

ABSTRACT

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THE REPRESENTATION OF *BLACK LIVES MATTER MOVEMENT* IN PEPSI SHORT FILM COMMERCIAL *JUMP IN*

(xii+ 98 pages: 13 images; 24 tables;)

Keywords: Representation, Racial Issues, Black Live Matter Movement, Semiotics Analysis

Racial issues are still going on and are a big problem in America and that the issue of racial discrimination is a controversial issue in the media. There had been numbers of business institute using these social issues as a means in furthering their institutional goals and products. Advertising's communication function is generally to inform and persuade people in respect to products and services. It has been very successful in some cases but also unsuccessful to others and to one of which is *Pepsi*.

Pepsi have run a campaign called the *Live for Now*, also known as *Live for Now Moments Anthem*. *Pepsi* released a 2017 commercial *Jump In* for *Pepsi* by *PepsiCo*, as part of their campaign that features an American fashion model and television personality Kendall Jenner. The advertisement was pulled by the company one day after its distribution due to criticism. Social media users especially Twitter user, have accused the short film commercial *Jump In* as to co-opt the *Black Lives Matter Movement Matter*. Thus, from the above phenomenon, the researchers formulate the research question as: How "Jump In" by *Pepsi* Represented the Black Lives Matter Movement?

This research uses qualitative research approach with descriptive research method type and critical paradigm. This study uses the Semiotic analysis of Charles Sanders Peirce. The research data was collected using primary data, which is the screen shot in 'Jump In', and secondary data in the form of books and journals. In conclusion, the results of this study suggest that the commercial "Jump In" does not represent the real reality of Black Live Matter Movement.

Reference: 38 (1991-2017)

ABSTRAK

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REPRESENTASI *BLACK LIVES MATTER MOVEMENT* DALAM IKLAN FILM PENDEK PEPSI *JUMP IN*

(xii+ 98 halaman: 13 gambar; 24 tabel;)

Kata Kunci: Representasi, Isu racial, *Black Live Matter Movement*, Analisis semiotika

Isu rasial masih terus berlanjut dan merupakan masalah besar di Amerika, isu diskriminasi terhadap satu ras adalah isu kontroversial di media. Sejumlah lembaga bisnis menggunakan isu sosial ini sebagai sarana untuk melanjutkan tujuan dan produk kelembagaan tersebut. Fungsi komunikasi periklanan secara umum adalah untuk menginformasikan dan meyakinkan seseorang sehubungan dengan produk dan layanan. Hal ini tentu bisa saja berhasil dalam beberapa kasus dan gagal di beberapa kasus, salah satunya Pepsi.

Pepsi telah menyelenggarakan sebuah kampanye bertajuk "Live for Now", yang juga dikenal sebagai "Live for Now Moments Anthem". Pepsi merilis sebuah iklan berjudul "Jump In" untuk Pepsi dari PepsiCo, sebagai bagian dari kampanye yang menampilkan Kendall Jenner yaitu seorang model dan bintang televisi. Iklan tersebut kembali ditarik satu hari setelah dipublikasikan karena menuai kritik. Para pengguna media sosial, Twitter, mengkritik film pendek "jump In" bahwa telah menggambarkan "Black Live Matter Movement" secara tidak layak. Dari fenomena tersebut, peneliti merumuskan pertanyaan penelitian (RQ) menjadi: Seperti apa Representasi Black Live Matter Movement dalam Film Pendek "Jump In"

Penelitian ini menggunakan pendekatan kualitatif dengan menggunakan analisis deskriptif. Analisa semiotika dari Charles Sanders Peirce di pakai untuk menjadi alat menganalisis di penelitian ini. Pengumpulan data penelitian dilakukan dengan data primer, yaitu *screen shot* dari "Jump In", serta data sekunder berupa buku, dan jurnal. Kesimpulannya, hasil dari penelitian ini menyatakan bahwa iklan "Jump In" tidak merepresentasikan realita dari "Black Lives Matter Movement"

Referensi: 38 (1991-2017)