

Narcissism in Advertising

Ratih Hasanah

ratihhasanah@telkomuniversity.ac.id

Prodi Ilmu Komunikasi, Fakultas Komunikasi dan Bisnis

Telkom University

This article relate to television advertising that has mediated regulation regulations ad concept and delivery ads stringent, namely advertising tobacco products. But Product Djarum 76 may be making a fresh and unique concept, with the appeal of humor parody genie that can granted human demand. With descriptive qualitative method Djarum 76 ad reflects the current social reality, where people are very popular to narcissistic in social media, especially Instagram. Jin accent java language supported traditional clothes extremely reflecting Indonesia, grant requests exist wanted man famous for his photograph of hope are everywhere. Jin put the photo of the man face in the health warning of the smoking. Regulations for cigarette manufacturers to insert text and picture messages about the dangers of smoking every advertising and packaging.

Key word: Narsisme, Eksis, Representations, Advertising, Djarum76 Cigarette

Introduction

Advertising through television media has become one of producers' favorites in promoting their products. The effects are embedded longer in people's mind compared to other media because it involves two senses at once, being audio visualistic. Not to mention that television has a very wide range to reach people. The products which are advertised on the television have more positive image than products which are never been advertised on this media. To cigarettes producers, there is a rule on cigarettes commercial on television, related to on-air time due to government's restriction and smoking prohibition as well as regulations on the llimitation of cigarettes commercials. This is a big challenge to cigarettes producers to create advertisement on the television.

komisi penyiaran Indonesia (KPI) / Indonesian Broadcast Commission rule no 013 year 200x is about on air program standards in part five section 16 on alcohol and cigarettes. Besides

that, persatuan pengusaha periklanan Indonesia (PPPI)/ Indonesian Advertisers Association gives out advertisement ethics on cigarettes commercials such as : not influencing or persuading people, not suggesting that smoking is acceptable. Also not displaying the cigarettes or parts of cigarettes, and not displaying cigarettes in picture, writing, or combination of both, or a person smoking. It can not displaying or not aimed for people under 17 years old. Therefore, advertisers have to be keen in making the message strategy, they have to analyze and observe the market in determining advertisement theme which is entertaining but not violating the ethic codes and regulations.

Most of the ,message's creatives in cigarettes product commercials visualise men masculinity by picturing pleasure, fantasy, and motivation. Just like depicted in cigarettes taglines such as : "Pria Pemberani", "Pria Punya Selera", "Taklukan Tantanganmu", "My Life My Adventure", "Gak Ada Loe Gak Rame", " Bukan Basa Basi", "Nyalakan Merahmu", "Talk Less Do More", "Break The Limit", "Rise And Shine", "Enjoy Aja", " Sejati-Memang Bikin Banga", " Yang Penting Happy", "Kesempurnaan Dari Keahlian", "Go Ahead", "Pemberani Dan Tangguh". Out of many cigarettes commercials that attracted writer is Djarum 76. Djarum 76 commercials display the uniqueness of the message conveyed by a genie in a traditional Javanese costum , delivered with meaningful humor.

Djarum 76 uses TV commercial as one of promotional medias. TV commercials of Djarum 76 are very interesting for people to watch. Djarum 76 started it series of commercial campaigns in 1999 with themes like nature and culture exotism by using VW Combi as the central. (Palupi & Pambudi, 2006: 39-41).

In 2002, Djarum 76 created a new breakthrough by releasing commercials themed "Senyum Indonesia/The smile of Indones". This thematic commercials are created in 11 versions which visualize expressions and parts of indonesian people's activity from the west to the east, picturing human touch emotionally and also portraying traditional culture of each area. (Palupi & Pambudi, 2006: 234).

In 2009 Djarum 76 released different versions by carrying social themes, ornamented by humor. Djarum used a genie wearing a traditional Javanese costum who popped out of a tea pot in several versions, i.e : *Terdampar; Matre; Mawar Kembang Desa; Jangkrik; Jin Ketipu;*

Pengen Sugih, Pengen Ganteng; Korupsi, Sogokan, Pungli; Ini Salah, Iku Salah; Wani Piro; Jin Ketiduran; Jin Takut Istri; Kontes Jin; Naik Pangkat; Jujur; Pengen Eksis.

With a genie specific characteristics in Javanese custom popping out of a magic pot, Djarum commercials appeared with different versions and portraying social problems which are being people's concerns. The humorous ambience in Djarum 76 commercials makes it different from common cigarettes commercials. Writer is interested to analyze the hidden meaning in Djarum 76 Genie version commercials themed "pengen eksis".

Exist on thea Instagram

Pengen eksis is a synical saying to a person who wants to be famous easily without doing anything and having no capability. Djarum 76 TV commercials version "pengen eksis" appeared when social media Instagram were started to be used widely. Instagram.com defines, Instagram as : " *Take a picture or video, choose a filter to transform its look and feel, then post to Instagram — it's that easy. You can even share to Facebook, Twitter, Tumblr and more. It's a new way to see the world.*" From that description, it can be assumed that Instagram is a social media which can make it possible for people to share their photos or videos to others. Sharing self-photos on social media account in a selfie way is one narcissistic effort with the purpose to get comments or likes on the photos.

Selfie as Self-Actualization.

Selfie is someone's activity in taking photos of him/herself using a mobile phone or webcam, which then uploaded to social media (<http://www.tempo.co.id>) Meanwhile, narcissisme is one way to actualize oneself, or a desire to be acknowledged by other people. It has become such a primary need, supported by technology, which expressed by adding status about events, feelings, wish, written on social media like facebook, twitter, instagram. Besides writing status, people tend to like to upload photos or videos about themselves. This activity is called by the term "narsis", short for "narcistic".

Self actualization, or desire to be acknowledged as existed seems to become a primary need, especially for young people today. Nevertheless, it does not mean that grown up people are immune from this kind of trend. Self actualization is now often expressed by adding status on many social medias about activities, even feelings which are felt by someone. Besides that,

people are more keen to upload photos or videos about themselves. The activities on uploading photos, locations, events and objects which they are doing or is happening were simply intended to make people notice them, to become popular, and so on.

Existence For Social Acknowledgement

The purpose of doing those narcissistic things is to get acknowledgement from surrounding environment about one's self-existence. The more exist a person is, the more he will tend to be confident. This is what Djarum 76 talks about in Djarum 76 commercial "Pengen Eksis" version. Djarum 76 sees the opportunities from adult people's today habits like uploading photos to become exist.

Djarum 76 commercial "Pengen Eksis" version begins with a scene picturing a bearded man walking alone in a market aisle, wearing faded grey t-shirt and a pair of jeans. This man then found a second goods shop. In front of the shop there are various things and the man found a pot. The man was seen scrubbing the pot while walking away from the shop. The pot then let out a genie wearing Javanese traditional costume, complete with the blangkon. The genie said "I grant you one wish", smiling and protruding his right thumb. The man in the grey t-shirt then uttered his wish. "*Well Jin, I want to be famous in all over Indonesia, my photo exists everywhere*". The genie then held his both thumbs and point fingers up, and put them on the eyes as if he was taking picture of the man and said, "OK, let me take some photos first.". After that the scene went dark and smoky, with some sounds like someone was taking pictures completed with camera lights. The man in grey t-shirt opened his mouth and held his hands up in front of his mouth, and ended like he was gesturing a person smoking, let out the smoke "OK" with his left hand in front of his lips. Later the man's picture turned into the picture of smoking warning signs which is now widely applied on a cigarettes box or on outdoor media like billboard, which is a picture of a smoking man with a skull behind him.

Representation In Advertisement/Commercial

Researcher considers that Djarum 76 commercial "Pengen Eksis" version contains signs that form a meaning of narcissism representation. Stuart Hall in his book stated "*representation means using language to say something meaningful about, or to represent, the word meaningfully, to other people*" (Hall, 1997: 183). Meaning can only be created when communicant and communicator use the same language. Then, talking about representation, the

main focus is culture. When a group of people share the same language and signs, then it can be said that they are in the same culture. A representation process becomes easier and forms a same meaning to people in the group..

So as Djarum76 commercial using the genie icon in traditional Javanese outfit, with Javanese accent offering solution to the endoser (commercial talent) by granting 3 wishes. The displayed visual are more fresh than other cigarettes commercials, because its messages are light. In the language of message, media, and communication, representation can come in forms of words, pictures, sequences, story, etc which represent ideas, emotions, facts, etc. Representations depend on available signs and images which are culturally understood.(Hartley, 2010: 265).

In psychology, the term “narcist” was used for the first time by Sigmund Freud to picture individuals who portray over self-images. Sigmund Freud also said that self-loving is a libidinal completion with egoism from the self-defence instinct. Freud then continued to divide narcissism into 2 kinds : primary narcissism and secondary narcissism. primary narcissism is a moral development stage on early infant phase towards object attachment situation, while secondary narcissism happens to troubled individuals who regressively use themselves not others as the object of love. (Rahayuningtiar, 2012: 3).

Message Construction In Advertisement

In its message construction, advertisement/commercial tries to show certain figures who are close to the consumers. Suharko in Wibowo (2011: 128) said, commercial tries to represent fact of life in the society through specific symbols, so that it can create impression about the product in .people’s mind.

Advertisement tries to construct images that are close to consumers awareness culture , using some manipulation techniques so that a certain reality is constructed. It can be imagined that advertisement is a dish full of photographic manipulations, lightings, and other combined tricks which creates an almost real experience as if it was their own. (Wibowo, 2011: 128).

Research’s Result

TV commercial “Pengen Eksis” version is one of newest commercials of Djarum 76 which is known widely by the society. With a simple idea that can attract people’s emotion, the 30

seconds TV commercial conveys social problem through a story about a man who wants to be instantly famous. Accompanied by a magical genie who helps the man easily. The solution to the problem was done by the genie, targeting to people who like to take pictures for an existence or popularity. orang-orang gemar berfoto demi mencapai sebuah eksistensi atau sebuah popularitas.

The commercial showed a man in grey t-shirt who suddenly met a Javanese genie who offered a wish.”*Kuberi satu Permintaan/ I grant you a wish*”. Then the man in grey t-shirt asked to be existed re, stated by the dialog : ”. Well Jin, I want to be famous in all over Indonesia, my photo exists everywhere”. With a funny expression, the genie said, “*ok, take a photo first!*” by making a hand position like a camera hole lens, as if he was trying to take the man’s best angle and taking some shots. At the same time the man were like inside of a room followed by camera blitz sound and lights, and in the end the man’s photo was so similar to the picture of warning sign “smoking kills you” . The written warning sign is now widely used on below the line media and above the line media, including on each cigarettes box. The next scene was the genie laughing hysterically until his eyes closed and his body bended over back and forth. Next are the scene parts of Djarum 76 commercial “Pengen Eksis” version which is the object of the research.:

Picture. Djarum 76 TV commercial “Pengen Eksis”version



Sumber: <http://youtube.com>

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