

CHAPTER 1

INTRODUCTION

I.1 Background

Communication plays a fundamental role in people's live. It is a foundation of all relationships. Through communication, people are able to express their ideas and feelings and at the same time, to also be able to understand and receive emotions and information's of the others. Thus, communication undoubtedly possesses a vital role in people's life and society and therefore it is very important for people to learn on how to communicate effectively. And that being said, successful business, effective campaigns, high sale rates, are some of the few elements influenced by communication. Communications that are related to public is called mass communication.

Media such as newspaper, magazines, radio and television are part of mass communications Moriarty (1995). They act as a tool in helping throughout the process in delivering the information. What they communicate may vary, it may be news, entertainment or education purposes and even social issues. Media is a way in delivering information, idea and message to the society. Thus, it influences in the shaping of a society and that is why media is often used as a tool in achieving goals.

One of the field in which the existence of media is very important is advertising. Advertising is about communication and that it is a form of mass communication Moriarty (1991). Advertising uses media to inform and deliver its

message to its audience. Through advertising, from organizations to business institute, lots have been sending its messages to audience with certain goals. Some may introduce their product and others may discuss about social issues.

One of the examples of social issues is discrimination. Discrimination has been a real and ongoing subject in today's society. One of the most controversial issues of discrimination is racial discrimination. 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 communications function generally to inform and persuade people in respect to products and services. It has been very successful in some cases and conspicuously unsuccessful in others to one of which is Pepsi. *Jump In* is a 2017 short commercial film for *Pepsi* by *PepsiCo* featuring American fashion model and television personality Kendall Jenner. The short film is a part of *Pepsi Live for Now*, also known as *Live for Now Moments Anthem* campaign.

The short film *Jump In* was pulled by the company one day after its distribution due to criticism. After the short film was released, *Pepsi* was faced by backlash from audiences and being widely criticized as insensitive. Social media users have perceived the ads as to co-opting of the *Black Lives Matter Movement*.

Black Lives Matter is an organization founded by Patrisse Cullors, Opal Tometi, and Alicia Garza. *Black Lives Matter* is an online forum intended to build connections between Black people and their allies to fight anti-Black racism, to spark dialogue among Black people, and to facilitate the types of connections

necessary to encourage social action and engagement. It is a chapter-based national organization working for the validity of Black life. According to the official website of Black Lives Matter, the black lives matter movements are aiming to rebuild the Black liberation movement.

The Rise of the Black Live Matter Movement have affected on how the black and white community in America see and understands the issues of race and policing. According to Rivero (2016), American views on race relations are at their most pessimistic today because according to the Pew Research Center, a nonpartisan fact tank that informs the public about the issues, attitudes and trends shaping America and the world, conducted a polling that suggests the difference between what black and white people see posted on social media is shocking. According to the study, black Americans are four times more likely than whites to say that *most* of the posts they see on social media are race related, whereas, white Americans are more than three times as likely than black people to say that *none* of the posts they see on social media have to do with race. This means that, white have relatively less interest and distance themselves from some of the discussion around race and racism in America.

I.2 Identification of the Problem

Pepsi released a two-and-a-half-minute short film. The short film is titled 'Jump In' is a part of a new Pepsi ad campaign 'live for now'. According to a press release, the company will be celebrating life's "Live for Now" moments throughout 2017, Johnson (2017) state the moments as

Moments when we decide to let go, choose to act, follow our passion and nothing holds us back." The short film starring Jenner "captures the spirit and actions of those people that jump into every moment," the beverage company adds. It features multiple lives, stories and emotional connections that show passion, joy, unbound and uninhibited moments.

The 'Jump In' Pepsi short film as a commercial was massively criticized by audiences for appearing as to be as insensitive with the regard of the Black Lives Matter movement. The scenes in the commercial were seen as to trivialize demonstrations that addresses social justice causes and as to co-opting the Black Live Matter movement to sell soda. The main star of the ad is Kendall Jenner. Kendall Jenner is a fashion model, Instagram star, and one of the famous siblings featured in the hit reality show 'Keeping Up with The Kardashians'.

Initially Pepsi has stood by their ads by releasing a statement as for the short film commercial Jump is a global ad that reflects people from different walks of life coming together in a spirit of harmony, and we think that's an important message to convey. But after the criticism continued, the ads have since been pulled from YouTube by Pepsi.



Image 1.1

Source: Pepsi official Twitter account

Thus, from the above phenomenon, the researcher would like to analyze the advertisement done by Pepsi to find out why Pepsi has failed communicate and convey its message to the audiences. According to Becker (1989), the meaning of a film can be investigated through a symbolic understanding. Therefore, with Semiotic analysis approach, the researcher primary goal is to understand and analyses the *signs* in Pepsi short film commercial *Jump In*. According to Chandler (2002) In a semiotic sense, signs take the form of words, images, sounds, gestures and objects.

According to Shiraev & Sobel (2006, p. 136-137) Media today are “a powerful force that influences the lives of millions of individuals. Overall media have become almost omnipotent social power with an agenda of their own”. By viewing the advertisement done by Pepsi, the purpose of this study is to analyze what is ‘seen’ through the advertisement itself. The controversial ad has intrigue the researcher in analyzing the advertisement in a more detailed manner. According to Williamson (2007) analyzing advertisements within its material form can help us to prepare for the impact of the world of advertising distortion within our our real world.

I.3 Statement of the Problem

Thus, from the above phenomenon, the researchers formulate the problem as follows:

How “Jump In” short film commercial by Pepsi represented the Black Lives Matter Movement?

I.4 Purpose of the Study

To find out how “Jump In” short film commercial by Pepsi represented the Black Lives Matter Movement

I.5 Significance of the Study

1. Academically, the researchers are hoping for this study to be able to give extra input and knowledge to all of the related parties involved in this research. Present benefits also for those who are not involved in this research to strengthen the importance of right communication skills, particularly regarding communication in the social advertising
2. Practically, this research is expected to be used by brand creator or consultant as an input to gives extra knowledge regarding communication in advertising
3. Researcher benefits are to sharpen critical thinking and systematic thinking ability in solving problems and as an application to manifest the knowledge and theories being studied by the researchers.

I.6 Organization of the Study

CHAPTER 1: INTRODUCTION

Consists of background of the problem, identification of the

problem, statement of the problem, purpose of the study, significances of the study, and the organization of the study.

CHAPTER II: OBJECT OF RESEARCH

Consists of research object which contains topic and scope of the research.

CHAPTER III: LITERATURE REVIEW

Consists of literature review, which contains concept and theory related in the research.

CHAPTER IV: METHODOLOGY OF RESEARCH

Consists of research methodology. This research use qualitative research and semiotic approach.

CHAPTER V: RESEARCH FINDINGS & DISCUSSION

Consists of research findings and discussion.

CHAPTER VI: CONCLUSIONS & SUGGESTIONS

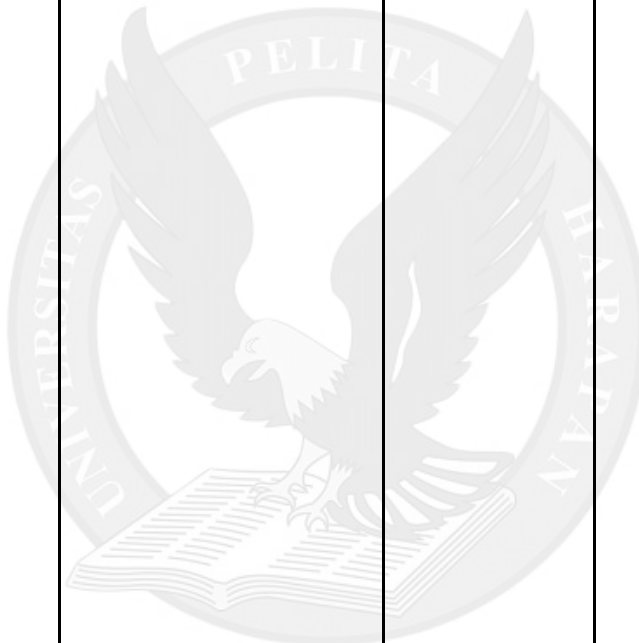
Consists of conclusions and suggestions.

I.7 State of the Art

Table 1.1 Table of State of the Art

No	Title	Author. year	Theory	Method	Summary	Difference
1.	DISKRIMINASI RAS DALAM NOVELA HEART OF DARKNESS KARYA JOSEPH CONRAD	VIRSA AMANDA PRICILLIA NDIBA 2016	The writer uses theory from Aristotle, Wellek and Warren, and De Bonald to describe racial discrimination and the effect to the people who face discrimination	Qualitative Descriptive Intrinsic and Extrinsic approaches	a study about the social life of the African people to face the racial discrimination through the story and characters in the novella. The result shows that discrimination give big effect to the black people who face the savagery and	The study is analyzing a novel The approach of the study is using the Intrinsic and Extrinsic approaches

					the violence	The study search on the effect to the people who face discrimination
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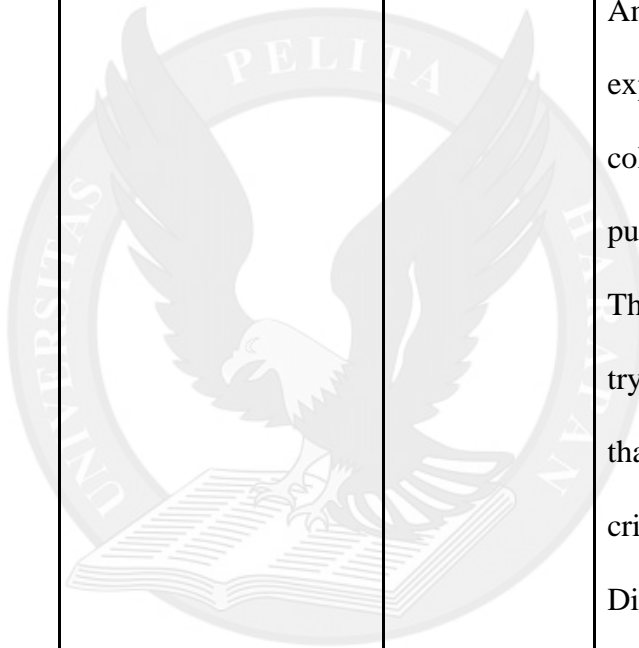


2	<p>ETNOSENTRISME RASIAL ORANG KULIT PUTIH TERHADAP ORANG KULIT HITAM DALAM FILM (Analisis Wacana kritis Van Dijk Dalam Film Selma)</p>	<p>Abd. Salam Minfadlillah 2016</p>	<p>Critical discourse analysis study of social cognition models Teun Van Dijk Levinson (Neulip, 2006) ,(hodge,2008), (Bakker, 1984) Ethnocentrism (Neubecks, 1997) , (Samovar,2010), racism</p>	<p>Qualitative Descriptive Critical discourse analysis Model of social cognition models Teun Van Dijk</p>	<p>The study of ethnocentrism racial discourse in the movie ‘Selma’ Base on the result of Critical discourse analysis Model of social cognition models Teun Van Dijk, speeches of Martin seek to influence, persuade and react to events that befall their class, the majority of the character are male,</p>	<p>The study is analysing the film ‘selma’ The focus of the study is about racial ethnocentrism</p>
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					<p>position kaukasoid higher than negro, different treatment in some states in America against Negro indicate the restriction of civil rights by local government thus describe white men as was the most powerful.</p>	
3	<p>RASISME DALAM FILM CRASH (Analisis Semiotik tentang Representasi</p>	<p>Yaninta Sani Sawitri 2009</p>	<p>Researcher analyses the film symbols on the selected scenes by</p>	<p>Qualitative method</p>	<p>The purpose of this research is to know more about the symbols that are used to</p>	<p>The study is analysing the film</p>

	<p>Rasisme di Negara Multi Ras dalam Film Crash)</p>		<p>using Roland and Barthes semiotics theory combined with literatures</p>	<p>Semiotics analysis</p>	<p>interpret racism on Crash movie. By understanding both hidden and un hidden symbols which show racism phenomenon, The researcher draws conclusion that “racism occurs because of prejudice, stereotype, and discrimination that lead to racial violence” and find that although white and black skin conflict occurs in</p>	<p>‘Crash’</p> <p>The focus of the study is about racism</p>
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					<p>the high portions of level, racism is not always about them. Racism on this film is kind of hidden racism. It is simple and close to our daily life however it still can lead to the fatal consequences.</p>	
4	<p>REPRESENTASI TOKOH PUTRI KULIT HITAM DALAM FILM ANIMASI ‘THE PRINCESS AND THE FROG 2009’</p>	<p>Rani Hastari July 2012</p>	<p>Theory Arketipe by Carl Jung Feminism Postcolonial theory</p>	<p>Qualitative method Analysis teks and visual</p>	<p>The princess and the frog are the first Disney’s animated movie which depicts the life of a black princess. Gender roles and</p>	<p>The study analyses animated movie ‘The Princess and the Frog’</p>

	<p>NEGOSIASI DISNEY DALAM ISU GENDER AND RASIAL</p>				<p>racial issues are the two important points in the study because African American women experience double colonization especially in pursuing American dream. The study show that Disney try to negotiate some values that have previously been criticized by feminist in Disney princess fairytale. The result show that Disney</p>	<p>The study also focusses in gender issue</p> <p>The study approaches on feminism theory</p>
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					does not do significant changes in presenting love and marriage aspects to create a happy ending	
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