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THE 2nd ANNUAL INTERNATIONAL SEMINAR ON TRANSFORMATIVE EDUCATION AND EDUCATIONAL LEADERSHIP

Educational Research to Endorse Productive and Innovative Generation in the 21st Century

16-17 October 2017

Ball Room Grand Mercure Hotel, Medan - Indonesia

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Post Graduate School
State University of Medan
North Sumatera, Indonesia

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Proceedings of The 2nd Annual International Seminar on Transformative Education and Educational Leadership (AISTEEL 2017)

“Educational Research to Endorse Productive and Innovation Generation in The 21th Century”

Grand Mercure Hotel, Medan City, North Sumatera, Indonesia

October 16-17, 2017

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Preface

The 2nd Annual International Seminar on Transformative Education and Educational Leadership (AISTEEL with web link is <http://aisteel2017.unimed.ac.id/>) was held on October 16 -17, 2017 in Medan City, Indonesia. This conference was organized by Postgraduate School, State University of Medan (Unimed) and is the routine agenda at Unimed now. The Second Annual International Seminar on Transformative Education and Educational Leadership is realized this year with various presenters, researchers, lecturers and students from universities both in and out of North Sumatera participate in the theme of which is “Educational Research to Endorse Productive and Innovative Generation in the 21st Century.”

2nd AISTEEL is the annual international seminar with main aim is to discuss of recent research special for Transformative Education and Education Leadership. Several topics like: Teachers Education Model, Research Global Issue in Education, Mathematics and Science Education, Social, Language Education, Vocational Education, Curriculum, Economic, History and Management Education have been discussed at the 2nd AISTEEL 2017. 2nd AISTEEL international seminar provided experts’ view on transformative education and educational leadership as well as curriculum article presentation. There were five keynote speakers have been came Professor Keiichiro Yoshinaga, Dr. Bambang Sumintono, Dr. Sitti Maesuri Patahuddin, and Dr. Yulia Rahmawaty. The organizer had been use online submission system to receive all abstract, full paper and also communication with authors. All of information include with comment of reviewer can be cheked real time by author.

Chairperson

Dr. Rahmad Husein, M.Ed



Welcoming Speech of Director of Postgraduate School State University of Medan

The Second Annual International Seminar on Transformative Education and Educational Leadership (AISTEEL)

The honorable,

- *Rector of State University of Medan, Prof. Dr. Syawal Gultom, M.Pd.*
- *Vice Rectors of UNIMED*
- *Professor Keiichiro Yoshinaga, PhD, Institute of Liberal Arts and Science, Kanazawa University – Japan*
- *Dr. Bambang Sumintono, M.Ed., University Malaya – Malaysia*
- *Dr. Sitti Maesuri Patahuddin, Faculty of Education, Science, Technology and Mathematics, University of Canberra – Australia*
- *Yuli Rahmawati, Chemistry Education Program, Universitas Negeri Jakarta*
- *Deans of Faculties of Education, Languages and Arts, Social Sciences, Natural Sciences and Mathematics, Engineering, Sports Sciences, and Economics*
- *Vice Directors of Postgraduate School of UNIMED*
- *All speakers, lecturers, researchers, students, and participants*

Good Morning

Welcome the honorable guests speakers Professor Keiichiro Yoshinaga, Dr. Bambang Sumintono, Dr. Sitti Maesuri Patahuddin, Assoc. Prof. Emilia Zulmira de FAN, and other speakers, lecturers and students from outside and inside Unimed to this international seminar which is the routine agenda at Postgraduate program of Unimed now. I'm glad that 'The Second Annual International Seminar on Transformative Education and Educational Leadership' is realized this year with various presenters, lecturers and students from universities both in and out of North Sumatera. and participate in the theme of which is "Educational Research to Endorse Productive and Innovative Generation in the 21st Century."

Ladies and Gentlemen,

In this second seminar exels the first one related to the administration by online and the publication index by either Thomson Reuters or Google Scholar. By the new policy on student's publication, postgraduate program really matches the system, particularly for the students who will sit in the oral defence examination. Through the seminar, the postgraduate students improve their article journal writing and it is proved by many articles are submitted by the students.

The plenary speakers coming from 15 provinces in Indonesia will present topics covering multi disciplines. They will contribute a lot of inspiring inputs and new knowledge on current trending educational research topics all over the world. The expectation is that all potential lecturers will share their research findings to educational scientists and researchers as well for improving their teaching process and quality. Thus, this will contribute to the next young generation researchers to produce innovative research findings in education and educational leadership contexts.

This second seminar continues the promotion of the first sequel 'Developing Future Teachers' Education Model. Therefore, the propose of this second seminar on the transformative education and educational leadership research will trigger the young professional lecturers and educators to compete in the invention of inovative educational teaching and learning strategies, techniques and leadership.

I hope that the scientific attitude and skills through research will promote Unimed to be a well-known university which persists to be developed and excelled in the future.

Thank you the Rector of Unimed who always supports us in organizing the seminar. Thank you all guest and plenary speakers. Special thanks to both steering and organizing committee who have well-coordinated and collaborated in actualizing the seminar.

Director of Postgraduate Unimed

Prof. Dr. Bornok Sinaga, M.Pd

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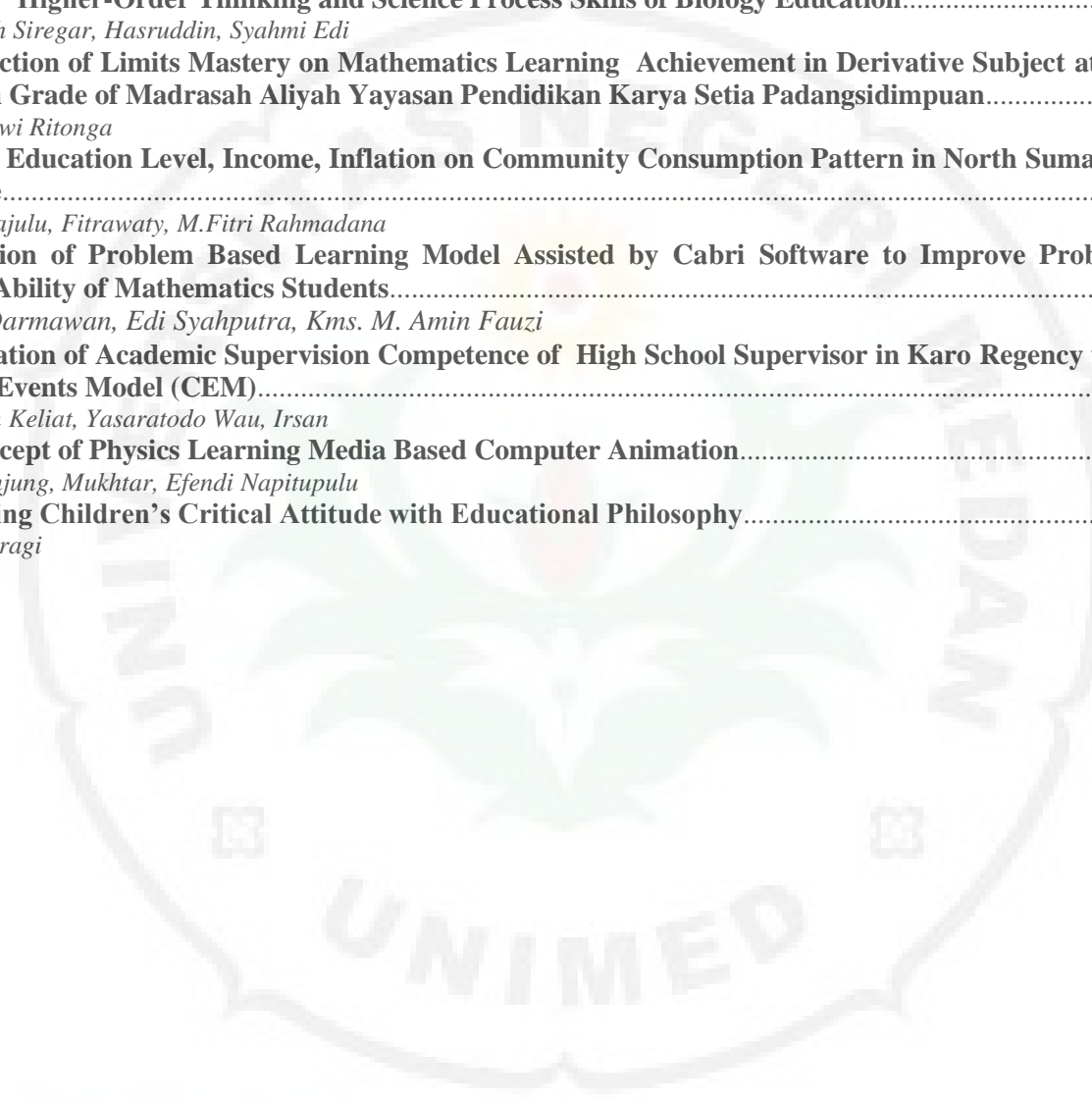
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The Power Behind Advertisement (The Secret Message of Cigarette Advertisement Products)

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Abstract-Critical Discourse Analysis (CDA) aims at examining the dominant culture in a society to discover the mechanisms that have made that culture dominant, and to criticize of those mechanisms. This paper aimed at analyzing five different cigarette advertisements to analyze the secret message of cigarettes advertisement products. Methods of Critical Discourse Analysis (CDA) appear as a useful approach for they offer excellent methods, not only for analyzing texts and images adequately, but also video for putting them in analyzable relations to socio-cultural processes and changes. Norman Fairclough's 3-D model was used to analyze the data. Thus, the results of the present study showed that so many the secret message of cigarettes advertisement products and all of those purposed fact asking and inciting them smoker in order want to buy and share cigarettes for their friends. However, it could be understood from the results that the producers, generally tend to try to use their power and ideology to change people's behavior and thought.

Keywords: *discourse analysis, critical discourse analysis, ideology, advertisement analysis*

I. INTRODUCTION

Advertising refers to a promotion which is commonly used by a company in doing promotion to the audience but not all ads are justified to show the real form of products or services offered, one of which is the advertisement of cigarette products. This has been determined through cigarette advertisements of all television commercials, mostly cigarette advertisements featuring adventure and life style themes that emphasize the masculine side of a man, but some tobacco companies have different themes such as social critics. TV Advertisement do not always promote a form of thing or service, but also create an image of the product and not infrequently it is present in a light and entertaining package will remain full of meaning and criticism. Davidson (1992: 3) defines advertising as "a social language, a genre of spectator / reader experience and a technique of persuasion ..."[2] For many people advertising is something that intends to invite people to buy a product. But actually, ads have other intentions such as informing or just reminding. Cook (1992: 199) argues that "advertising is not a remote and specialized discourse, but a prominent discourse type in contemporary society." [1]

Regardless of the nature of the advertisement itself, it turns out as a television ad lover, especially cigarette ads sometimes arise different perceptions different from the general public about the intent or idea of the cigarette advertisement. Where we know most advertisements television enterprising in promoting products to offer such as color, shape, size and taste. But the cigarette advertisement we see from TV is completely different. The producers of cigarette advertisements never show how the form of cigarettes itself, although they use the famous artist in cigarette advertising. Often the general public is confused with the idea of the story or the intent of the cigarette advertisement. So, the author writes this paper intends to analyze some cigarette advertisements to find the true meaning behind the cigarette advertisements.

Discourse has been described by Gee (2005: 1) as "language (oral or written) in use with more socio-politically oriented meaning." Fairclough (1989: 42) goes further and defines it as "just a particular form of social practice" that in its center power and ideology influence and interact with one another. [3] In order to investigate the use of power and ideology in discourse, critical discourse analysis (CDA) can be considered a useful tool. This study would use analytical paradigm of CDA described by Fairclough (1989, 1992, 1995a, 1995b). For researcher, CDA offers a powerful arsenal of analytic tools that can be deployed in the close reading of editorials, advertisements, and other public texts.

Fairclough is considered to have contributed to the field of CDA most significantly. His model may be the core section of the entire field of CDA, because he was the first to create a theoretical framework, which provided guidelines for future CDA research. His belief that the language is an irreducible part of social life is the main part of his framework. The dialectic relation between language and social reality is realized through social events (texts), social practices (orders of discourse) and social structures (Fairclough, 2003). [7] Fairclough attempts to uncover ideological and power patterns in texts in his research method of analysis. He is the only CDA scholar who defines the relationship between power and language (social power and ideology) in his research (Fairclough, 1989). [3] CDA aims at developing an insight into the discursive structures of various texts and genres along with their socio-political effects. Moreover, it aims at raising awareness of the readers and listener to hidden parts of discourses. Discourse

analysts want their recipients to play an active critical role when exposed to a text and do not just the "tip of the ideological iceberg" (Van Dijk, 1997). [11] People usually view the text as the true reflections of realities and facts.

Critical analysis of the texts attempts to create a sensitivity and consciousness about the implicitly left, invisible section, misinformation, manipulation, and misinterpretation practiced by some writers and speakers. Another implication of CDA studies is a call for the readers to be aware and conscious of different aspects a text production such as the writer's socio-political background, the historical setting, and the cultural tendencies. These elements are the essential ingredients of critical thinking and self-actualization as the ultimate goal of all educational enterprise (Reichenbach, 2001). It is a powerful method against limited-sighted, closed- minded mentalities which is the cornerstone of most educational systems. Texts are not ideologically neutral rather that are replete with ideologically motivated materials which can be brought the readers' and listeners' views through CDA studies.

II. METHODOLOGY

A. Materials

Five different cigarette advertisement products had been selected for analyzing. Since the aim of the study was to see the power and ideology and the secret message behind cigarette advertisements. They have more visuals and less text (Plamenatz, 1970). In other words, they communicate through image and talk. These advertisements are:

1. A MILD 'NANTI LO JUGA TAU'
2. DJI SAM SOE 'MAHAKARYA'
3. LUCKY STRIKE 'SEE THINGS DIFFERENTLY'
4. SAMPOERNA A MILD 'STEPS'
5. SURYA PRO MILD 'THE RUSH'

B. Fairclough's 3D model analysis

Critical Discourse Analysis (CDA) attempts to uncover hidden meaning and message of a text which certainly has an intention for its receivers. Fairclough (2003) defines 3 dimensions for every discursive event: 1) a spoken or written text, 2) a discursive practice which includes production and interpretation of a text, and 3) a piece of social practice [7]. Fairclough was the first to create a theoretical framework, which provided guidelines for future CDA research. Fairclough provides a three- dimensional framework for the analysis of text and discourse: 1) the linguistic description of the formal properties of the text; 2) the interpretation of the relationship between the discursive processes/interaction and the text, where text is the end product of a process of text production and as a resource in the process of text interpretation and lastly, 3) the explanation of the relationship between discourse and social and

cultural reality. By studying the forms of the language, we can discover the social processes and also the specific ideology embedded in them. This leads to the exploration of power relations that exist in the society or community. He believes in a "hidden agenda".

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. 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" [8] (Janks, 1997: 26). This will be done by using questions like "who are the producers?" and "what are their objectives?" and finally, the third dimension of discourse could be described as „power behind discourse“ or as social practices, because it is containing "the socio-historical conditions that govern these processes [of production and reception]" [8] (Janks, 1997: 26). It seeks to answer questions like: "with what kind(s) of discourse(s) or social practice(s) is the object of investigation interrelated?"

C. Procedure

Each advertisement was analyzed based on the three dimensions of Fairclough's 3D model, i.e. description, interpretation, and explanation.

III. DATA ANALYSIS AND RESULTS

A Mild 'Nanti Lo Juga Tau'

This one minute duration, the advertisement contains about Active Youth activities, we can see that there are disappeared as a Cigarette, so a smoker will have some creative ideas so can make any kind of others. The full color we see from this video illustrates the young spirit to go ahead in pursuit of dreams with the passionate music, the producer wants to convince the viewer how great and spirited the smoker's soul is, so many of his followers. A phrase that is displayed at the end of the video shows the characteristic of this advertisement, so no matter how much trouble we understand this cigarette advertisement will eventually know the answer or intent of this advertisement.

B. Dji Sam Soe 'Mahakarya'

This brand can be said is the first cigarette before the birth of new brand cigarettes. So, showing it is the old product in Indonesia, seen in the ads that display an old man can be more experience in making cigarette product, also we can look the advertisement shows us some materials have good quality because that made by experienced man. This cigarette will still provide the original flavor despite the number of new cigarettes output. Displaying some Indonesian culture in this advertisement, it seems the producer wanted to inform that smoking is one of Indonesian culture. By continuing to show the positive side of this advertisement, the

purposed is to invite young man and old to join Indonesia along with the spirit of smoking, thus making cigarettes as one of Indonesia's masterpieces.

C. *Lucky Strike 'See Things Differently'*

As can be seen in the video, there is an alarm clock ring, as a sign that the morning is coming. This advertisement featuring a woman and three men start their activities with different professions ranging from a photographer, an officer to a mechanic. Everything is done not because it is a job to do, but a pleasure that is done without coercion. Producers want to make sure that smoking makes people more enthusiastic and enjoyable in their work, regardless of our profession. During almost people running their lives not special things. This advertisement wants to show how smoke can make people to brave try new something in our life by different ways. Thus, the smoker could be more enjoy their lives than no smoker.

D. *Sampoerna A Mild 'Steps'*

Our steps as wake up from our sleep. No seldom some problems come to us in our daily life, whether we can be down or keep ready our steps or face those problems. This smoke presenting, people consume this cigarette product will choose the thousand steps to go ahead without step down.

E. *Surya Pro mild 'The Rush'*

This smoke can be as a close friend, so whatever our problems in life we must keep enjoying. In the situation; sad, busy, or a lone. Pro Mild always be on as a close friend.

It can be concluded of the five ads analyzed that the producer has the power to give a good picture or positive side of the cigarette itself. Producers can be especially convincing to cigarette lovers that, cigarettes can and still be consumed in everyday life. And vice versa for viewers who are unable to read the messages behind these cigarette advertisements, they feel that there is no power of any of these cigarette advertisements so viewers can only see advertisements but are not provoked to smoke.

IV. DISCUSSION AND CONCLUSION

Language plays a crucial role in expressing, changing and particularly reproducing ideologies. Language is not produced in a context free vacuum, but in discourse contexts that are constructed with the ideology of social systems and institutions. Since language operates within this social dimension, it tends to reflect and construct ideology. Therefore, if we want to know what ideologies are, how they work, and how they are created, changed, and reproduced, we need to investigate their discursive manifestations because discursive practices are embedded in social structures, which are mostly constructed, validated, naturalized, evaluated and legitimized in and through language i.e., discourse. CDA is an appropriate method for the detection of biased and

manipulative language, and can be used as a powerful device for deconstructing the texts to come up with their intended ideologies. Fairclough provides a three-dimensional framework for the analysis of text and discourse: 1) the linguistic description of the formal properties of the text; 2) the interpretation of the relationship between the discursive processes/interaction and the text, where text is the end product of a process of text production and as a resource in the process of text interpretation and lastly, 3) the explanation of the relationship between discourse and social and cultural reality. [3] Fairclough's (1989) analysis has gone beyond the "whatness" of the text description towards the "how" and "whyness" of the text interpretation and explanation. It can be concluded that a lot of hidden messages contained in cigarette advertisements and some proven to invite and interesting for the viewer programmed or instigated to smoke, while for viewers who are unable to read the message behind this cigarette advertisement, they feel there is no power of any tobacco advertising this is so viewers can only see ads without not incited to smoke. However, it could be understood from the results that the producers, generally tend to try to use their power and ideology to change people's behavior and thought.

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