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Discourse In Colgate Palmolive Television Advertisement Copy: Colgate Maximum Cavity Protection

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Abstract

This study focuses on the discourse in Colgate Palmolive television advertisement copy: Colgate Maximum Cavity Protection. The objectives of the study are to identify and discuss the discourse in Colgate Palmolive video advertisement. This study will focus on the Colgate maximum cavity protection advertisement. The instrument is analysed by using the qualitative method. The Colgate advertisement copy is analysed by using Stubbs (1983) elements of discourse. Results from this study show that all the elements have helped in the process of identifying the predictability, phonotactics, intuition, analogies, grammaticality and conclusion. Keywords: discourse, television, advertisement, qualitative method

Wacana Dalam Salinan Iklan Televisyen Colgate Palmolive: Perlindungan Colgate Kaviti Maksimum

Abstrak

Kajian ini member tumpuan terhadap analisis wacana dalam iklan televisyen Colgate Palmolive: Perlindungan Rongga Maksimum Colgate. Objektif kajian ini adalah untuk mengenal pasti dan membincangkan wacana dalam iklan video Colgate Palmolive. Kajian ini akan memberi tumpuan kepada iklan perlindungan rongga maksimum Colgate. Data dianalisis dengan menggunakan kaedah kualitatif, dengan mengaplikasikan elemen analisis wacana oleh Stubbs (1983). Hasil kajian ini menunjukkan bahawa semua elemen telah membantu dalam proses mengenal pasti kebolehamalan, fonotaktik, gerakhati, analogi, ketatabahasa dan kesimpulan.

Kata Kunci: analisis wacana, iklan, televisyen, kaedah kualitatif

1. Introduction

Television advertisement is a medium for brands to advertise their product or services. Other than that, television is known to be disseminating very important information towards its target audience as it is found that television is the fastest medium to let viewers know on important messaging and create awareness on new products towards consumers (Sadhasivam & Priya, 2015). Barnard (2014) indicated that there has been a huge growth in advertisers spending worldwide of 4.9% in just 2015, to which hits 545 billion U.S dollars by the end of 2015. With this, the television shares in advertising spending are at a whopping 40%. This shows how television is the main medium for brands to advertise their

product and services at the same time to let viewers know on the news that is happening around the world.

Hoerberichts' (2012) study explains that the main objective of television advertisement is to showcase the benefits of the product or services and what are the main features of having the product or services. Thus, this research is to identify and discuss the discourse in Colgate Palmolive video advertisement, by focusing on the Colgate maximum cavity protection advertisement.

2. Literature Review

A study by Yousaf & Shehzad (2013) focuses on the effects of television advertisement on illiterate and literate people in Pakistan. Their study discusses on how television advertisement has the power to influence illiterate and literate person as well as the effects television advertisement had on illiterate and literate people. The behaviour changes from a literate customer can be known through product that is advertised in television, and is compared to a literate customer. This study also helps to understand if the customers can understand a television advertisements message. The objective of the study by Yousaf & Shehzad (2013) is to understand the psychological effects towards a customers and the customers purchasing decision to buy a particular product after watching the product in a television advertisement and its effects towards an illiterate and literate customer.

Behavioural change is also captured in Yousaf & Shehzad (2013) study where the behavioural change is measured after the customer watches the television advertisement. Yousaf & Shehzad (2013) used survey method whilst the theory and model used for the study is Elaboration Likelihood Model and Social Learning Theory. The findings of the study show that consumers of a products that are illiterates are more likely to buy the product after they have watched the television advertisement as compared to literates who do not believe in the message that is being delivered in the television advertisement.

Yousaf & Shehzad (2013) study is parallel to the study by Bahuguna *et al.* (2017) where it discusses the influence of television advertising on behavioural of children across socioeconomic backgrounds. The study is parallel because the findings of Bahuguna *et al.* (2017) show that television has both negative and positive impact towards children's behaviour, where the children living in the urban class are more influenced than children in the rural class. Therefore, illiterates or literate people as compared to rural or urban living children behaviour towards television advertisement has both negative and positive effects towards their own behaviour.

Another study on television advertisement by Hemamalini & Kurup (2014) focuses on the effectiveness of television advertisements from the teenager's perspective and is then further analysed through the significant relationship of involvement, celebrity and message from the television advertisement that is seen by the teenager and how it effects the purchase decision by the individual. In their study, Hemamalini & Kurup (2014) uses quantitative as their primary data, of distributing questionnaires to 50 respondents whilst their secondary data is through qualitative data by sourcing from books, journals and websites. Chi square and factor analysis were used for the methods and as a result, it is found that teenagers' perception towards television advertisement is deemed effective and that the purchase decision and studies done on the teenagers revealed that television advertisement plays a role in influencing the teenagers purchasing decision.

Another study by Norizan Che Su (2018) later mentioned how the native language of a consumers influences the consumer itself. With this, it can be seen that not only does the message of the television advertisement plays a role in influencing consumers, but also the type of language used in the advertisement. Hasmidar Hassan *et al.* (2018) also agree and mentioned in their study how the use of foreign language arises conflict for consumers who have a different native language as they find it hard to understand even though it is accompanied by visual representations, but it does not fully implicate the understanding of the advertisement. This will then lead consumers to be less interested in watching the television advertisement.

Rai's(2013)research on advertising influences consumers buying decision supports findingsby Hemalini&Kurup(2014), where Rai's(2013) study helps to determine on the influence of advertisement towards consumers purchasing decision. Rai's(2013) study shows that brand recognition and product evaluation in a variety of advertisement are the main cause of purchase behaviour and decision.

On the other hand, Kavitha's(2017) study on television advertisement motivating western lifestyle on "College Youth" discusses on how television is the main medium in delivering news to people worldwide. While television advertisements on the other hand help to promote brands of their products and services. Western product advertisements are being shown on television advertisement more now a days and that it lets the audience be more exposed to the concept of how their daily lives can be more westernised. College students especially are always trying out the trends so that they are up to date on what's in trend and what's out of trend. Therefore in her research, Kavitha (2017)aimed to investigate is to what extent does television advertisement motivate young youths to have a more westernised lifestyle. The methods used for the study is quantitative method using questionnaires using twenty two questions. A non-probabilistic sampling was taken into action an location used was three different cities of Nagercoil, Tirunelveli and Madurai with the aged group of 17-23 with the size sample of 600. The findings of Kavitha (2017) has found that college youths admired the western lifestyle and that television advertisement helped in encouraging the college youths to try on the western brands. On top of western television advertisement, peer pressure, price, brand identity, celebrity endorsement, attractive ads are also the major points of college youths to try westernised products.

Devadas & Ravi (2013)has conducted a similar study to Kavitha (2017) where the objective is to trace cultural implications of television on urban youths in Karnataka state. The research mainly tries to understand the television viewing habit or urban youths and then is compared to the cultural impact of television. The study is quantitative where questionnaires are distributed to 800 respondents. The findings of Devadas& Ravi (2013) indicate that television has a big influence towards viewers especially the younger generations. To which is parallel with Kavitha's(2017)findings on how college youths are easily influenced by television advertisement. This shows how television as an overall as a big influence towards the younger generation.

3. Methodology

This study is analysed through qualitative method. The Colgate advertisement copy is analysed by using Stubbs (1983) elements of discourse. The advertisement will be carefully analysed and highlighted on the copy below:

Hands:

Mum: Again? You can get cavities

Expert: Correct

Kid: Huh cavities?

Expert: Try Colgate. It's formula locks in natural calcium to help prevent cavities.

Kid: Yay Colgate!

Expert: Colgate, maximum cavity protection

Collectibles:

Mum: Look at what's new from Colgate.

A magical sea world inside every offer pack.

There are three different stories to collect.

Just cut, make and play.

Colgate's magical sea world.

Collect all three packs today.

4. Findings Of The Study

Below are the results from the analysis of Stubbs (1983) elements of discourse for Colgate maximum cavity protection advertisement copy.

Predictability

Predictability is when there is a presence of repetition of a certain word, or an action or behaviour of a person or storyline than people can predict what will happen (Stubbs, 1983). In the Colgate advertisement that has been analysed. The presence of predictability can be seen when the repetition of the brand name “Colgate” is mentioned 5 times within the 30 second spot on the television advertisement as underlined below.

Other than that, predictability can also be seen through the behaviour of the copy used in the first sentence in the advertisement, whereas highlighted in green below the copy mentions “cavities”, from there viewers of the advertisement predicted it is a tooth paste type of advertisement.

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Phonotactic

Phonotactics on the other hand is the form of language or sequence as allowed by a given language (Stubbs, 1983). Phonotactics can easily be seen in the advertisement copy. It follows the correct language sequence used in Malaysia, which is the British English. The Colgate advertisement kept it simple and easy to understand, by using simple sentences and keeping it short, such as below:

Mum: Again? You can get cavities

Expert: Correct

Kid: Huh cavities?

Grammaticality

Grammaticality on the other hand is the structure of the sentence with the correct constraints of grammar and rules. As for the Colgate advertisement analysed in this study, consumers can clearly understand as the grammar used is the British English grammar as taught in the Malaysian education system and used throughout all industries in Malaysia. Just like phonotactics, because the advertisement uses simple sentences, it's easy to detect if the grammar is correct or wrong, but with the short sentences used, grammar is easy to understand, as below:

There are three different stories to collect.

Just cut, make and play.

Intuitions

Intuitions is when a person feels strongly related towards to advertisement, product or the celebrity. Having the feeling of empathy or sympathy towards an advertisement is also one of the intuitions element. Intuition element can be seen in the advertisement as below:

Mum: Again? You can get cavities
Expert: Correct
Kid: Huh cavities?

In the storyline, the presence of intuitions can be seen when the mother is worried of her child always eating snacks and letting her child know that she might get cavities because of her snack eating habits. This can be well relate to all the Mothers who have concern on their children snack eating habits and cavity presence in their children's mouth. With the intuitions the Mothers have, they will opt to use Colgate so their worries can be resolved.

A magical sea world inside every offer pack.
There are three different stories to collect.
Just cut, make and play.

The copy above from the advertisement touches the intuition more towards the playful area, where it encourages consumers to buy, collect three different types of story on the Colgate packs and just cut, make and play. When children see the advertisement, they will influence their parents to buy the Colgate pack so that they can play around with the pack just like the advertisement.

Analogies

Analogies is the comparison between two subjects to get a clear clarification and difference between the two subjects. Analogies can be seen in the sentence below:
It's formula locks in natural calcium to help prevent cavities

Analogies can be seen where in the advertisement that states Colgate has a natural calcium to help prevent cavities. This shows that Colgate has an advantage as their formula locks in the natural calcium while for other brands it does not state it they have same advantage as Colgate has.

Summary

Conclusion is where a summary of a decision is made within the copy. For the Colgate advertisement analysed that it concluded its "Hands" advertisement by mentioning the product name:

Hands:
Expert: Colgate, maximum cavity protection

While the "Collectibles" advertisement concludes its copy with a CTA (Call To Action) asking the consumers to collect all three packs today:

Collectibles:
Collect all three packs today.

The Colgate advertisement kept their conclusion in their advertisement simple and easier to understand so that consumers can easily understand and remember the conclusion.

5. Conclusion

The results of the study revealed that there are 6 elements of Stubbs (1983) discourse theory to which are present in the Colgate advertisement. The results also revealed that all the elements have helped in the process of identifying the predictability, phonotactics. Intuition, analogies, grammaticality and conclusion. This way, it will help copywriters in writing copies in a meaningful manner so as to ensure the comprehensibility of the copies. The results also beneficial to the researchers and university students in understanding the importance writing copies for advertisements. However, the results of the study are similar to the study of Sadhasivam&Priya (2015) where copies for advertisements are meaningful when copies are written appropriately. Therefore, it is hoped further studies will focus on the use of verbs and adjectives in copies for television advertisements.

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Biodata

Nur Widad Roslan is working at Entropia Advertising agency as aSenior Associate, Integration in the Client Servicing Department. She involves incommunicating between the clients and the creative agency. She also works closely with the creative department to propose new ideas that can beexecuted by client in the future for their advertising campaigns. She pursuesher study in Ph.D in Discourse Analysis at the Faculty of ModernLanguages and Communication, Universiti Putra Malaysia. She has written various articles on discourse

in copywriting in advertisement as it is her main expertise. She hopes that her study will help copywriters in the advertising industry in writing quality copy.