents of the products also to promotes the products by writes the slogan in the end of advertisements.

4.2 The Way of Applying Persuasion Technique on Speech and Writing

The purposes of persuasion on television commercials are attracting people emotion and suggest them into certain idea, opinion and change their belief through oral and written language. However, to persuade people through a television commercial, it needs certain appeal and techniques of persuasion.

The advertisement appeal are categorized into six aspect, they are: Feature appeal, competitive advantage appeal, favourable price appeal, news appeal and popularity Appeal. This aspect will emphasize the superiority or advantages the product. Nevertheless, to convince people through television commercial, there are some basic ways and persuasion techniques which have to use by the advertiser. Those basic ways of persuasion are: (1) Personal Character of the Speakers, (2) Putting the audience into a certain frame of mind (ability to control emotion), and (3) Apparent proof or Evidence. The technique of persuasuioan are Rationalization, identification, suggestion, conformity, compensation, projection, and displacement (Keraf 2009). Then, by the basic of persuasion and advertisement appeal above, the technique of persuasion will run well.

1. Rationalization

Rationalization is an effort to persuade people by giving a basic though of problem. It can be seen from the Statements below:

(1) Biar lo semangat kayak gue, Indomie goreng dulu. (Let you be spirit like me, Indomie fried noodles first).

Indomie advertisement uses popularity appeal by the personal character of the speaker. It can be seen by spoken text above. the actor suggest if the consumer want to be spirit like him, they can eat indomie.

- (2) Aku dan kau suka dancow (I and you like a Dancow).
 - In this point, dancow has slogan that rationalize between one and another people equally like dancow milk. This idea is used to create a connection between the advertisers with viewer where it is known as ability to control emotion.
- (3) Kita udahan aja ya, kamu suka makan beng beng langsung ayahku setujunya beng beng dingin, maafkan aku. (We just split it up, you like to eat beng beng directly but my father like a cold beng beng, forgive me)

Frome those phrase, the advertiser shows the information about how the different way to enjoy beng beng. It is called news appeal.

(4) Yang penting hepi. (The most important thing is happy).

The advertiser try to putting the audience into a certain frame of mind by the slogan above.

From the analysis above, all of the winner Indonesian Bright Award Advertisements uses Rationalization technique to deliver their idea. The advertiser has their own advertising appeal and the basic way of persuasion and that is different each others.

2. Identification

Identification technique is needed in a commercial to identify the object of the product. It is a key to reach successful in the market. The advertiser has to know, who their consumer are, what kind of circumstance that make their product suitable with the customer and the product are produced for old people, young people, children, etc.

- (1) Pagi guys, Indomie goreng dulu yuk. (Morning guys, Indomie fried noodle first)
 - From the sentence "morning guys" indicates that this advertisement for youg people especially teenagers that in usual call use "guys".
- (2) Dancow 1+ Excelnutriplus baru, dengan lactobacillus rhamnousus minyak ikan dan nutrisi lainnya.
 - Identification technique found in the sentence above, the advertiser use sign 1+ to that symbolize this product for range age 1 year and above. The advertiser also show the evidence by mention the nutritions.
- (3) Peringatan : Merokok membunuhmu 18+. (Warning : Smooking kill you 18+)

Like the previous sentence, 18+ is the sign to aware the people that Djarum 76 cigarette suitable for range age 18 year above. The advertising appeal that used is news appeal, because the advertise give a warning to their consumer

(4) Kita udahan aja ya, kamu suka makan beng beng langsung ayahku setujunya beng beng dingin, maafkan aku. (We just split it up, you like to eat beng beng directly but my father like a cold beng beng, forgive me).

The sentence above content identification technique by the utterance that the father of the actor also like beng beng. It means beng beng not only for teenagers but also for adults people.

Based on the data, all of the winner used Identification technique in their advertisements. It denotes that identification is important after rationalization technique.

3. Suggestion

Suggestion technique becomes the third important persuasion technique on a commercial. It is used to influence the consumers by giving stimulation in the form of utterances or written text. Suggestion is an answer of people problems in their circumstance.

- (1) Biar lo semangat kayak gue, Indomie goreng dulu. (Let you be spirit like me, Indomie fried noodles first)
- (2) Ditambahin bawang goreng dan telur ceplok makin gokil enaknya. (Plus the fried onions and fried egg it make more delicious)

All of the spoken text above (1&2) are the suggestion technique that deliver by the actor in indomie advertisement. The first sentences use the personal character of the and the second sentences use feature appeal to deliver their suggestion.

- (3) Ia perlu bereksplorasi, aku tenang karena ia terlindungi (He needs to exploration, I am calm because he is protected)

 The sentence above content a suggestion technique when the actor says "he needs to exploration" it means the actor suggest that children needs to explore their growth age. Then, for supporting the exploration, dancow is the product of milk that can support them.
- (4) Makan langsung atau Makan dingin .(Eat directly or eat when cold)
 Here, the advertiser used suggestion technique in order to shows there are two choices for eat beng beng.
- (5) Peringatan: Merokok membunuhmu 18+. (Warning: Smooking kill you 18+)

The last, suggestion technique found in djarum 76 advertisement. Different from the other, djarum used suggestion to give a warning that the product also suitable for range ages 18 above. taht is also content a news appeal.

Suggestion technique almost used by all of the winner. Moreover, the analysis found that indomie used twice of suggestion in order to invited and persuaded the consumer.

4. Conformity

This technique used to show people that the product is created based on the people need. It is the superiority of the product and something that make them different with others.

- (1) Ditambahin bawang goreng dan telur ceplok makin gokil enaknya (Plus the fried onions and fried egg it make more delicious)
- (2) Excelnutri +, lactobacillus Rhamnousus, Minyak ikan, Serat pangan inulin, LA&ALA

(Excelnutri +, lactobacillus Rhamnousus, fish oil, Dietary fiber inulin, LA&ALA)

(3) Wafer, caramel, crispies, real chocolate.

The conformity technique found in only 3 winners of advertisements. There are indomie, Dancow and beng beng advertisements. From the three advertisements above, almost all explain about the ingredients and the superority each of the products. Three advertisements above use feature appeal for interest the people.

5. Compensation

Compensation is a process of finding alternative way in order to move away from unintended condition.

(1) Yang penting hepi. (The most important thing is happy)

Djarum is the only one use the compensation technique. By the meaning of compensation technique, djarum advertisement do not show clearly about the product. It just show a comedy scenes that has not correlation with the product. But in the end of the advertisement djarum has a slogan "the most important thing is happy" it means the alternative way to move away from unintended condition.

6. Displacement

Displacement is a process of displacing an intention or something which faced an obstacle with other means. In short, displacement is attempted to take mind off an emotion and avert it to the new object. It is the continuation of the previous technique.

(1) Kuberi satu permintaan. satu aja? dua bisa?. gampang. caranya gimana? sakti. kok bisa sakti? dari sononya. dari sono mana? dari nenek moyang. nenek moyangmu siapa? kok gak ikut? ada pin BB nya? mulut apa knalpot bocor sih? eh siapa bocor? ehmm, mampet knalpotnya, mampet. (I will give you one request. just one? could not two? easy. how the way? magic. how can be a magic? by nature. where is nature? from the ancestor. who your ancestor? why not with you? do you have a pin of BBM? is it a mouth or a broken exhaust? eh, who is broken? ehmm, clogged your exhaust, clogged!)

The only one also that used displacement technique is djarum 76 advertisement. Djarum 76 convey their advertisement by a comedy scenes with the purpose to displacement from the common advertisement to funny advertisement that not content about promotion this product. Here, common advertisement means the advertisement that used technique of persuasion to promotes their product.

7. Projection

It is a technique which presents the advantages and disadvantages of the product to show the differences with other.

- (1) Bikin hari semangat! (make a spirit day)
- (2) Buat gue rasa indomie goreng itu gak ada duanya. Apalagi aromanya, hmmm sadis! (For me the taste of indomie fried noodle is second to none. Moreover the aroma, hmmm sadistic!)

There two sentences above are found in indomie fried noodles advertisement. The first statement is to show the advantages of the product and the second sentence is the expression from the actor that no one product that can more delicious than indomie. Here, advertiser

(3) Ia perlu bereksplorasi, aku tenang karena ia terlindungi (He needs to exploration, I am calm because he is protected)

Dancow advertisement has projection technique with the utterance "Iam calm because he is protected" above, the utterance deliver by the actor to express about her belief that her son is protected when he drink dancow milk. The advertiser use feature appeal by coveying children will protected if drinks dancow milk.

- (4) Makan langsung atau Makan dingin (Eat directly or eat when cold)

 Next, beng beng also used projection technique. The sentence above convey about the advantages of beng beng that can eat by two ways, directly and when it cold.
- (5) Peringatan: Merokok membunuhmu 18+. (Warning: Smooking kill you 18+)

Different from the others, Djarum 76 as the cigarette advertisement use projection technique in order to give a disadvantages from their product.

Projection is the fourth of techniques that used by all the winner of Indonesian Bright Awards Advertisements 2016.

