

IDEOLOGY AND POWER BEHIND ADVERTISINGS CAMPAIGN

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Abstract

Most people consider that advertising is only a tool to introduce products and services of a company. Hence, the purpose of the advertising itself is nothing but to persuade people so that they will buy the product or use the service. However, there is another function of advertising which is to advocate people to change their behavior into better one. Here the researcher tries to analyze the advertisings campaign from WWF (World Wildlife Fund) by finding its power and ideology behind them. In order to find out the power and ideology behind each advertising campaign, this research conducts descriptive qualitative method. Further, the theory of Three Dimensional Framework by Norman Fairclough (2001) also used to answer the research question about the power and ideology. The result of the study shows that each advertising campaign shows different ideology and power. It is because each of the advertising campaign's themes is showing different problem but still in similar issue, which is overuse of nature (forest) resource and animal endangered and extinction. However, power in this research can be seen in both side (viewer and producer). In the perspective of the producer, they try to give information about what happen in the nature and animals recently by showing creative advertising campaign. Also, the purpose of the advertising campaign itself is to persuade reader to stop their bad habit that can damage environment and to criticize those who responsible with the deforestation and animal endangered and extinction. While in the viewers' point of view, they have power to in line with the advertisings campaign by preventing more disaster or to change the condition that is already happen.

Key words: critical discourse analysis, power, ideology

INTRODUCTION

Advertising is used for communicating business information to the present and prospective customers (Al Falaq & Puspita, 2021), (Al Falaq & Puspita, 2021), (Putra & Qodriani, 2017), (Lina & Ahluwalia, 2021). It usually provides information about the advertising firm, its product qualities, place of availability of its products, etc (Febria Lina & Setiyanto, 2021), (Fitrianto et al., 2020), (Kurniawan et al., 2018). Advertisement is needed for both the sellers and the buyers (Adiyanto & Febrianto, 2020), (Wibowo Putro et al., 2022), (Sensuse et al., 2020).

Advertising has been a subject for many studies and the analyzing of advertising is of growing importance. Ahmed in Esmae'li (2000: 11) believes that whether from a quantitative, qualitative or interpretive perspective, whether a researcher follows the modern social scientific approach, critical theory perspective or postmodernist approach, analysis of advertising and other media content is of growing importance (Series, 2021), (Abidin et al., 2021), (Pratama et al., 2022).

Most people consider advertising is something to encourage or persuade them to buy a special product in a such various medium; can be from video (TV commercial), pictures in the newspaper or banner (Kaid, 2004), (KUSWOYO et al., 2013), (Block & Mead, 2003), (Pettersson, 2009). Although advertisings do not always intend to this purpose, they also amuse, inform, warn and others though it may be argued that these function are all in the

service of the main function (Kuswoyo et al., 2021), (Sensuse et al., 2020), (Kurniawan et al., 2019). Considering the other side, there are non-product advertisements as well that without promoting any products only advocate a change in behavior (Novita et al., 2020), (Sulistiani et al., 2021), (Keith et al., 1974). The non-product advertisements are used in different campaigns and they show the effects of not adopting the advocated behavior. Ads may not always be obliged to refer to a product, but they are still obliged to refer, to a change of behavior (Rahman Isnain et al., 2021), (Ferdiana, 2020), (Nindyarini Wirawan, 2018). Therefore in this case, the researcher is more interested in analyzing advertisements campaign than the advertisements that mostly only focus on introducing products and services to society.

Further, the advertisements campaign that the researcher chose is from WWF (World Wildlife Fund for Nature). WWF is the world's largest conservation organization with over 5 million supporters worldwide, working in more than 100 countries, supporting around 1,300 conservation and environmental projects. WWF is a foundation, with 55% of funding from individuals and bequests, 19% from government sources (such as the World Bank, DFID or Department for International Development and USAID or United States Agency for International Development) and 8% from corporations in 2014 (WWF, 2016).

Here, the researcher finds out that the creative advertisements campaign provides by certain websites that help WWF. In this case, the researcher chose www.creativeguerrillamarketing.com and www.demilked.com as the data source of the advertisements campaign images. Guerrilla marketing is an advertising strategy that focuses on low-cost unconventional marketing tactics that yield maximum results (from Guerrilla Marketing official website). Guerrilla marketing is often ideal for small businesses that need to reach a large audience without breaking the bank. Different with guerrilla marketing, Demilked is a website that makes and provides art, design and photography. In this site, they are collecting images from many sources and provide them to the public (mostly internet user).

The researcher chose those websites as the main source to collect the data is not only because the creativity of these websites in making creative images (that reflects or mirroring the situation that happen around our environment) but also it is because the website service is used by big companies in grassroots campaigns to compliment on-going mass media campaigns. Individuals have also adopted this marketing style as a way to find a job or more work. Later, the researcher will analyze the ideology and power each of 6 best of 74 total advertisements campaign images that created by Guerrilla Marketing in 2010 and Demilked in 2014.

The researcher chooses advertising campaign from WWF since they are showing many important facts that people mostly did not concern about. In contrast, they know that there are many parties who do illegal logging and killing wild animals for souvenirs and they do nothing but watch. Thus, the researcher realizes that the ideology which shows by those advertising campaigns about endangered species and illegal logging are quite important to be discussed because one way or another we are all in the one same boat, when people cannot stop degrading nature, maybe one day nature will.

LITERATURE REVIEW

Critical Discourse Analysis

Critical linguistic is also called Critical Discourse Analysis (CDA) (Ekleisia & Rido, 2020), (Pradana & Suprayogi, 2021), (Cahyaningsih & Pranoto, 2021). It first originated in Britain in 1980s when the work *Language and Control* was published. CDA is a type of discourse analytical research that primarily studies the way social power abuse, dominance, and inequality are enacted, reproduced, and resisted by text and talk in the social and political context (Evayani & Rido, 2019), (Ivana & Suprayogi, 2020), (K. Sari & Pranoto, 2021).

Michael Alexander Kirkwood Halliday (also known as M.A.K. Halliday), an Australian linguist, developed an internationally influential grammar model the Systemic Functional Grammar (also called Systemic Functional Linguistics). It is the main foundation of Critical Discourse Analysis as well as other theories in pragmatics (Hutauruk & Puspita, 2020), (Sartika & Pranoto, 2021), (Chavez, 2000).

The object of CDA is public speech, such as advertisement, newspaper, political propagandas, official documents, laws and regulations and many others (Yulianti & Sulistyawati, n.d.), (Ngestirosa et al., 2020), (Fauzi et al., 2021). Its aim is to explore the relationships among language, ideology and power. In the past twenty years, Critical Discourse Analysis developed quickly in aboard and had achieved great achievements. A large number of scholars have made contribution in the fields of critical analysis of political discourse (Kaid, 2004), (Setri & Setiawan, 2020), (Ngestirosa et al., 2020). Fairclough subsequently gives three stages of CDA, which are in accord with the three above mentioned levels of discourse:

1. Description is the stage which is concerned with the formal properties of the text.
2. Interpretation is concerned with the relationship between text and interaction with seeing the text as a product of a process of production, and as a resource in the process of interpretation.
3. Explanation is concerned with the relationship between interaction and social context with the social determination of the processes of production and interpretation, and their social effects.

3 Fairclough's Three Dimensional Framework

Fairclough's (2001) model for CDA consists of three inter-related processes of analysis tied to three inter-related dimensions of discourse. These three dimensions are:

The object of analysis (including verbal, visual or verbal and visual texts).

1. The processes by means of which the object is produced and received (writing/speaking/designing and reading/listening/viewing) by human subjects.
2. The socio-historical conditions which govern these processes.
3. The processes by means of which the object is produced and received (writing/speaking/designing and reading/listening/viewing) by human subjects.

According to Fairclough, each of these dimensions requires a different kind of analysis;

1. The first dimension represents “the object of analysis (including verbal, visual or verbal and visual texts)”. The term text, however, is not only linguistic units of sentences or clauses. All semiotic indications such as images, different colors, signs,

sounds, etc. are considered as text. This first dimension also known as description analysis.

2. The second dimension can be described as “the processes by which the object is produced and received (writing/speaking/designing and reading/listening/viewing) by human subjects”. This will be done by using questions like “who are the producers?” and “what are their objectives?”. Therefore, this processing analysis also known as interpretation (Robertson, 2020).

Finally, the third dimension of discourse could be described as "power behind discourse" or as social practices (explanation), because it is containing “the socio-historical conditions that dominate these processes [of production and reception]” It seeks to answer questions like: “with what kind(s) of discourse(s) or social practice(s) is the object of investigation interrelated?”.

Power

Power in the study of linguistic has been related to variations in language use in the study of gender (Jin et al., 2010). In contrast, Fairclough (2001) says that; The section of power behind discourse shifts the focus on how orders of discourse, as dimensions of the social orders of social institutions or societies are themselves shaped and constituted by relations of power. It is also discusses as effect of power; the differentiation of dialects into 'standard' and 'nonstandard'; the conventions associated with a particular discourse type, the discourse of gynaecological examinations; and constraints on access to discourses within an order of discourse (Purwaningsih & Gulö, 2021), (Yuniara et al., 2020), (F. M. Sari & Wahyudin, 2019).

Further it can be said that power in discourse is to do with powerful participants controlling and constraining the contributions of non-powerful participants (Oktaviani et al., 2021), (Wantoro et al., 2021). It is useful to distinguish broadly between three types of such constraints - constraints on:

- *Contents*, on what is said or done;
- *Relations*, the social relations people enter into discourse;
- *Subjects* or the 'subject positions' people can take.

Ideology

Ideology is an 'essentially contested concept', that is, one over which there is fundamental disagreement as to its precise meaning and use (*View of Exploring the Relationship between Formal Management Control Systems, Organisational Performance and Innovation_ The Role of Leadership Characteristics.Pdf*, n.d.), (Puspita & Pranoto, 2021), (Woro Kasih et al., 2019). However, Fairclough's point of view is similar with Marxist that he regards ideology as a distorted representation of the reality of social relations. It is both structured and a process (Sensuse et al., 2020). It is not just belief or propaganda, as much of it is opaque and thus operates below the level of consciousness, functioning as 'meaning in the service of power' (Fairclough, 2010). However, it is not eternal or unchanging.

METHOD

In doing this research, the researcher uses qualitative method. Since, qualitative method is in the form of narrative explanation without numbering or statistical analysis. Qualitative research as follows; Qualitative research is especially effective in obtaining culturally specific information about the values, opinions, behaviors, and social context of particular populations. The strength of qualitative research is its ability to provide complex textual descriptions of how people experience a given research issue (Baker & Edwards, 2012),.

Based on the definition, qualitative research focuses on the textual description, where it also develops the explanation of social phenomena. Since in this research the researcher will focus on the text that the researcher believes as textual and social practice dimension which exist on each picture from advertising campaign, therefore, this research uses qualitative method. This method focuses on the developing of social phenomena (Nurmalasari & Samanik, 2018). The aim of this method is to help the researcher to reveal the power and ideology of each advertising campaigns that the researcher collects.

RESULTS AND DISCUSSION

In this chapter, the researcher analyzes the power and ideology in advertising campaigns from WWF by using Fairclough's 3 Dimensional Framework. The analysis starts from the nature issue to animal extinction and endangered.

4.1. Before it's too late



The image shows a green land and on that land, there is a forest. The forest is form like lungs. On the right corner, the reader can see that there is a part of the forest has been wiped out. In this image also shows the producer of the image which is WWF (we can see it on the corner right of the image) and before the logo of WWF, there is text "Before it's too late".

First of all, since the producer of the image is from WWF, then it can be assumed that this image is concerning about forest issue. It can be seen from the event that happens on the right corner of the forest area where a big scale of deforestation. The discourse of this advertisement is about warning. Moreover, the shape of the forest is like lungs which indicate that forest is "the world's lungs" because they are producing oxygen for all living things on earth.

The text in the image, which is "Before it's too late", is in the form of phrase and using preposition in the beginning of it. Grammatically, preposition is a word employed with a noun or pronoun to form a phrase, a prepositional phrase. Prepositional phrase express meaning closely related to the meaning expressed adverb and adjectives: where, when, what kind or how. Also, it can express sense of why or who (Eastwood, 1994). Thus, here the context of "Before it's too late" is indicating of "when". The word "it's" in that phrase showing the action or the condition that is happen in the image. Therefore, the prepositional "before" is used in this advertising in order to represent reality based on the image of the advertising. The prepositional adjunct here is also indicating the advertising as 'Reason Advertising' which means the advertising is direct and appeal to the reason. The reason equals fact, clinical truth and needs (Bernstein, 1974).

4.2 Save Paper - Save The Planet



As we can see, the image shows a vessel of a tissue. The interesting point from this vessel is, it has a picture of South America Sketch in the middle of the vessel and there is also text "Save Paper - Save The Planet" with WWF symbol above the sketch of South America Sketch. There is a hand which pulled out tissue from that vessel.

Based on the symbol (Panda), we know that this advertisement is made by WWF. This advertisement is still correlates with the previous one, but different media which is about forest issue. If the first advertisement using the image of forest this one using a tissue box with South America Sketch on its center. The color of the tissue or paper in this image is green to represent the color of nature or forest that exists in America especially in South America (Brazil).

4.3. Stop Buying Wild Life Product



The image shows a (blue) rabbit's feet which is formed into keychain. There is also a text "Four Feet Never Bring Rabbits A Good Luck. How Many Feet Do You Need?" in that advertisement. Yet, the logo of WWF (Panda) shows at the edge of right corner in the advertisement and there is a supporting text "Stop Buying Wild Life Product" before the logo.

The producer of this advertisement is WWF which we can see from the logo. The advertisement can be in the discourse of animal concern which in this advertisement, a rabbit. Since in that advertisement, the object that is shown is a rabbit's feet. However, in this advertisement, there are two texts that placed in the two different places. First is the text near the object of the advertisement which is "Four feet never bring rabbit a good luck. How many feet do you need?" and second the text besides the logo of WWF "Stop Buying Wild Life Product".

The first text indicates a superstition among society about a rabbit's feet that bring luck. The sentence shows word class adjective "never", which is used to describe noun "four feet" in order to describe feelings or qualities (Eastwood, 1994). However, in this context

of sentence, is more intend to describe feelings than qualities, since the noun here is known as the four feet of rabbit. In the researcher's point of view, this kind of sentence is like a "symbolism" in figurative language, because a rabbit's foot is known as a symbol of "good luck".

In order to bring a fortune or to throw away a bad luck, people buy some kind of merchandise that is shape like a rabbit's feet even the main material is not truly made from a feet of rabbit. Unfortunately, some of them who really believed in superstition so bad, they buy original merchandise that is truly made of rabbit's feet. In this image for example, shows a rabbit's feet that already preserved and colored in blue even though we as the viewer do not really sure whether it is truly made from rabbit's feet or not. This kind of event is not only seems so silly for those who believe in science and logic but also sounds like an animal tortures.

4.4. Exploiting The Ecosystem Also Threatens Human Lives - For A Living Planet



As we can see the next image shows two different images where on the left side, there is a shark's fin on the sea surface while on the right there is no shark's fin on the sea surface. There is a logo of WWF (Panda) in the middle of the image and on the left side of the logo, there is a text says "Exploiting The Ecosystem Also Threatens Human Lives" while on the right side of the logo says "For a Living Planet". Moreover, the two images above the logo of WWF also show two different texts in two different places. On the left side of the image (where there is a shark's fin) says "Horrrifying" while on the right side of the image (where there is no shark's fin) says "More Horrrifying".

4.5. Fashion Claims More Victims Than You Think



The image shows two leopards walk together (could be son and its mother) in the nowhere and there are word "S" and "XL" on their back shows as if it is a size of a cloth or something. On the right corner above at the image, there is logo of WWF (Panda) and before the logo there is text "Fashion Claims More Victims Than You Think".

Based on the logo, the producer of this advertisement is WWF. The thing that WWF always concern is about human overexploiting nature and animals. Therefore, in this advertising, the discourse is still about the concern of animal endangered.

4.6. Don't Buy Exotic Animal Souvenirs



In this advertisement image, there is someone, a woman perhaps that brings a suitcase followed by a blood behind its trail as if the blood is coming from one of her belonging. The place in this advertisement is like an airport which also indicates that a possibility that she just arrived from somewhere. In the corner of the image we can see the logo of WWF (Panda) and there is text "Don't buy exotic animal souvenirs".

The producer of this advertisement is WWF which is we know that their action in making this kind of advertisement of course to tell the viewers about animal endangered and extinction and natural issues. Therefore, the discourse of this advertisement is still about animal endangered issue (Suprayogi et al., 2021).

CONCLUSION

Advertisement is being used by both company and society in order to spread out information about their new products and services. There are some various media in spreading the advertisement itself, can be from television (commercial), radio, newspaper, banner or even from internet. The thing that people understand about advertising is, the message behind them is always about persuasion to buy products or use services within special price in special condition.

However, there is one kind of advertising that is does not have any kind of purpose to introduce new product or service, but more like advocate people so that they can change the way of their life. One of the examples from the non-product advertisement is from WWF (World Wildlife Fund). The World Wildlife Fund is an international non-governmental organization founded in 1961, working in the field of the wilderness

preservation, and the reduction of humanity's footprint on the environment. They try to show some interesting facts about animal endangered and natural issue by making advertising campaigns in creative ways.

Here, the researcher tries to find the power and ideology in the best six of 74 total advertising campaigns from WWF. In order to explain the relation between power and discourse, first, we need to look at Fairclough's work language and power, where he distinguishes between power in discourse and power behind discourse. Power in discourse as a form of social practice is exercised in various ways – for example in face-to-face encounters or in the discourse of the mass media. Power behind discourse describes the formation of the orders of social practices, which are themselves shaped and constituted by power relations.

As the result in conducting this research by using the theory of Fairclough, the researcher finds that the WWF is try to tell the viewers (whoever they are and wherever they are) about their ideology about condition that happen around us by their creative advertising campaigns which is quite irony and sadly but true. In the nature issue for example, they are trying to show how people do not care about forest management plant and just do deforestation in the large scale to gain profit as much as they can.

Also, the producer which is WWF is trying to tell the viewers about animal endangered and extinction. Those animals are getting extinct because of human's act themselves that do overexploiting the ecosystem. The researcher believes that all of this phenomena is happen because of the needs is reach a quite high number. When the need is high, the industrial of course will need more material to make goods that the consumers want. The problem is, the main material is not more than just timbers this time, it is animals' organ (such as fur, ivory, fin, skin and still many others).

Apart from all of that, although the text that is contained in the advertising has different world class and function, but the meaning is quite same which is showing semantic or literal meaning. It means each text that represents the advertising truly shows the conditions of the environment and give critics both to the viewers and the doers who responsible in destructing nature. Based on that, those advertisings are categorized as 'Reason Advertising'. Reason because the advertising is shows facts, information and needs to the reader (Bernstein, 1974).

However, the power that can be seen from these advertising campaigns is coming from two sides. First, the producer, WWF has power to show the public about the reality that is happening around us. The issues that exist among animals and natures because of humans act it selves. Here, the producer also has power to persuade the viewers to in line with the advertising and give critics to those who do destruction in environment (deforestation, hunting, killing and torturing animals).

Further, power that coming from the viewers as well whether they are with or against the advertising campaigns. In short, whatever the viewers choose, fact still remains the same. If we cannot do something to live together in harmony with nature and do not try to solve the problem that exist while we can, then one day, soon we are the one who will be extinct. Since in the end, we are all live in the same boat.

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