PRAKTEK KERJA REMAJA MELALUI IKLAN: ANALISIS WAKTU KRITIS MULTIMODAL

YOUTH WORK PRACTICE THROUGH ADVERTISING: A MULTIMODAL CRITICAL DISCOURSE ANALYSIS

Media Febriana Sulistyan¹, Muhammad Aras², Intansari Putriani³, Febyanti Syafitri Hartono⁴
¹,²,³,⁴Binus University
Email: media.sulistyan@binus.ac.id; maras@binus.edu; intansari.putriani@binus.ac.id; febyanti.hartono@binus.ac.id

This article aims to examine the discourse on the practice of youth workers in Indonesia, constructed by commercial advertisements for A-mild cigarettes on television and social media, using semiotics multimodal critical discourse analysis research method. This article will analyze the ability of advertising communication to criticize several influential parties in young people's work practices. The commercial advertisement produced by A-mild shows how the younger generation works and how the relationship between young workers and their seniors; the result is that there are three views about the work practices of young people, namely (1) young workers are a multitasking generation, (2) productivity of young workers will be optimal if under the supervision and appreciation of experienced professionals, and (3) senior distrust of the abilities of young people is because they prioritize interpersonal relationships that have been established.

Copyright © 2023 JSCR. All rights reserved.
INFO ARTIKEL

Koresponden
Media Febriana Sulistyan
media.sulistian@binus.ac.id

Kata kunci:
Semiotika Sosial; Analisis Wacana Kritis Multimodal; Praktek Kerja Pemuda; Pengkritik.

Website:
http://idm.or.id/JSCR

hal: 52 - 64

ARTIKEL

Artikel ini bertujuan untuk mengkaji wacana praktik pekerja muda di Indonesia yang dikonstruksi oleh iklan komersial rokok A-mild di televisi dan media sosial, dengan menggunakan metode penelitian analisis wacana kritis multimodal semiotika. Artikel ini akan menganalisis kemampuan komunikasi periklanan dalam mengkritisi beberapa pihak berpengaruh dalam praktik kerja anak muda. Iklan komersial yang diproduksi oleh A-mild menunjukkan bagaimana generasi muda bekerja dan bagaimana hubungan pekerja muda dengan seniornya; hasilnya terdapat tiga pandangan tentang praktik kerja kaum muda, yaitu (1) pekerja muda merupakan generasi yang multitasking, (2) produktivitas pekerja muda akan optimal jika di bawah pengawasan dan apresiasi profesional yang berpengalaman, dan (3) ketidakpercayaan senior terhadap kemampuan anak muda karena lebih mengutamakan hubungan interpersonal yang telah terjalin.

INTRODUCTION

The involvement of young people in the social environment has an enormous influence; a study in Hong Kong assessed that the empowerment of the younger generation has a positive relationship because the confidence of the young generation will shape the development of themselves and their community (To et al., 2020). The younger generation in social relations is significant, and their self-confidence has innovated the generations before and after.

The younger generation also feels the gap in the policies received from the previous generation; this dramatically hampers its development and eliminates the confidence that should be attached to it. As is the case in politics, there is very little involvement of the younger generation in government and in companies; the policies adopted by the younger generation are very narrow because they do not have extensive experience in their field of work. When the younger generation is not trusted, it will impact the number of unemployed, and many unemployed will construct a crisis (Griffin, 2013). In order to maintain the balance of the country, policies and harmful stereotypes about the younger generation should not be a barrier to the development of the ability and future of the younger generation.

It takes a generation that dares to criticize the country and its generation for the development of a country while considering morals and ethics in socializing globally using new media (James, 2014). In the concept of new media, technology is an essential aspect of social media communication, and the existence of the younger generation plays a significant role in developing new media communication. Likewise, the younger generation's involvement in exploring their creativity is very much needed, such as marketing creativity for a product.
Throughout 2021, A-mild cigarette advertisements on television broadcast many social interactions amid social life; this becomes interesting to analyze using the multimodal critical discourse analysis method. The focus is on how the advertisement (ad) presents a story about a phenomenon known as cognitive dissonance and can be analyzed through social semiotics using several semiotic sources, namely images, sounds, and text. In addition, aspects of creativity are produced in making these advertisements; this happens because there is a background in the advertising story ideas, but the creative aspects that are adapted are not enough to be analyzed using only semiotic glasses. Therefore, this study explores the meaning of the A-mild youth series advertisement in 2021, using an analytical framework in social semiotics.

For message conveyance effectiveness, advertising must have a persuasive element because persuasion is one of the critical instruments, and there must be an effort to convince consumers. The main reason advertising must be persuasive, in addition to being a feature of the advertisement content, is due to promotional competition (O'Shaughnessy & O'Shaugnessy, 2004). In contrast to advertisements produced by A-mild, cigarette advertisements are not allowed to display the form of their products. Therefore, more creativity is needed in producing cigarette advertisements, and it would be better to give a moral message to the audience.
One of the reasons we must be able to understand the meaning contained in advertising messages is because, in its persuasive role, advertising will sometimes provide connotative meanings to make consumers curious about the advertised product. An advertisement's language represents the image to create meaning in it (Pochun, Brennan, & Parker, 2018). The meaning of the words in the ad is an explanation of the image to avoid misunderstanding. However, the language conveyed in the image's description also contains connotative meanings. It forces consumers to be able to understand the message in the advertisement.

In television advertisements, an essential element is images, and images in them have shapes, colors, interactions, and other symbols that we can see. Semiotics contained in advertising is a dialectical process that involves consumers with various symbolic text structures; consumers act as recipients of advertising messages and buyers (Oswald, 2012).
Figure 4. A senior woman is observing the work of a young employee in the advertising scene “If supervised, the work is done”
(Source: A-mild advertising screenshot 2021)

Figure 5. The point of view returns to the male employee who immediately does his office work; the advertisement scene "If supervised, the work is done"
(Source: A-mild advertising screenshot 2021)

Knowledge about the effects of advertising as media literacy is needed for the younger generation. It makes them a critical generation in everything, including advertising (Barve et al., 2015). Advertising aims to find consumers, so creativity is needed for effectiveness. The audience can accept the promotion delivered in the advertisement following the producer's expectations. Increasing creativity in advertisements requires someone with the ability and skills to make them. Some advertisements exploit the younger generation because this generation is considered very attractive. The younger generation is a generation that is highly expected to regenerate by a country. Its role as producer and consumer is to form a critical generation and promote development according to the nation's expectations.

LITERATURE REVIEW

Social Semiotics in Advertising

Studying semiotics can help get broader results, and by studying signs, ones can understand ourselves and others in building social reality (Chandler, 2007). Social semiotics is how various aspects join a society and create meaning (Leeuwen, 2005). It
is necessary to understand social reality, especially about the younger generation, so this article uses the social semiotic research method to understand social reality.

Halliday revealed that language is part of social semiotics (Andersen et al., 2015). An element of modern semiotics has been formed through 3 functions: ideational, interpersonal, and textual (Zhong, Chen, & Zuan, 2021). It is in accordance with the semiotic social metafunction initiated by Halliday

In conceptualizing the semiotics of a semiotic sign, there are three meaning functions so that the sign can be realized, and these functions are called metafunctions (Sommer, 2020). The metafunctions, which become semiotics' sign concept, refer to Halliday's ideas. They are ideational, interpersonal, and textual; these three functions must be fulfilled in the social semiotics sign concept (Kress & Van Leeuwen, 2020). Before implementing the concept of sign in social semiotics, the metafunction initiated by Halliday must be fulfilled both in writing and in language.

Ideational is a situation that humans can experience, such as when, where, how, and why, or in the form of circumstances that follow human logic (Fernandez-Fontecha et al., 2018). Understanding language is a cultural experience (Sommer, 2020). In this ideational function, it can represent a concept or content contained in the research subject. The representation in question can be in the form of relationships and interactions that occur in images, and visualization of these interactions can be realized using vectors (Kress & Leeuwen, 2021). The interactions in the image can be used as an ideational (meta) function; this can be seen by using a vector line that shows the interaction relationship.

Interpersonal is a social relationship (Fernandez-Fontecha et al., 2018) between the recipient of the message and the content (Sommer, 2020). This interpersonal function enforces a relationship between the image and someone who sees the image. When watching an advertisement on television, an interaction between the advertisement and the audience occurs. Information transactions occur to influence the audience to buy the products offered.

Textual is an extensive semiotic function; it can function as a composition of elements in the sign system (Sommer, 2020). According to Kress and Van Leeuwen (2020), every semiotic system can form internal texts, namely those contained in the text context, and externally, between the context and everything outside the context. The textual function has a theme system as the initial clause of a message that connects the message with the previous discourse and informs a topic; besides that, the clause that presents new information or anything added to the theme is known as rema (Fernandez-Fontecha et al., 2018). The textual referred to in this semiotic social (meta) function can be verbal or non-verbal, oral or written, because the textual function here is extensive, so everything that complements the sign system is a textual function.

Kress and Van Leeuwen (2020) revealed that for semiotic resources to function as an explanation of every event in the social world, they must be able to document a social action, interaction, and social relationship in question. Semiotics can also form a complex system through textual functions. These three things continuously form interpretations and create meaning for social situations through context, interaction, and text.
Table 1. The Three Metafunctions of Social Semiotics

<table>
<thead>
<tr>
<th>Element</th>
<th>Examples</th>
<th>Interpretation</th>
</tr>
</thead>
</table>
| Ideational    | ![Image](image1) Advertisement Scene “If supervised, the work is done” (Source: A-mild advertising screenshot 2021) | A woman wearing a formal dress (blazer) while pouring a drink into a glass with her eyes looking at someone (youth worker), the state of the room indicates that the situation is in an office and during business hours. 
The senior supervises young workers to motivate and increase work productivity. |
| Interpersonal | ![Image](image2) Advertisement Scene “If the problem persists, rely on connections” (Source: A-mild advertising screenshot 2021) | The eyes of a man wearing a pink shirt are directed at a woman in formal clothes in front of her; even though she is wearing a mask, the man looks smiling with hope and respect; this indicates non-verbal communication. 
The expression in the eyes of prospective employees who do not know each other in this advertisement shows how critical interpersonal connections and relationships are. |
Youth Work Practice

In the world of labor, many companies need regeneration to develop their companies according to time; working with youth provides value and proves that the company has respect for diversity, expertise, and experience (Dugmore, Pickford, & Angus, 2006). Working with youth leads to social transformation following the values and principles of the company (Beck & Prcell, 2010). There are many advantages to employing young people because they can bring about change according to the times.

Diversity in the world of work is very much needed, especially for young workers, because they need to create self-confidence and mutual respect; young workers must create a comfortable atmosphere at work and need seniors' support (Ross et al., 2016). Support is needed to improve their job performance and productivity as they face a dilemma in their new world.

METHOD

Data Collection – Television and A-mild Social Media Advertising

The qualitative approach has a variety of methods by relying on text and images from different research strategies through collecting documentation of several A-mild television commercials containing critical messages of the younger generation's work practices. The documentation is collected as public secondary documentation taken from non-human online media sources such as YouTube. Three advertisements are analyzed with themes, namely (1) *First, first, I can do all*, (2) *If supervised, the work is done*, and (3) *If the problem persists, rely on connections*. The three advertisements have constructed practices critiques of young people's world of labor.
Data Analysis - A Multimodal Critical Discourse Analysis

Critical Theory is a tradition of criticism in the field of social science. When linked to current media research, the approaches commonly used are cybernetics, sociocultural, and semiotics (Littlejohn & Foss, 2009). A-mild advertisements have constructed a critique of the work practices of young people using the semiotic method. In analyzing the social criticism that occurs through advertising, this becomes appropriate.

The multimodal critical discourse analysis method will determine how important a source of images and language is in evaluating social actors by using a sign that is not shown openly (Han, 2015). Discourse analysis will find a social practice that must be done by displaying vague identities, actions, and circumstances (Machin, 2013). It is the proper method to reveal the social reality of young people’s practices in the world of labor.

In the younger generation's social reality, the meaning of criticism is implied from habits and interactions between generations. Critical logic is related to many types of signs that can express and conclude information. Critical logic is related to the accuracy and truth of the information conveyed, so the interpretation of signs is needed (Liszka, 1996). Thus, this multimodal discourse social semiotics research method is appropriate for understanding the criticism that occurs among the younger generation. An understanding of semiotic research methods is needed to comprehend the symbols and signs implied in A-mild advertisements that reflect social reality.

There are three semiotics areas: semantics, syntactic, and pragmatics (Littlejohn & Foss, 2009). In semantics, it means that semiotics discusses how signs relate to what they point to. Syntactic refers to a sign where a researcher will combine it with complex meanings, and the understanding of pragmatic semiotics is an understanding of signs, not only in the form of words but also in the structure of language, culture, and society in which communication takes on its role as a medium between these structures. From the discussion, this article will use syntactic semiotics to understand the object of research.

Research Result: Representing Youth Work Practice

A-mild advertisements that aired during the post-covid-19 pandemic in 2021 described the existence of young people in the world of labor in terms of their abilities, habits and opportunities. The three advertisements constructed by A-mild represent young people’s world of labor practices. The whole world felt the recovery from the virus spread at that time when activities in the office had slowly started to return to normal, and employee recruitment opened again for young workers, especially undergraduates who had completed their studies during the pandemic.

Multitasking Generation

Figure 1 shows a scene of a young man watching television while talking to someone via his cell phone while he is also attending a virtual meeting with his coworkers; in another scene, he can cook, feed pets, water plants, and greet neighbors at home at the same time. After the covid-19 pandemic, several companies implemented their employees to work from home to break the chain of the covid-19 virus spread; every employee must be able to complete their office work at home, but they also have to complete their homework at the same time. Multitasking is an essential human
behavior following the demands of work and the breadth of communication devices in work and leisure activities (Spink, Cole, & Waller, 2008). To do very different jobs at the same time requires more concentration.

The ideational function in this advertisement is how the younger generation completes every job simultaneously. The youth today can balance work, social, and personal life. While the interpersonal function in this advertisement shows that young workers can finish everything cheerfully because they are satisfied with their work according to their goals and expectations. The textual function is found at the end of the ad when the text in Figure 8 reads, “First, first, I can do all,” which explains that all jobs can be completed at once even though they contain different work contexts.

However, multitasking also has negative consequences, such as slowing work performance (Buser & Peter, 2012) and increasing errors (Spink, Cole, & Waller, 2008). When workers perform the main task at the same time as the second task, the possibility of errors in the main task will often occur to reduce their work performance. It proves that the multitasking ability possessed by young workers does not become the basis for the needed attitude and is not necessarily a pride like the expression of youth workers shown in advertisements because several studies mention reduced performance and increased work errors.

The implicit impact of multitasking by the younger generation presented in Figure 1 shows that the clothes worn by employees look impolite, and the house is not tidy because they have to do many different jobs simultaneously. Although they look proud of their abilities, the work results are not necessarily what the company expects.

**Supervision from Experienced Practitioner**

In Figure 6, the end of the advertisement displays writing with the content “If supervised, the work is done,” which means that if supervised, the work will be completed; this explains that young people still need supervision from experienced practitioners to understand their work. The point of view in this advertisement begins with a young man busy with his cell phone in his time and work environment. In Figure 3, a more senior woman watches the young employee's behavior with a sharp and cynical look. In Figure 4, the young worker switches to doing his office work. In Figure 5, when his work is finished, a senior woman approaches him and gives a cup of coffee to the young employee.
The ideational function in the advertisement is how a senior supervises employees to complete their work. She also appreciates the employee who has completed the work well. The coffee given in the advertisement is a form of appreciation in the hope of increasing employee focus and energy. In addition, the appreciation can also increase young workers' productivity and enthusiasm. Appreciation is part of the intrinsic reward that is not visible but is very important to motivate employees and improve their work performance (Abdullah et al., 2016). The interpersonal function section in this advertisement is seen when the senior supervises a negligent young worker, then gives appreciation in the form of a cup of coffee; it becomes essential for employees when a senior appreciates his work, which is related to increasing work productivity. The textual function in the advertisement is displayed on the printout of the employee's work showing that a senior practitioner's supervision influences his work, so work supervision becomes very important for those still young.

Young workers are part of the values and principles of a job, so it requires the formation of relationships with them and supervision from professional practitioners (Sapin, 2013). The presence of young workers is significant, but juniors just entering the world of work require supervision from experienced ones.

According to Sapin (2013), one of the principal frameworks for professional youth work practice is to professionally develop the potential of young people by providing information and training, providing clarity on the role of young workers, then evaluating work results, responding to feedback, and taking responsibility for their actions, shortcomings, and education.

Senior Distrust

Working with young people makes a significant contribution. However, on the other hand, the seniors' policy prioritizes secondary achievements over primary achievements (Spence, 2004). In contrast, young people need support from seniors who are experienced in developing their potential and abilities in work.

Figure 7 shows the writing at the end of the advertisement, "If the problem persists, rely on connections," by showing a picture of "shake hands". The sentence means that...
when someone gets into trouble in a job, a good relationship with other workers with a higher position is needed; the sentence is part of textual to semiotic social metafunction. The ideational function is that networking at work is vital. Skills and expertise sometimes become invalid when someone has connections in a company, so good interpersonal relationships are needed to get connections in the world of labor. Meanwhile, this interpersonal advertisement is shown in Figure 7 when a prospective employee is in the queue for an interview. However, someone who has a connection with the employee arrives and invites him to be interviewed first, so other employees who have already queued have to wait for their turn.

![Figure 7. If the Problem Persists, Rely on Connections](source: A-Mild Advertising Screenshot 2021)

Distrust is usually formed because of managerial actions and policies due to the quality of communication and work security (Saunders, Dietz, & Thornhill, 2014). Distrust can lead to instability of power and power sharing, creating unfavorable relationships (Feenstra, Jordan, Walter, & Stoker, 2020). Seniors' distrust of young workers can hinder a relationship of mutual respect. The creativity and expertise possessed by young workers will also not develop because of the seniors' beliefs about the quality of complex communication and safety in working with young workers.

Although seniors have reasons not to involve young people, the distrust of seniors has a significant impact on the assessment of young workers, including damaging the assessment's integrity and hindering the experience and education of young workers (Carless, 2008). Several studies have proven adverse effects for young workers when receiving distrust from seniors.

**CONCLUSION**

This article aims to understand the social criticism of young workers in the post-covid-19 pandemic work environment in advertisements constructed by A-mild, a cigarette company in Indonesia, using multimodal critical discourse analysis. This article proves
that young workers are a multitasking generation in the world of labor practice. However, they must still get supervision from experienced practitioners; besides that, young workers also face obstacles in their work, namely a crisis of trust from seniors for reasons of communication, organizational policies, and security in the workplace (Saunders, Dietz, & Thornhill, 2014). Seniors choose to hire someone they know personally rather than someone they just met.

**DAFTAR PUSTAKA**


