

CHAPTER I

INTRODUCTION

1.1 Background of the Study

The tendency to follow the trends by most Indonesian youth has recently been increasing over the past few years. It can be easily seen that trends nowadays, although the effects of them vary for each person, are unlikely to be avoided. Trends in fact are set by the industry and followed by mostly Indonesian youth. Technologies development has brought people, especially Indonesian youth, closer to a very simple way to connect with other people, which also makes them absorb, accept, or even follow what is currently being a trend.

Youth have strong and undeniable desire to look appealing by being seen as part of the so called trends. Their strong desire comes within themselves as humans have the basic will to adapt and be socially accepted. To look as an appealing, cool, up-to-date, and trendy youth is what most of the youth believe that it is the root of being socially accepted within society and their own communities. The technology is the key point of why do the youth have such belief.

The concept of youth is seen as a magnet for the consumers by the marketers, they see this as a big chance to market their products. The notion of appealing, cool, up-to-date, and trendy youth then is often used as their main concept in advertising their products.

One of the products that uses such notion is cigarette product. Some of cigarette advertisements use this youth concept to market their products. Youth

concept seemingly works very well to attract consumers, but how, when, and who is appropriate to use the concept is a thing that shall be considered.

The definition of advertisement itself in brief is a notice or announcement in a public medium promoting a product, service, or event or publicising a job vacancy. Another definition of advertising is: "Advertising is the nonpersonal communication of information usually paid for and usually persuasive in nature about products, services or ideas by identified sponsors through the various media."(Bovee, 1992: 7). Hence, along with the brief definitions of advertisements, we may as well notice that advertisements are made to persuade us to be attracted to buy the product that is being advertised.

Cigarette is absolutely for people aged over 18 and there is no denial that it is harmful. Cigarette advertisements with youth concept however have gone beyond the border as Indonesian youths may see their advertisements as the thing they shall follow to get into the trends. Cigarette companies shall take into account the risks of putting the youth concept into their advertisements. Youths' ages ranges typically from 12 to 34 and there may be a possibility that the youths aged under 18 years old get affected by what they hear and see as they will do what everyone does and what everyone thinks is cool.

The concept of youth as the matter of fact is something that most people do not realise whenever they see advertisements, especially cigarette advertisements that may contain youth concept. People see an advertisement, they get the information, they get what product is being advertised, but they may not understand what is the

concept, why do they use the concept, and who are the targeted markets and that is what we shall pay more attention of.

There may seem nothing is wrong to put the concept of youth incigarette advertisements, but people shall notice that the concept may be risking Indonesian youths, especially those who are under eighteen years old, and affect them to consume the products. It is important to understand the intentions of an advertisement and what goes on behind its concept. Thus, this research aims to reveal the concept of youth in cigarette advertisements. To reveal the concept of youth in printed cigarette advertisements, the researcher uses Semiotic approach by Charles Sanders Peirce, which will be clearly explained on the next chapter.

1.2 Statement of the Problem:

In order to focus the discussion on the topic, the statement of problem is:

- How is the concept of youth revealed in cigarette advertisements?

1.3 Purpose of the Study

Based on the problems mentioned above, the purpose of the study can be as follow:

- To reveal the concept of youth in cigarette advertisements

1.4 Scope of the Study

In this study, the writer focuses on six cigarettes advertisements which contain the youth concept. The advertisements are Chesterfield, Newport, Philip Morris, Winston, Lucky Strike, and USA Gold.

1.5 Significance of the Study

The study of concept of youth in tobacco advertisements is made to help the readers understand and broaden their knowledge of the concept of youth in cigarette advertisements. The researcher also puts a high hope that this research could contribute to the field of semiotics and advertisements and will be beneficial to the readers, especially English Department students, who want to study the concept of youth in advertisements so that they could eventually raise their awareness of the stimulus they get from seeing the advertisements.