

CHAPTER I

INTRODUCTION

1.1 Background of The Study

Almost our everyday lives is accompanied with mass media e.g. television, radio, newspaper, internet, and social media. Despite the distincts exist that differ from one and another, despite its main function of the majority of mass media which is present as a source of news, and entertainment (Muhammad Ali, 2011 p.9), these media have one thing in common; used as a platform for company to advertise their product. Given that advertisement is a paid nonpersonal form of communication used to persuade or influence its audiences (Wells, Mitchell, Moriarty, 2003: 6), and obviously the advertisers want their advertisement to reach larger scale, thus advertisement conveyed through medium which can offer a very wide exposure; mass media.

As stated earlier that mass media are varied in number of medium such as printed media, electronic, internet, as well a thing existed within the internet; the emergence of social media has now become an alternative medium for some conventional media to run their business due to the current situation where people mostly now spending their time to surf on the internet rather than watching television, as cited in thenextweb.com, showing that in 2019, the number of people who use internet has reached up to 3.39 billions and is rapidly growing (Kemp, 2019). This gave the advertisers have nothing to be done but to evolve.

Many companies have acknowledged that kind of situation and willingly to get themselves adopted. They absorb as many information and adapt to as many technology as they could so they can compete and survive in the midst of the rapid development. Besides, those companies are also aware about how the advertisement will be packaged. It has to be as impactful as possible in which might lead to a further action; purchase the product or service they offer.

Advertising generally has at least four roles both in the business world as well the social life. There are marketing role, communication role, economic role, as well societal role (Wells, Mitchell, Moriarty, 2003, p.8). In addition to that, besides functioned as a medium to give information about advertised product/service/idea, advertisement is as well functioned to influence people to take action regards to what is being advertised. Lastly, advertisement also set as a reminder and reinforcement where play parts inside potential consumer's consciousness(Wells, Mitchell, Moriarty, 2003, p.11).

Moreover, advertisement itself usually delivered through number of forms, not to mention that the chosen mediums are also based on the purpose of the creation of the advertisement itself(Wells, Mitchell, Moriarty, 2003, p.13). Given that advertisement itself is a form of a communication, thus the form of advertisement obviously in line with the other medium for communication. It can be formed in video, and published through a mass media such as TV, or can be formed in a form of graphics or texts printed in magazines, newspaper,

billboards. Even as the growth of technology, now advertisement can easily spot online across lots of social media and websites.

However, the advertisers need to pay attention about the nature and characteristic of the specific media/place in order to avoid contradiction and lowering the quality of both advertisement and the represented media. Wells, Burnett, and Moriarty (2003) through their book, have selected kinds of advertisement which turned out to be nine major types of advertising based on its purposes. There are *Brand Advertising*, *Retail or Local Advertising*, *Political Advertising*, *Directory Advertising*, *Direct-Response Advertising*, *B2B Advertising*, *Institutional Advertising*, *Public Service Advertising*, and *Interactive Advertising*.

Since one of the role of advertisement is typically set up to display products or services as a solution to problems and needs in human life, thus advertisers select certain depictions of people, products, to signify a preferred meaning (Grow & Wolburg, 2006). Including some well known figures is one of ways to draw lots of attention. Simple reason on why many advertisers use famous figures is due to high popularity they have. Given that many people idolize them, once people see their idol in an advertisement; promoting a product or service, those fans are prompted to follow their idols, either directly, or indirectly. And eventually will creates such an impact towards the advertisement itself. Another things that play part in making an advertisement to be as impactful as possible are the psychological aspects within the advertisement.

Kelsey Will (2014) stated in her study that advertisement can drives society through psychological aspects that it brought along. Advertisements are actually constructed with some psychological things both positive and negative (Will, 2014). Then it leads to a condition where nowadays, advertisement is able to shapes the attitudes of the society and the individual and inevitably influences customer behavior (Jakštie, Susniene, and Narbutas, 2008).

There was one advertisement – which actually the source of the data of this study – that featured as well uses the story of athletes as the embodiment of the conveyed idea created by a sportswear brand, Nike. Nike is chosen due to its massive market, and renowned as one of the most powerful and one of the most successful brands worldwide. Moreover, Nike is as well chosen due to the fact , where for a very long time, Nike uses its voice through advertisement to speak about social issues. Mainly, there are numbers of issues that have been specially put as the theme of its campaign, such as about equality (2017), women empowerment (Dream Crazier, 2018), and even, it all started with a campaign that designed to fight the stereotype that sports are not meant for old people (the first commercial ads that introduced “Just Do It” tagline, in 1988). For this 2018’s edition, created as the 30th commemoration of its tagline, the campaign itself implicitly speaks about perseverance.

Perseverance is a character that will invigorates people to keep on chasing their goals despite some hardship moments during the time (Merriman, 2017). Perseverance is actually enabled by self-determined motivation. Strengthen with

facts that many scholars have agreed upon a statement that individuals are different in their natural tendency towards perseverance which is dependent on their self-determination (Merriman, 2017). It is quite a matter to discuss since this character can be implemented in real life as people sometimes face their own hardships, thus perseverance will play a part during that time.

Many studies about perseverance have also been conducted and varied in objects and fields. There is a study to which this study is referring to, it is a psychological journal proposed by Duckworth and Peterson in 2007 entitled "Grit: Perseverance and Passion for Long-Term Goals". In this journal, the researchers collected the data by using a self-report questionnaire called Grit Scale which participants were expected to fill the questionnaire. Researchers described perseverance as a process of work tirelessly towards the goals that are being set up before, despite failures, adversity, mockery, and any different kind of hardships that hamper during the process. This psychological journal later found out that Grit did not relate positively to IQ but was highly correlated with Big Five Conscientiousness. Grit nonetheless demonstrated incremental predictive validity of success measures over and beyond IQ and conscientiousness. Collectively, these findings suggest that the achievement of difficult goals entails not only talent but also the sustained and focused application of talent over time.

Another research about perseverance that has also been conducted was proposed by Hadassah and Shiri in 2015 entitled "Going the Extra Mile:

Perseverance as a Key Character Strength at Work”. This journal collected the data by using a questionnaire which spread through one website. Perseverance is seen as a character strength which is needed by people to ensure their well-being at a fine condition both in life and at work institutions. Later, this study resulted that perseverance as most highly associated with work performance and most negatively associated with counterproductive work behaviors. These associations were mediated by working individuals’ sense of meaning at work and perceptions of work as a career and as a calling

Moreover, there is another study which also explores perseverance entitled “Interplay of safety behaviour and grit in sports performance among university athletes” proposed by Edward W. Ansah and Daniel Apaak in 2019. This study explores the influence of university athletes’ perseverance and passion for long-term goal attainment and safety behaviour on sports performance. Grittier athletes are assumed to be more safety conscious since they want to produce better performance in competitions. This journal is helped with the Grits Scale and Safety Behaviour items to collect data from conveniently sampled 644 university athletes who took part in the 2018 Ghana University Sports Association Games (2018 GUSA Games). Results indicate that 46% of the athletes had won at least a medal during the competition. However, about 10.4% either consumed alcohol, mixture of alcohol and energy drink, smoked tobacco and/or took hard illicit drugs at least once a day during the competition. Binomial logistic regression indicates a significant prediction of performance ($\chi^2 = 46.57$,

$p = .001$), with female athletes and those having higher grit more likely to be among winners of medals. In addition, athletes reporting risky safety behaviour are more likely to be medal winners. However, female athletes with higher grit scores were less likely to engage in such behaviour.

Aside from these mentioned journal above, the writer also looks up to another journal article written by Michael Childs and Byoungjo Jin which explore about Nike as a corporate in 2017 entitled as “Nike: An Innovation Journey”. This journal explores thoroughly about how Nike as a corporate runs its business including its marketing strategy, target market, etc.. This journal argued that Nike’s promotional strategy is focused to deliver high profile and costly multi-channel advertising campaigns which are meant to inspire consumers to engage in physical activity. Nike has been an innovation leader in product development, marketing and consumer experience. Due to a dedication to continuous innovation, Nike has been able to sustain a competitive advantage within the athletic apparel and footwear marketplace. This case highlights key points in Nike’s journey of innovation and examines how Nike has successfully emerged as a global champion within the athletic wear industry.

Since there are none of the previous studies have explored about how perseverance is portrayed in an advertisement, specifically in Nike’s Just Do It campaign advertisements, thus this study will propose to analyze the representation of perseverance in five editions of Nike’s Just Do It campaign advertisements by examining elements of advertisements existed within the

advertisement using Social Semiotics theory coined by Kress and Van Leeuwen. The researcher aims to get a deeper understanding about the idea of perseverance portrayed through visual text in Nike's Just Do It campaign advertisements. In addition, the researcher will also use Transitivity by M.A.K. Halliday to analyse the written text in five editions of Nike's Just Do It campaign advertisements.

1.2 Research Question

How is perseverance portrayed in Nike's Just Do It campaign advertisements?

1.3 Purpose of The Study

To discover how those elements in Nike's Just Do It campaign advertisements portrayed the idea of perseverance.

1.4 Scope of The Study

As what has been written above in the purpose of the study, thus the writer has limit its corpus which only include Nike's special campaign advertisements that were released in 2018, which is 30th anniversary of its motto, Just Do It. This special campaign advertisement is chosen due to the availability of the idea of perseverance in this campaign advertisements as well the popularity of Nike itself whose voice might influence millions of people.

1.5 Significance of The Study

This study is expected to give an enlightenment towards the related field which is a study of media discourse, specifically in advertisements, using semiotics theory and systemic functional language (SFL) theory. And also, this study is expected to be beneficial for the future researchers as a supported data when conducting a research about the idea of perseverance as well research about Nike's advertisement in general.