

THE 2020 POCARI SWEAT TV ADVERTISEMENT'S INTERPRETATION

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ABSTRACT

This research is aimed to analyze the interpretation of the Pocari Sweat advertisement 2020. The aims are to identify the interpretation meaning of the sentence in the advertisement itself, to identify the way that makes Pocari Sweat become an effective Advertisement that uses the narrative form, and to identify the effects of advertisement that uses the narrative explanation. The writer uses the theory of Dodd 2012 and Rossalotos 2015 to do the research. This research uses the qualitative method. The result of this research shows confidence, freedom, and spirit. Besides that, the way that makes this advertisement effective is the message, before it is too late and regrets getting old. In the conflict, there is a struggle with character confidence. The character, in this advertisement, is a character who builds and gives the message. The plot, this advertisement gives a sequence from the introduction, the conflict, and the result of the conflict itself. The last, the effects of this research provide a positive effect on teenagers. The research also found the moral values in this advertisement: Persistence, keep strong, and never give up.

Keywords: Advertisement, Interpretation, Meaning, The Pocari Sweat Advertisement, TV Advertisement.

ABSTRAK

Penelitian ini tentang analisis intepretasi pada iklan Pocari Sweat 2020. Penelitian ini bertujuan untuk mengidentifikasi intepretasi makna pada kalimat di dalam iklan, mengidentifikasi cara pembuatan iklan Pocari Sweat agar menjadi lebih efektif saat menggunakan narasi, dan efek yang ditimbulkan dalam penggunaan narasi di iklan. Saat melakukan penelitian, penulis menggunakan teori dari Dodd tahun 2012 dan Rossalotos tahun 2015. Penelitian ini menggunakan metode kualitatif. Hasil dari penelitian ini menunjukkan rasa kepercayaan diri, kebebasan, dan semangat. Kemudian, menunjukkan cara iklan menjadi efektif. Pertama adalah pesan. Remaja harus berani untuk mengambil langkah awal sebelum penyesalan datang. Kedua adalah konflik. Iklan ini menunjukkan konflik antara pemeran utama dengan dirinya sendiri. Ketiga adalah karakter. Di dalam iklan ini, karakter membangun dan memberikan pesan yang akan disampaikan. Keempat adalah plot. Dalam iklan ini terdapat urutan kejadian dari pembuka atau pengenalan hingga akhir dari penyelesaian masalah. Hasil akhir dalam iklan ini adalah efek positif untuk para remaja. Penulis juga menemukan pesan moral dalam iklan ini, yaitu kegigihan, tetap kuat, dan pantang menyerah.

Kata kunci: Iklan, Iklan Pocari Sweat, Iklan Televisi, Interpretasi, Makna.

I. INTRODUCTION

People use language to express their feeling, such as the feeling of sadness, anger, or happiness. Otherwise, language is also used to offend people. Language does not always occur in its verbal form spoken by normal speakers, but it is also spoken by using movement especially by the deaf. Therefore, there is another communication form that uses movement, such as body language, facial expression, or gesture to communicate. So, people can communicate each other with a variety of ways. One way is communicating via advertisement.

Nowadays, many people are so familiar with the advertisement because of the sophisticated technology. An advertisement makers introduce their products or services to give a message though it is not always for commercial purposes (Fletcher, 2010). Advertisement can be created in order to inform government programs. They use language to explain their products. Sometimes, people can get the message if they see the picture of the advertisement or watch it on television. So, advertisement uses the logical or non-logical language or picture in their products. For example, the creative advertisement is the Appeton Weight Gain advertisement which was broadcasted on November 24th, 2015 on <https://youtu.be/6e6jETR-KW8>. There is a scene of the skinny man flies in the wind while riding a roller coaster game. In the real-life, it is impossible if someone has a thin body and want to ride a vehicle to play and will fly in the wind. It is a creative and imaginative scene and this can attract the attention of the viewer.

The advertisement makers spread the information about their products using language in some ways. One may directly use explicit sentence or phrase in printed advertisement, while others may use narrative version in their electronic advertisement. That is why the message of the advertisement is broadcasted in implicit or explicit ways. They transfer the persuasive techniques from spoken to visual communication. Using a certain brand in advertisement sign that the producers deliver various possible meaning (Rossolatos, 2015). The viewers also assess the meaning of which depends on the advertisement. The Marjan Advertisement broadcasted its message explicitly on March 24th 2020 and Aqua Advertisement that broadcasted its message implicitly on January 17th 2017 are the examples.

The Marjan advertisement is published on <https://www.youtube.com/watch?v=-W-RH3HRook>. It is a descriptive advertisement because the Marjan Advertisement describes its products with how to tell a story and make viewers or audiences understand the product. The advertisement tells about the story of Princess Purbasari who will ascend the throne and succeed her father as a queen. Her people celebrate joyfully and drink a fruit syrup together. The syrup they have is Marjan. In addition, another interesting advertisement is Aqua advertisement. It is published on https://www.youtube.com/watch?v=UHF4ngndSJI&list=PLZxiTs9wBuD_PW8ZLYah8caREd6NWqSMZ. The advertisement tells about the male staff in one company. He does not focus on his work when the Japanese delegations present and they are trapped in the elevator. Another staff member asks if anyone could speak Japanese. Then, the unfocused male staff says the word "Japanese" instead of speaking Japanese. By watching this advertisement, Aqua explains to its targets that someone who lacks of fluids or water will not focus on anything around him.

The advertisements makers use different media to promote their advertisements. These media can be in different form, such as printed media advertisement (newspaper, magazine, tabloid), electronic advertisement (television or radio), Internet advertisement (on a web site or social media), and home

advertisements (banner advertisement or billboard sign advertisement (Cong, 2013). The writers discuss about television advertisement is because advertisement has various meanings. The Pocari Sweat advertisement also has good motivation words as their tagline. The use of tagline should be easy to remember, using short sentence or phrase that communicate the goals of the advertisement (Nuradi et al, 1996; Kasali, 1995). Sometimes, an advertisement also adds music that combines with picture in communication their meaning (Cook, 2001).

Nowadays, many advertisers combine the up dated technology in the advertisement. For example, the using of animation in the advertisement on products or services. They want to grab the viewers' attention from the way they advertise their products. There are many advertisement use this way, such as Sasa advertisement on <https://www.youtube.com/watch?v=5TtJqAJlyG4>. Other animation advertisement found is from PocariID on <https://youtu.be/fBKxZh5fejI>. The advertisement is Pocari Sweat Advertisement that released on February 7th, 2020. It is the product advertisement in electronic media on the television.

The Pocari Sweat broadcast sits advertisement containing some aspects such as picture and music. The advertisement is about encouraging young people to dare to sweat for chasing their dreams. There are teenagers in Pocari Sweat advertisement because they have potential and golden talents to reach the ladder of their success. Teenagers are the most memorable phase of life to achieve dreams. The strong determination and Passion to achieve dreams will be a challenge for teenagers. So, Pocari Sweat follows teenagers, especially Senior High School Students to challenge to sweat and achieve dreams through a competition titled "Bintang SMA", an online talent shows in Indonesia. The first winner of this competition will become the Pocari Sweat Indonesia advertisement star.

Starring the winner of Bintang SMA event is Nada Syakira Aisyah who was selected among 12,000 participants. Nada is the main of the Pocari Sweat advertisement. She plays the violin in the beach and gives a short narration on that advertisement. This advertisement is to combine animation with live-action footage to reveal the winner of the competition. Yoshitoshi Shinomiya is a director of this animation advertisement. He also becomes the storyboard artists, animation directors, and art directors. Then, the same as the first advertisement of Pocari Sweat Bintang SMA that can be watched on https://www.youtube.com/watch?v=DCfk7tc_KqE, the viewers could see two high school students-Reza and Ayu- who achieve their dreams at Bintang SMA event. They will show their talents at the Pocari Sweat Bintang SMA event.

Hence, the writers want to focus on the narration in this advertisement. The narration can be in the form of words, phrase, clause, or event sentences. Therefore, she will use aspects of Semantics, and Semiotic aspects to explain the hidden meaning of the 2020 Pocari Sweat TV advertisement. The writers' research is going to discuss about an electronic advertisement that is the advertisement broadcasted on

television. Therefore, the writers want to analysed about what interpretation of the Pocari Sweat advertisement; how to make the Pocari Sweat advertisement effective is using narrative explanations; and what the effects if the advertisement uses narrative explanation. The research about advertisement have been done by several people, such as by Chandra (2013), Irfan (2017), and by Siswanto (2016).

Meaning

Every word will produce different meanings depending on the situation and context. Heidegger (in Daryanto, 2016:297) said that the interpretation in German terms "Versteben" or it called understanding. It means the interpretation explains the meaning of action. Action can have many meanings. The meaning itself cannot be easily expressed. So, the interpretation is an active and inventive process to explain the meaning itself. Furthermore, according to Phelan (2001:6) Dodd (2012), and Lacorte (2015), "interpreting takes place when one person translates orally what he or she hears into another language". It means interpretation is spoken while translation is written down. The interpreter must change the language, from the source language to target language, but the interpreter without changing the meaning. In doing this action, the main focus is in two ways: source language and its target. The right interpretation will bring exact meaning to the language users.

Every word has a single meaning. Some pieces of language refer to something. Any linguistic form is referring expression and what it refers to is its referent. Kreidler (1998) in Nuryanti (2019) explains the denotation and connotation meaning. The former is real meaning in the language. If the speaker speaks, the listener immediately understands or expresses the language. Denotation meaning is the listener's knowledge. In addition, the latter is a personal aspect of meaning related to emotional associations. So, it interpretation will depend on individual experience.

The Meaning of Sign

In understanding the meaning of an object will relate to how people see a sign through the object. Everything exists in humas life have been seen as sign, something that people have to interpret (Hoed in Nuryanti 2019). Therefore, human life has several symbols and signs that can interpret as language. In every sign that relates to human life, there is a certain meaning (Pârlog, 2019). Someone who sees a sign will interpret its meaning. Other people will translate something in another way. They have different perspectives when interpreting something, but the message they understand will be the same. That means the other person's perspective is different. They have their imagination, but it will produce the same meaning. The sense is a specific meaning on the mind (Chandler, 2017). Then, the mind gets the concept. It is the meaningful use of a sign that is at the heart of the concerns of semiotics. People have a different sense for an understanding of the sign.

II. RESEARCH METHODOLOGY

Research always deals with finding information and knowledge about a particular topic or subject. In this research, the writers use text and image as the data that combine with their words or phrase used in the advertisement. In short, the qualitative does not use the statistical analysis but use the narrative analysis. There is no numerical way used in this analysis since it is the qualitative descriptive research (Creswell 2014; Nuryanti, 2019). Moreover, Moleong in Nuryanti (2019:47) said that “qualitative research is research, which has a result of analysis procedure without using statistic analytical procedure”. That qualitative analysis shows factual data and does not use numbers. Moreover, according to Lambert and Lambert (2012:255), "The goal of qualitative descriptive studies is a comprehensive summarization, in everyday terms, of specific events experienced by individuals or groups of individuals". Descriptive analysis is used because the data are words, pictures, and not numerical.

The data are taken from <https://youtu.be/fBKxZh5fejI> and are watched repeatedly in order to make easy to transcribe the narration in that video. In the process of collecting data, the writers do not change or modify the narration contained in the Pocari Sweat advertisement. After obtaining and collecting data, the data must be analysed using the related theories.

III. DISCUSSION

The Interpretation of the Narrative in the Pocari Sweat Advertisement

The advertisement begins by appearing a balloon look like with two different sizes and colors: the bigger one is in blue and the smaller one is in red. This image appears at the beginning of the advertisement at 01 seconds along with the sound utters “Otsuka” and the appearance of the written sign “Otsuka” too. the advertisement is seen as the picture of the signs by showing the picture of two balloons and its written sign “Otsuka”. The written sign ‘Otsuka’ appears at the same time of the sound uttering the word “Otsuka”. It is the logo of PT. Amerta Indah Otsuka, the producer of Pocari Sweat. The advertisement maker introduces the Pocari Sweat brand with this logo. The logo with the big letter 'O' is from the initials of the company’s name as its motif. The colour of the big ‘O’ is blue that has an interpretation that is intelligence, future, and freedom like the sky since the highest place of the universe is the sky. By the blue colour in its advertisement, the advertisers would like to send message to their target market, the teenager. The teenagers want to have much goal as high as the sky. It means teenagers are freedom to have dreams. They are free to reach their dream and choose any good dream for building their future. They can also do the positive activities to improve their skills. Then, the small 'O' is also from the initials of the company name. The color is red which has an interpretation as the centre of the energy, especially the energy of the company. It means energy like a fire. The use of colours in this symbol is related to the company's philosophy, which always wants a healthy life and positive thinking to achieve future goals.

Furthermore, by seeing the logo, the company wants their consumers to accomplish the same energy, the positive energy they have. Therefore, when people drink the Pocari sweat they can feel positive energy of the liquid drink in their body.

To the right side, there is the name of Otsuka. This logo conveys Otsuka's passionate commitment to people's happiness of good health. If people see this logo, they will think about the Pocari Sweat product, not other products. Though PT. Amerta Indah Otsuka has several products besides Pocari Sweat, such as Soyjoy and Oranamin C, everyone will always relate Otsuka to Pocari Sweat.

There is strong character made by the advertiser in this advertisement part. The character is not human but inanimate character: the logo and the text. The logo seems to have main role for some people but we think the written text "Otsuka" has this strong character. From this data, if the advertisement only occurs as the logo of two balloons, their target market will get confused and try to guess the aim of the advertiser to show this balloon logo. It is because advertiser will rarely use only logo; even they sometimes do not show this logo while filming their advertisement.

On the other hands, the use of the written text "Otsuka" may affect the buyer much more than the logo. It is because people intend to remember what they read. When the reading text is placed at the street on the big billboard, people will automatically read it and be motionless for a while. They will remember the text on the advertisement billboard every time they pass it. They will be more effective when the text in one advertisement is broadcasted on electronic media, such as Television. Since the advertisement appears many times on Television, the text will not only appear as itself but will be followed by sound and others. So that, people will know what kind of advertisement plays on television whenever they hear the sound of music. We think this is also an effective way used by the advertiser to get their advertisement known by its audiences easily.

Then, the picture is shown a situation on the bus. There is a female student, Nada Syakira Aisya. It can be seen from the handhold above her. Though the handholds colour may similar in both public transportations, the girl in the picture is on her way to school by TransJakarta. It can be seen from the red colour boundary behind her that is only found in the TransJakarta bus to help its passenger standing still during their journey.

On the bus, the girl stands by thinking something. She is with other passengers; a man passenger who wears glasses at her back and a woman wearing a veil next to her. The girl seems to look at somewhere on the bus while thinking of something and utters "Diri yang kuinginkan selalu ada selangkah di depanku". From her utterance, we think that there are three words in the utterance that have its implication. These words seem to have implied meaning differently. The words are 'diri'; 'kuinginkan'; and 'selangkah'.

The first is the word 'diri' or in English is known as 'oneself or self'. The implied meaning of the word 'diri' is someone's self. The word 'diri' denotes someone 'oneself or the entity of human being as oneself'. The connotation meaning of 'diri' may not always to someone or oneself, but it may about a hope. So, the connotation meaning of 'diri' can be a shadow of another person because she wants to be someone else. She feels that she cannot realize her dream because of being another person or being pretending to be someone else.

Next is the verb 'ingin' or in English is known as 'want something'. The denotation meaning of 'ingin' is someone who wants something. The connotation of the verb 'ingin' is her future. In this advertisement, the verb 'ingin' is getting its affixation process, from 'ingin' to 'ku-ingin-kan'. So, there is prefix 'ku-' and suffix '-kan' attach to the word 'ingin'. In this context, the prefixes change the meaning, but the suffixes change the part of speech. It means she stresses her narration about her who does not trust her life. Then, the word 'selangkah' or in English is known as 'one step'. The denotation meaning of 'selangkah' is to come forward. The word 'selangkah' has a negative connotation meaning because she will not be able to reach herself to become a nice girl. From the above explanations about the three words, the writers think that the use of the utterance "Diri yang kuinginkan selalu ada selangkah di depanku" in this data can be interpreted as someone who wants to reach her dream to get success differs from her today's situation. Then, she is not confidence with herself because she does not trust herself.

From the data, this interpretation is supported by the situation of the data which shown that the girl wearing a school uniform is on her way to pursue her dreams and goal by studying. In the picture, her eyes can be talking about her beliefs. We assume this is because the self she wants is inversely proportional to what happens to her. She feels unable to achieve her goals. By seeing this, it can be seen that education is a good way to change someone's life condition. That is why, the advertisement shows to its viewers about the struggle of a school student in fighting the crowded public transportation in order to reach her life goal and will have different life from her today's life. So, she feels unsure of what she wants. She could not see the future. She is unable to show her abilities. On the other hands, the character may affect the audiences. They feel about the student's problem. It can motivate teenagers. Therefore, we think this is also an effective way used by the advertiser to get their advertisement known by its audiences easily.

The next data shows five students in the field. They look enthusiast to do their exercise. One of the students in the field utters "hanya dengan satu gol". From his utterance, we think there is a phrase in the utterance that has its implication and implied meaning. The phrase is 'satu gol'. The phrase is originated from the combination between the adjective 'satu' and the noun 'gol'. The denotation meaning of the adjective 'satu' is a numeric number to count the number of items or objects. Then, the noun 'gol' in the soccer games means that a ball successfully gets into the goal net and the team gets score.

Therefore, the denotation of the phrase 'satu gol' is someone who gets the goal in the soccer. In the context, the connotative meaning of the phrase 'satu gol' is a positive word expression to change someone's future if that person dares to face it and tries harder.

The advertisement makers see what teenagers do daily besides studying at school. Male students usually prefer to play ball. When they get a score goal, they will be happy. Like playing a soccer ball, a dream must be achieved. So, the advertisement makers invite the teenagers to brief to achieve their dream by giving examples from their daily lives. There also tells about the method to achieve his goal. He needs one score goal to change his trust. Teenagers usually are facing an unstable situation. From the data, it can be seen that the teenagers are taught to focus on their achievement in life. That is why the advertisers use the utterance to remind teenagers about their goal in life.

Then, the teenagers also has unstable emotion. The writers think that the use of the utterance "hanya dengan satu gol" in this data can be interpreted as someone who wants to reach his dream to get success that differs from his today's situation. So, he trusts himself by his utterance. Then, he wants to make a score goal to build his confidence. The picture is a supporter of his interpretation of his speech. He is eager to make a goal. On the other hands, the character may affect the audiences. They feel it can motivate teenagers to achieve their dreams. So, we think that this is also an effective way used by the advertiser to get their advertisement known by its audiences easily.

The next data shows a school student in her way to home from school. From her facial expression, the writers think that she is overthinking. She might think about the conditions in her environment. The picture of a girl interprets that she is not confidence. There is an utterance "hanya dengan satu suara". From the utterance, we think that there is a phrase in the utterance that has its implication and implied meaning. The phrase is 'satu suara'. The phrase is originated from the combination between the adjective 'satu' and the noun 'suara'. The denotation meaning of the adjective 'satu' is a numeric number to count the number of items or objects.

Then, the noun 'suara' or in English is known as 'the sound' is vibrations that travel through the air or another medium. People and animals can hear it. The denotation of the phrase 'satu suara' is someone to give a sound or to vote in an election. People can voice their heart but only choose one option. In the context, the connotative meaning of the phrase 'satu suara' is a positive word expression to change someone's future if that person dares to express their opinion.

From the above explanations about the phrase, the writers think that the use of the utterance "hanya dengan satu suara" in this data can be interpreted as someone who wants to reach her dream to get success differ from her today's situation. So, she trusts herself by her utterance that she cannot afraid to give her an opinion in the class, organization, or public. This may be the first step to create a teenager's confidence because they dare to speak in public and express their opinion. Besides that, teenagers usually

think about new and creative things that can build their nation. The picture support her interpretation of her speech. Finally, the character may affect the audiences that everyone can voice their heart but only have to choose one option. It makes people cannot afraid to give an opinion. So, I think this is also an effective way used by the advertiser to get their advertisement known by its audiences easily.

How to Make the Pocari Sweat Advertisement Effective Using Narrative Explanations

The writers find that the advertisers have different strategies in making the advertisement, especially to make the advertisement more effective than other advertisements. Based on the analysis, the writers think that the advertisers of Pocari Sweat advertisement use some elements to their advertisements. They are: the message, conflict, the character, and the plot. Based on the analysis, the advertisers send messages to the audiences in different ways.

After doing the analysis, the writers find that there are four-way used by the advertisers in delivering their advertisement. The first way is shown by the students who give their perspective opinion to feel confidence with themselves. In this data, the writers see that the advertisement gives the focus on telling message to audiences. It can be seen that the messages consist of positive messages to the audiences, especially, the teenagers. In sending messages, the advertisers persuade teenagers to have faith in reaching their goal or dreams in life; they also want teenagers to have confidence in life, and to fight fear and mistrust of oneself.

Then, the advertisers put the conflict in this advertisement. There is a girl who does not trust herself, gives opinion to solve that problem. She fights back her confidence to move forward. For various reasons, she can beat herself to move forward and leave her comfort zone. The advertisers give many characters in this advertisement: the one who wears a school uniform, the playing football student, the activist student, the singer student, the beauty blogger student, and the dancer student. They support other student to solve a conflict against herself. Then, they help move the plot events forward.

There is plot in this advertisement. In each story, there is a series of events. It begins with the introduction of the story, conflict, and resolution at the end of the story. The general of the plot is a linear plot. In the Pocari Sweat advertisement, there are series of events. The advertisements use a linear plot; starting the story by the introduction of students characters. Then, the student conflicts with her confidence and ends by fighting her weakness. The advertisement makers also include a plot that is very concise but detailed and easy for the audience to understand.

In the brand communicating, Pocari Sweat explain and persuade the audience in their advertisement. The advertisement makers raise a story about real life in Indonesia teenagers. In addition, Pocari Sweat advertisement also gives a message for teenagers.

The Effects Use Narrative Explanation in the Advertisement.

The writers find four effects in the Pocari Sweat advertisement. Based on the analysis, the writers think that the advertisement makers of Pocari Sweat increase customers' interest and attention. Therefore, the Pocari Sweat advertisement has a positive effect. The first effect is through this advertisement, teenagers get more open-minded to reach their dream. By showing a struggle of a female student, it can be seen that education is a good way to change someone's life condition. They are able to achieve not only academic goal but also non-academic activities. They need both because they have to combine each other and put in their respective positions.

The second is this advertisement teaches every student to become someone who can respect the opinions of others who are different. The advertisement shows the students perspective opinion. They give their respective assumptions on how to deal with nervousness and self-doubt. The third is the tagline in this advertisement makes people or customers not to be afraid to do positive activities and require more energy because there is a Pocari Sweat that contains Ion water. Sometimes, if people do physical activities and get limp or lost the Ion, they remember about the Ion water of Pocari Sweat product to improve their energy. Last, the word 'Otsuka' makes people always think about the Pocari Sweat brand even though PT. Otsuka has other brands, such as the Oranamin C product and the Soyjoy product. Every advertisement delivers a specific purpose.

Some advertisements provide encouragement and motivation. This purpose is also found in Pocari Sweat advertisement through its moral message, especially for teenagers. There are moral values from Pocari Sweat advertisement that can be applied to people everyday life. The first is persistence in achieving goals or dreams that can be seen from the utterance "Walaupun jawaban sulit ditemukan, tapi hanya dengan satu langkah awal". The results will not betray the process. The result that builds from scratch to success will make it even more valuable. The second is never give up in achieving goals or dreams and it can be seen from the utterance "Mungkin dunia akan ku ubah". Dreams will not be obtained easily. Pursuing the goals is also seeing in their ambition. As in this advertisement, it teaches its viewers to move forward to become productive people.

Then, there is very important message conveys through Pocari Sweat advertisement. The advertisement does not only persuade the teenagers to reach their life goal in a persistence way, it also encourages them to stay strong and not easily to give up on everything. It can be seen the student's perspective opinion to achieve the goals with their own way. Above the important messages, the advertisement main message is to ask everyone, especially teenager to live a healthy life, to remember how important to keep the body to have enough liquid and not lack of ion. The advertisement persuade teenagers to have drink much drink, especially a drink with much ion for a healthy body.

IV. CONCLUSION

Based on the analysis, there are some interpretations of meaning from the Pocari Sweat Advertisement. First is logo of the logo of the PT. Amerta Indah Otsuka. People will think about the Pocari Sweat product if they see the Otsuka's logo. So, people interpret Otsuka is Pocari Sweat product even though there are other products. Second is the narration implies: unconfidence student, dare to change someone's future if that person dares to face it and tries harder, wants to reach her dream to get success differ from her today's situation, the student who wants to change someone's future if that person dares to express their feelings with a word, the teenager who wants to change someone's future by pursuing dares to try a new challenge, the student who wants to invite someone not to be lazy to reach a dream, even though she can achieve her dreams, but she lost in fear, she wants to reach her dream, the student who has the imagination to reach her dream. The last is the slogan of the Pocari Sweat advertisement. The slogan can be interpreted that the advertisement maker invites teenagers to be brave in pursuing their dreams.

The writer finds that effective ways used by the advertisers in advertising their advertisement are by containing the advertisement with message, conflict with herself, the character appears as major character and other minor characters, and the linear plot. The first is the message. The message that is most effective in this advertisement is how teenagers never give up and must try to achieve his goals and dreams.

We find four effects of the Pocari Sweat advertisement: teenagers get more open-minded to reach their dream, teaches every student to become someone who can respect other different opinions, the slogan in this advertisement makes people or customers not afraid to do positive activities and require more energy because there is a Pocari Sweat that is Ion water, the word 'Otsuka' makes people always think about the Pocari Sweat brand. Besides those result, the writers also find some moral messages of the advertisement: persistence in achieving the goals or dreams, never give up in achieving the goal or dreams because dreams will not obtain easily, encouraging people to stay strong on everything.

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