

CHAPTER I

Introduction

1.1 Background of the study

Almost all people in this world realize that mankind face globalization today. John Naisbitt and Patricia Aburdene (1991) agreed; the world has become a global village. People around the world can be connected each other if they want to. Indonesian woman can update the latest fashion in Paris. She has not go to Paris, she just browse in internet or read a magazine about fashion. Then, she can dress chic a la Paris model. Maybe her friend has not known about this fashion yet, but she has.

There is a thing that cannot be separated from globalization. It is mass media. Cambridge Advances Learner's Dictionary- 3rd edition defined mass as "having an effect on or involving a large number of people or forming a large amount." Because of it, the globalization system can be known by every country. It brings information to source information to target information.

Beside that definition, it, of course also has functions. Experts studied to look for the five main functions of mass media and find them finally. They are: providing information about world events and condition; explaining, interpreting, and commenting the meaning of events and information; expressing the dominant culture and admitting the existence of subculture, and also the new culture(s); entertaining people, turning the public attention and calming down the social strain; and the last campaigning the public's direction in politic, war, economy development, occupation sector, and also in religion sector. (McQuail, 1987)

These five functions cannot be well published to the mass if the CEO of mass media only uses his own capital money. Therefore, he needs funds from other source, which are advertisements. Actually there is capital money those can be gotten by the CEO, like the profit from the selling of his products. However, advertisements contribute greatly.

Meanwhile, advertisements also need mass media since they have its own purpose. According to Arsen (1997: 7), advertisements are information structure and non-personal communication system about products (goods, service, and concept) which are persuasive and usually supported by sponsor which identified through mass media. The concept of the products itself can bring along the particular lifestyles from the advertisers want to deliver; from their country, community, etc.

One of products those advertised in mass media is mobile phone. Almost all people in Indonesia have this useful gadget; 71% of citizens in Indonesia use it. (Nielsen in Kompas, 2011: 47) The most famous and high tech mobile phone is smartphone. Smartphone is a category of mobile device that provides advanced capabilities beyond a typical mobile phone. Smartphones run complete operating system software that provides a standardized interface and platform for application developers (phonescoop.com). Compared to standard phones, smartphones usually have larger displays and more powerful processors. Smartphone helps the user to live easier.

One of smartphones is Blackberry. It is so popular among Indonesian. Findo Purwono Hd, as a director noticed this phenomenal and made “My BlackBerry Girlfriend” movie, starring by Fathir Muchtar and Luna Maya; PT

Kompas Gramedia published a BlackBerry magazine for two months; and Rohmat Haryadi, journalist from Gatra Magazine wrote a book about Blackberry named “*Demam Blackberry.*”

Jim Balsillie, CEO of RIM (Research in Motion, the Blackberry manufacturer) also noticed it. He claimed that Indonesia is a special market for Blackberry. Then, he visited Indonesia on November the 16th, 2011 and launched a special BlackBerry Bold 9790. Indonesia was trusted to be a nation which launched the first BlackBerry Bold 9790 in the world. (Selular magazine, 2011: 72)

Those facts and conclusions are really ironic since blackberry is quite expensive, the cheapest blackberry—Gemini is 1, 8 million rupiahs. In addition, BPS (*Badan Pusat Statistik*) claimed in March 2011 that there are 30, 02 million (12, 49 %) of Indonesian live in poverty. They only have below 233, 740 rupiahs per month.

Other reason that becomes problems in consuming blackberry is the madness of the BlackBerry bold 9790 discount’s queue in Pacific Place. The smartphones were on offer at half price — Rp 2.3 million (US\$253) — to the first 1,000 customers. It attracted thousands crowd of middle class. After the long wait, dozens of the enthusiasts suffered from cramps, stiffness, and some even had broken bones. The police then decided to stop the event after more and more people were turning up injured.



Figure 1.1. The madness of Blackberry bold 9790 discount's queue in Pacific Place

An economics philosopher from Driyarkarya Philosophy High School, B Herry Priyono, said that this phenomenon happened because citizens do not criticize their consumption. They cannot distinguish what they really need and what they desire. Things they need and desired are blended. They copy all things from advertisements. It seems that all things appear in advertisements are needed. (kompas, 2011: 15)

Blackberry also contributes other social problems, he added. It is true that blackberry connects people each other from a far distance, but sometimes when people in a live meeting they are not seldom busy with their own blackberry. And all other examples those cannot be mentioned.

From these interesting facts, the writer is interested to analyze the lifestyles in Blackberry from the advertisement makers that make people hard to distinguish their need and desire.

This study selects twelve Blackberry Bold 9900 and 9790 advertisements. These corpora are selected because it is reputed represent all the BlackBerry products and also to specified the many Blackberries. They are taken from October the 1st to December the 31th 2011. These dates are chosen because at this

period, smartphones compete quite hard in the Indonesian market. Hence, many advertisements from distributors in Indonesia promoted BlackBerry and they must have many qualified advertisements.

The sources of data are taken from Kompas Newspapers. Kompas is the most widely read newspaper in Indonesia. Published by Kompas-Gramedia Group Publishing since June 28, 1965, it has a reputation in Indonesia for high-quality writing and investigative journalism. (epapercatalog.com)

The most appropriate study to solve this problem is Semiotics. It is the study of signs (Chandler, 2008). It can help to make people aware not to take all things, especially the lifestyles in media for granted and remind that they are always dealing with signs which their meanings have been constructed. (Burgin 1982a, 46 in Chandler)

1.2 Research question

How are lifestyles shown in Blackberry Bold 9900 and 9790's in Kompas Newspaper printed advertisements?

1.3 Scope and limitation

1. This study concentrates on a particular twelve Blackberry Bold 9900 and 9790 printed advertisements in Kompas Newspaper.

2. This study is limited to analyze the lifestyles in BlackBerry Bold 9900 and 9790 in Kompas newspaper printed advertisements.

1.4 Objective

This study aims to discover the lifestyles of Blackberry are shown in Blackberry Bold 9900 and 9790's in Kompas Newspaper printed advertisements.

1.5 Significance of the study

There are some significances of the study. This study will be beneficial for the readers to understand the lifestyles in Blackberry Bold 9900 and 9790 or maybe other related advertisements, so that they could avoid a lack of identity, especially those who are not critical in filtering everything comes in to their minds. It is afraid that they just follow all trend life values soar in shown mass media advertisements but they do not know the essential meaning and fulfill their own desires too much to have all products and services in advertisements.

This study also will be beneficial to the English Department students who want to conduct this kind of research; semiotics in advertisements