

Young People's Responses and Ambiguous Discourse on Commercial Messages on Indonesian Social Media

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Abstract: *The background of this research is the phenomenon of advertising impressions in digital media that display a lot of commercial messages. The message is very varied and interesting in terms of technology and creativity. But some commercial messages have become unfriendly to young people. Commercial messages include manipulative, hyperbole and ambiguous. This study aims to find out how the form of these commercial messages is said to be ambiguous, how the implications are in the market perspective. Commercial messages in the form of texts will be dissected using Michel Foucault's discourse analysis with a critical paradigm. Marketing messages of various forms will be selected purposively, as well as content in digital media. Meanwhile, young informants are selected with criteria based problems. The results showed that ambiguous messages appear in several forms both emotionally appeals and rational appeals. Ambiguous commercial messages are often not realized by viewers so that marketing is less of a focus of attention. The conclusion that can be drawn is for the creative of the commercial message to still develop unlimited novelty ideas. It takes harmony between the ideals of the state, entrepreneurs, marketers and society in designing and understanding the message, so that everything can go in rhythm.*

Keywords: Message, commercial, ambiguous, Digital media

1. Introduction

Commercial messages in Indonesian media are increasingly creative and exotic. New ideas continue to flow and are deliberately created in the commercial creative field so that the marketing message is watched by the viewers. Along with the advancement of digital technology, marketing messages in Indonesian media are increasingly diverse. The most obvious example is the use of social media in digital media. The social media that today won the marketing message display are Whatshap, Instalgram, Telegram, Tiktok, Facebook and others. In fact, TikTok is the most used social media in Indonesia, the second largest in the world after Amerika Serikat with more than 100 million users. (dataindonesia.id, 2022) Likewise, in the field of marketing, digital media has many facilities such as web, blogs, market places, banners, search portals and video advertising such as social media youtube and viu.

You Tube is still very trusted for users to search for the desired impression. Youtube is a search video that has the third rank in the world. Until 2022, there are more than 127 million YouTube users in Indonesia, which will continue to grow. (dataindonesia.id, 2022) Some of the programs on YouTube that are recorded to have many visitors are music and film shows, celebitis and celebrity family shows, culinary shows, cooking processes and various tips for women. Such as tips on dressing up, makeup, fashion, home décor, garden, accessories, jewelry and others. The relationship between content providers (YouTubers) and viewers (users) has become a mutually beneficial treat where there are many visitors, so commercial messages will be crowded to complete the program.

Creative, new, interesting and entertaining commercial messages in general will still be watched by viewers. But commercial messages that often appear, appearing repeatedly for a long time cause unpleasant effects. The audience will appear bored and emotional because the display of the message is felt to be disturbing. Viewed from the point of view of content, commercial messages are able to provide knowledge about the product, and create inspiration. And it is not uncommon for such messages to create vagueness, double meaning or ambiguity. Ambiguous has a double meaning. Or it means more than one. So it often causes vagueness, doubt, and blurring of meaning. Ambiguous in this study is interpreted as confusing, because ambiguous, messages can create misunderstandings, even often misleading. In larger cases ambiguous can bring losses.

Ambiguous messages are one of the effects of unpleasant messages of commercial messages. Research summarized by Jie Xu reveals that advertising stimulates materialistic values, especially among children and adolescents (e.g., Buijzen & Valkenburg, 2003; Churchill & Moschis, 1979; Pollay, 1986 cited Jie Xu, 2020)). In Indonesia, especially regarding the commercial message of young products, some nutritionists question bad habits and unbalanced diets in the younger generation, especially children. Some products such as instant noodles, sweet and flavorful drinks in sachets and packaged bottles, are strongly suspected to experience a lack of nutrients which will consequently affect the growth and development of children.

Similar research on ambiguous commercial messages has been conducted and concluded ambiguous conversations of commercial message language maxims (Dhiyaan, 2020). Similar results also concluded that commercial message

slogans contain ambiguity (Oktaviani 2019). Ambiguous, double-meaning commercial messages also appear in the commercial messages of chocolate snack products that represent women. (Radita Gora, 2016). Linguistically, research on commercial messages is also carried out by analyzing the damage to the image of language taught to the public through ambiguous commercial messages. (A. Sunardi, 2017) Still related to the language in commercial texts that have been studied in tabloid material, finding the language used in the tabloid space is vague, non-standard and ambiguous, thus affecting acceptance by viewers. (N. Cendriano, 2017) Based on the recommendations of the previous study, this research examined commercial messages in general non-linguistic. Messages and impressions, as well as consumer responses analyzed how it is said to amabigu and how messages are received related to fuzzy messages.

Karena That problem is that researchers raise the theme of ambiguous commercial messages that are present in star-rated commercial shows or use young ambassadors in digital media. This research is important to study because knowing that ambiguous messages are a big input for product and service owners, marketing companies and creative creators of advertisements so that in future opportunities they are able to create commercial messages that are understood by the audience according to the cultural background in their environment and the policies of leaders in their countries. This research focuses on the commercial message of young people's products which is different from previous studies that raised commercial impressions aimed at young people. And the analysis is preceded by the discourse of media texts and involves the responses of young informants.

2. Literature Survey

This study aims to understand and describe a specific phenomenon that is deep and obtains the essence of commercial impressions with young amabasadoramabasador. Ambiguous messages in commercial messages are the focus of this research. Linguistically ambiguous is something that contains a double meaning. (Poerwadarminta, 2003) To dissect ambiguous studies in advertising messages, researchers use the media text discourse analysis method, namely critical discourse analysis from Michel Faucault. Michel Foucault outlines some of the points of modern thought regarding discourse. Discourse is something that produces another (an idea, concept or effect). Discourse can be recognized because systematically, it is an idea, opinion, concept, and outlook on life formed in a certain context so as to influence a certain way of thinking and acting. Foucault's most popular concept is to explain the relationship between knowledge and power. Foucault does not interpret power in the sense of "Ownership", where a person has a certain source of power. For Faoucault that power is not possessed but practiced in a scope where there are many positions strategically related to others. (Eryanto, 2009,65)

Foucault examines power at the individual level, a small subject. Foucault stated that power strategies are everywhere.

Wherever there are arrangements, rules, regulations wherever there are human beings who have a certain relationship with each other and with the world, there power is at work. Power does not come from the outside but determines the order, rules and relationships from within Foucault asserts that power is always culpable through knowledge, and knowledge always has a power effect. The administration of power has always produced knowledge as the basis of its power. Power is always sustained by a political economy of truth (Aditjondro,1994:58 in Eryanto, 2009, 66) knowledge is not a vague expression of power relations but knowledge resides within power relations themselves. Power produces knowledge and not only knowledge is useful for power.

There is no knowledge without power and vice versa there is no power without knowledge (Bartens, 1985:488) as quoted by Eryanto. Certain discourses produce certain truths and knowledge that give rise to power effects. Truth is not understood as something that comes from the sky, nor as an abstract concept, but it is produced Eryanto underscores that each power produces and produces its own truth through which the public is led to follow the established truth (Sara Mills, 1997:18, Eryanto, 2009, 67). Here every power always has a pretense resulting in a certain regime of truth that is spread through discourse and shaped by power.

Power here by Foucault is not defined as oppression and repression, but primarily through normalization and regulation. Foucault rejects the view that power is a powerful subject such as king, state, government, father or man and that subject is considered forbidding, restrictive, or oppressive. Faucault states that power is not subjective. Power does not work in a negative and repressive way, but rather in a positive and productive way. The power of reproducing reality, reproducing the spheres of objects, and rites of truth (Sara Mills, in Eryanto, 2002). The strategy of power does not work through oppression but rather through normalization and regulation, punishing and forming a disciplined public.

The public is not controlled through physical power, but is controlled, regulated, and disciplined through discourse. Foucault viewed that power is channeled through social relations, which produce forms of categorization of behavior as good or bad, as a form of behavioral control. Eryanto also cites that it is social relations that produce forms of subjectivity and behavior more than simply described as forms of retriction (Foucault:1997:32). So the audience is subdued not by means of direct and physical control, but by discourses and mechanisms, in the form of procedures, rules, ordinances, and so on (Eryanto, 2009: 68).

Foucault's thinking about normalization and discipline has become the daily practice of modern life. Power in modern society does not work overtly with the existence of a reigning monarch, or the existence of an individual authority that rules and governs one's life. Power works invisible, unwittingly, by the practice of discipline. Disciplinary techniques include applying rules and various procedures of activities that produce regularity. Control is also exercised by rewarding

those who follow and punishing those who violate. (Eryanto, 2009:70)

Control and forming obedient and disciplined individuals is a ubiquitous form of power. For Foucault power is omnipresent, which is always expressed through relationships, and created through the relationships that support them. Power always operates through the construction of various knowledge. Through discourse, the relationship between power on the one hand and knowledge on the other side occurs. Foucault states that the relationship between the symbol and the symbolized is not only referential, but also productive and creative. The symbols produced by the discourse are other than through language, morality, law, and others, which not only refer to something, but also produce behavior, values and ideologies (Suryakusuma, in Eryanto, 2009, 72)

Life is not governed through a series of repressions, but rather through a force that provides definition and regulation. These various regulations include determining us, sorting, classifying, and classifying what is right and what is wrong, which should be done and which should be avoided, which is legal and which is not. This definition is in line with the mechanism of control over a certain defined person. Our relationship with reality is governed through various discourses, which determine how we should and should act, shaping the beliefs, concepts, and ideas we espouse.

Furthermore about reality, Foucault states that reality is understood as a set of constructs formed through discourse. Reality cannot be defined if we do not have access to the formation of such discursive structures. We perceive and how we interpret objects and events in a system of meaning depends on the discursive system. It is the discursive structure that makes the object look real to us. The discourse structure of reality is not seen as an abstract and closed system. Foucault also states that our view of an object is formed within predetermined boundaries by discursive structures: discourse is characterized by the boundaries of the plane of the object, the definition from the perspective of which is most trusted and viewed as correct. Our perception of an object is formed by being limited by discursive practices: limited by a view that defines something that this one is true and the other is not.

Discourse limits our field of view, bringing out something different within predetermined boundaries. Objects can be unchanged, but the discursive structure created makes objects change. Foucault also mentioned the term marginalized discourse where in a society there are usually various kinds of discourses that differ from each other, but the power chooses and supports certain discourses so that the discourse becomes dominant, while other discourses become marginalized or submerged. The main characteristic of discourse is its ability to become a set of discourses that function to shape and preserve power relations in a society. (Aditjondro, 1994:59, Eryanto, 2009, 66)

Next up about the audience and media commercial messages, Raymond Williams in "Advertising, The Magic System"

conveys his thoughts on commercial persons, one of which is advertising. Williams explained that advertising is a magical system that has two understandings, one of which is a cultural form and the other is an economic form. William argues about cultural forms, advertising can be seen as a fantasy system. Which means that the commercial message not only sells the physical form of the product, but also the idea of the whole. A product can have value beyond its physical value, an image that creates a sense of trust when it comes into contact is also part of the value of the product. For example, in Indonesia with the commercial message of bath soap tagged line beauty soap movie stars, the product is not only interpreted by users as a clean and fragrant bath soap for bathing but more than that he is able to build the perception of a person in their dream.

Judging from the economic form is "advertising becomes a necessity". For example, according to large companies, large-scale advertising is needed as proof of their existence. Ads are made to reach people who will make them earn money and that way they can continue to run the business. It is also the reason why advertising has become this big. As the company gets bigger, bigger ads are needed to grow bigger or become part of the business world. (William, 1988) In the case of this research, the involvement of the brand ambassador is important, because with his attractiveness and liking, it can increase sales transactions.

3. Methods

This type of research is qualitative research. Researchers will perform two processes to find the data feed. First, researchers conduct media text analysis, namely critical discourse analysis on selected commercial impressions. Researchers limit commercial messages with ad impressions that are displayed on youtube social media by searching and downloading advertisements that are in accordance with the research objectives. The two researchers confirmed to young informants to about 100 more informants living in various regions in Central Java. Furthermore, the findings of data in the form of any form and answer undergo a process of reducing ambiguous discourse. Furthermore, the data is analyzed from the side of the audience's view. According to the environment and culture in which they live.

Informants are selected purposively and do not determine the number because the informants who are appointed and provide information will go through a selection process. Meanwhile, the ad impression will be seen from the elements of the oral message, and the episode in general as a whole. The source of data is commercial impressions on social media, precisely social media impressions on YouTube. Commercial impressions according to the theme and purpose of the study and are carried out until they meet the characteristics of the research. If the number of impressions has not met, the researcher chooses again the commercial message that best represents the research problem so that only a few commercial messages are obtained, namely seven commercial messages of young products that are posted on social media on YouTube.



Data analysis using discourse analysis, informant data analysis with Milles and Huberman interactive analysis.

commercial messages. Found the phenomenon of commercial messages as follows.

4. Result and Discussion

The results of the analysis of advertising media texts carried out by researchers carefully with a choice of 13 video

Table 1: Sample commercial messages on social media

 <p>Commercial message of seasoned noodle snack products live in 2022</p>	 <p>Boxed dairy commercial message goes live in 2022</p>
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Source : Rofif Satria, 2022

The study reinforced the example of four commercial messages, which researchers presented as representations of other commercial messages. Four advertisements contain daily consumption products and some food and beverage products. Examples of products that we focus on are seasoned dried noodle snack products, processed meat products, packaged dairy products and flavoring products.

The study also found some facts that there are commercial messages of children that are indeed unwanted. What this means is that the messages create ambiguous. Children's advertisements for snack products, drinks, milk, packaged foods, flavorings create ambiguous meanings that appear in the tagline. Among the ambiguous messages are creating confusion, sexism, gender bias, manipulative, deceptive, misleading, bumerag and consumerism. Why is it that commercial messages verbally and in writing and video shows are interpreted by researchers in terms of emotional appeals

and rational appeals. (Zijian Gong, 2020) The emotional side suggests that impressions are a joyful, cheerful, healthy, happy and perfect to a product that it may not functionally need. Rationally impressions describe the liking of young people for the product. Enjoyment and satisfaction in relation to the product, packaging, quality, fit, is indicated by strong persuasiveness. It is the description of this material that will encourage the desire and interest to get in touch with the product. Zijian redefined the appeal of emotional versus rational advertising from the perspective of media psychology. Limited audience processing capacity during ad consumption requires the appeal of interacting with perceived personal relevance so that relevance exerts a stronger influence on cognitive resources for ads that use rational appeal. As a result, rational appeal should be used with caution when an ad is perceived as having low relevance because the viewer can attract attention and stop processing the ad. Conversely, emotional appeal can help maintain attention for messages of low relevance. (Zijian Gong, 2020)

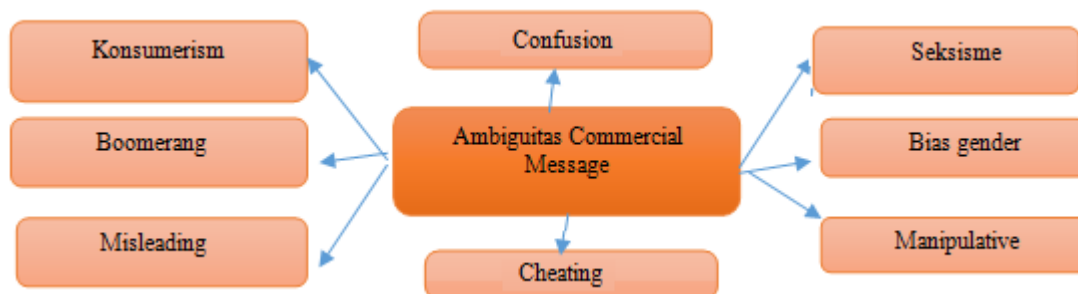


Figure 1: Ambiguous form of commercial message.

Source: Research primary data

The first is about gender. Stereotypes that often occur in commercial messages. One of the undesirable effects of advertising is the reinforcement of social stereotypes based on gender, race and age. In the case of snack ads, 2 young men

and women were shown. Are there different ways of consuming men and women, it is possible for the owner of the product to communicate to the audience that the product is for men and women. But then it's confusing because in reality

who likes snacks more women. This message is also confusing or even misleading because on the one hand people must maintain the health recommended by the state but on the other hand, MSG-branded food in snack products continues to be echoed continuously in commercial messages. The message is also manipulative, meaning that it does not convey honestly the unhealthy content in the product. For example, it contains preservatives, chemical flavors, MSG and another. It can also be said that these messages are misleading and deceptive because they are not open in informing something important. Contains fraud because physically the photos or images of the product in the packaging are not like those in the packaging.

Eisend's (2010) meta-analysis of gender roles in advertising found that: 1) gender stereotypes in advertising occur primarily related to gender employment status and 2) gender stereotypes in advertising depend on gender-related developments and changing values in society. Stereotypes have been declining over the years, although the decline has been largely attributed to the development of gender equality in countries with high masculinity (for example, Japan; Eisend, 2010). Maher, Childs, and Finn's (2008) content analysis of racial stereotypes in children's television commercials found that all ethnicities were underrepresented compared to Caucasians. Simcock and Sudbury (2006) found that most ads celebrate youth, which consciously or unconsciously demeans older consumers through negative stereotypes. (in JieXue, 2020)

Commercial messages also contain ideologically materialist sides. The message evokes a desire for the product and spreads that acquiring material ownership is a big part of a successful and fulfilling life. The finding that advertising improves materialism is very strict with support from correlational and experimental studies (Buijzen & Valkenburg, 2003, cited Jie Xu, 2020).

The materialism side of commercial messages in Indonesia is found in the physical appearance of the product. For example, the star does not want to eat vegetables just by looking at the appearance of the material. In this study, the materialism value of commercial messages was displayed in a physical display in the form of a product display, with striking colors. Material appeals in commercial messages come in the form of luxury homes, cars, clothing, make up and devices as well as accessories that are displayed as very meaningful background messages from a socioeconomic point of view. On the other hand, commercial messages allegedly create something vague and confusing.

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Previous research conducted by Jie Xu in 2020 with a macro analysis of all aspects of advertising concluded findings about aspects of confusion and misunderstanding as unwanted messages from advertising. One of the most common undesirable effects of any attempt at communication is the result of confusion and misunderstanding (Cho & Salmon, 2007), and advertising is no exception. Confusion over brands, sponsors, and content (e.g., disclaimers). In this study, the effect of confusion was said to be ambiguous, because certain advertisements display illogical messages and scenes. (Jie Xu, 2020) The essence of this commercial message that appears in the midst of life is a very confusing message. Advertising as a representative of the owner of capital instructs the public to continue to buy, use, exchange old goods for new ones. Meanwhile, the community wants a thrifty culture. Similarly, the ideals of the country want people to fight and change not to exchange rupiah for foreign money, but on the other hand, imported products are crowded in the commercial space.

Health-wise some advertisements indicate a strong persuasive message to enjoy food and drink. Meanwhile, health activists are calling for upholding healthy consumption patterns. While food and beverages are high in creativity create a commercial message that persuades high levels to buy and consume them. The multi-product commercial message in the media offers something new, something more modern as the economy of the community is slow to run, so that a credit system emerges, while from the financial side of the community is still struggling economically. Society is increasingly squeezed into debt and lives unhappy.

Nutrition experts in Indonesia explain that food and beverages in a healthy manner should be able to communicate nutritional adequacy that creates an optimal, healthy and intelligent body for children. However, young people, especially children, face the problem of nutritious food in Indonesia. Children prefer snacks to the habit of eating at home. While snack foods are characterized as containing dyes, sweeteners and other food additives. Snack foods are usually also too salty, fatty, greasy or too sweet and easily feel full. (Hastuti, 2021) Other problems for Indonesian children are that children have difficulty eating, lazy to chew, do not want to eat vegetables, like low-nutrition foods, prefer snacks, eat snacks, sweet foods, are not used to breakfast, drink less, do not like certain foods especially vegetables, fish and fruits. The child tends to choose familiar foods. (Hastuti, 2021, 5) And the mass media, especially television, shape children's love for food. All of these realities create children underfed so that they are malnourished, overfed which results in more nutrition or obesity. (Hastuti, 2021, 8)

On the other hand, commercial messages are created in a manipulative style, or the abusive language is lying and not based on reality. Messages create static viewing behavior, motionless even hypokinetic. The message is understood to also create exploitation for both women and children. Messages even teach harmful behaviors, display sensuality, create fear, are unrealistic. Practically speaking, commercial messages are designed by the media industry to fulfill the function of supporting marketing. As for criticism, the rampant study of media texts in advertisements shows an indicator that researchers are able to see situations that are not unusual. Researchers deeply capture the phenomenon of detail in unusual situations.

The scientific study of communication continues to develop by examining commercial messages from multiple perspectives. Studies with gender perspectives, ideological and religious perspectives. Today and in the future, the study of commercial messages of young people does not always have to study and focus on media texts with a critical paradigm. The practice of commercial messaging can be more resounding and bring enlightenment to subsequent researchers. The display of young people in the show does not have to be exploitation, oppression, power and ideological games. Studies can be more subtle and conscientious in favor of actual functioning. Recent studies, more often associated also with ethical issues, in the form of inappropriateness, positioned young people, especially children, for commercial means. This episode may be reduced but how the children in the commercial are able to appear reasonably as children, with the innocence and language of reason of their age but still have appeal.

5. Conclusion

The commercial message should be in line with the wishes and policies of the state and the environmental instincts of the people. It takes a wise understanding for interested people to build a society so as not to create lasting confusion only in favor of those who own the world, space, stage and money. It takes a strong commitment people need to get smart literacy in witnessing commercial messages by considering needs and life style. Built on the principle of greater investment and smaller consumption.

6. Future Scope

To future research in order to expand the scope of research content, strengthen the literature by developing theories and appointing informants from different circles such as parents who have not been touched much in the study of media content.

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