The Superstructure of Public Service Advertisements on Plastic Waste

Ida Putu Ratna Ariasih[1], Gusti Made Sutjaja[2] and Ni Wayan Kasni[3]

[1]*Student of Department of Master in Linguistics, Post-graduate program, Universitas Warmadewa*
[2]*Professor of Linguistics at Postgraduate Program, Universitas Warmadewa*
[3]*Doctoral of Linguistics at Postgraduate Program, Universitas Warmadewa*
Jl. Terompong No. 24, Tanjung Bungkak, Denpasar-Bali, Indonesia
ratnaariasihpt@gmail.com[1]; wayankasni@gmail.com[3]

Abstract—This study concerns the ad texts from the perspective of discourse structure. At a specific layer, it reveals the superstructure of a five-type public service advertisement text discourse taken from Youtube. The five advertisements in question are "*Diet Kantong Plastik*", "*Polusi Plastik Multimedia SMKN 1 Surabaya 2018/2019*", "*Kampanye Sosial Menguragi Sampah Plastik*", "*Kurangi Sampah Plastik*" and "*Polusi Sampah Plastik*". Achieving this goal was done by making use of a qualitative research design. The data were collected through several procedures namely finding, downloading, filtering, taking notes and researching the data to discover the text superstructure. Data were analyzed using padan method, or identity method. Then the results of data analysis are presented in the form of a description. The study addresses the issue of discourse structure with the superstructure (Dijk, 1980) theory approach. The results of the data analysis showed that each advertisement had four sequences of structures, namely introduction, body, closing and conclusion. These four components are the ones that form the fifth superstructure of the public service advertisements reviewed in this paper. By chance a service advertisement is indeed of many analysable aspects. The present study is only restricted to plastic trash community service ads on Youtube. However, public service announcements or advertisements can also be obtained from other electronic media such as TV or radio and from the print media. For the futher studies, it is necessary to explore the community service advertisements on plastic waste that are displayed through these media.

Keywords: Public Service Advertisements, Plastic Waste, Superstructure

I. INTRODUCTION

The rapid development of technology today provides challenges and conveniences to produce more creative, attractive, innovative, and most importantly, persuasive advertisements. One of the goals of advertising is to persuade and invite people to do something like buying or owning something that is offered, using persuasive language that is expected to achieve that goal. Based on its function, advertisements can be divided into (1) product advertisements and non-product advertisements, and (2) commercial and non-commercial advertisements. Product advertisements have the purpose of introducing a particular product. Commercial advertisements aim to commercialize merchandise to the public, while non-commercial advertisements do not expect commercial profits, but social benefits (Djuroto, 2000).

Advertising has four main functions namely informative, persuading, reminding, entertainment (Tjiptono, 2001). The informative function is that an advertisement informs consumers about the ins and outs of the product. Persuading function includes an advertisement impacts the audience to buy the products offered. The reminding function represents an advertisement updating information that has been received by the public. The entertainment function of an advertisement is it creates a refreshing atmosphere when consumers receive or digest information.

In addition to commercial advertising, there are currently also many public service ads. This ad is created by the government or non-government to appeal and invite the community to carry out something that is certainly useful for all elements of society. One of the most important things in social marketing is the promotion strategy. Promotion strategies in social marketing is not much different from those of commercial marketing, especially after the emergence of the utilization of the internet as part of promotional media.

One problem that is to date has not been resolvable properly is the problem of garbage, especially plastic waste, since plastic waste requires a long time to decompose. Therefore an appeal to reduce the use of plastic is needed. The role of mass media, whether television, print, radio or online media is very important for the reduction of plastic waste. Online media, one of which is Youtube, has now become an intermediary in declaring government programs. With the understanding and information provided through advertisements on Youtube, it is hoped that it can increase public awareness and concern for the management of plastic waste.

There are a number of studies that have been carried out on advertising and advertisements. (Mulyawan, 2008) examined the discourse of print media commercial advertising from the perspective of a hypersemiotic study. It was found that commercial advertising in print media had eight patterns that combined ad-forming structures, the verbal element in each advertisement involved the maximum use of grammatical and lexical cohesion, the meaning and message to be communicated. Each advertisement exploits nonverbal signs to exceed the limits of reality, and also the ideology of advertising is more influenced by the vision and mission of the producer.

(Mahayani, 2011) examined the text of public health service advertisements from a semiotic perspective, which involves two pieces of health service advertisements, namely anti-drug advertising and HIV/AIDS. The study concerns the micro structure of verbal texts, the semantic aspect of verbal and nonverbal signs, and the ideology beyond the public health service advertisements. Other research by (Brata, 2017) was analyze a semiotic elements in spa advertisement at ubud area, he found Six advertisment spa house has the structure of a macro that is complete, in superstructure, there are some advertising that have a superstructure advertisment are incomplete, and in micro structure of each ad has a semantic and syntactic elements, but there are some advertisment that have an element of rhetorical. Six advertise were analyzed had a verbal meanings are analyzed through on macro and micro structure of which is part of the structure of discourse in the advertisement and Six advertisment had a nonverbal meanings expressed through the sign contained in the advertise as icons, indices and symbols. In addition, (Rosalina, 2012) examined masculinity in television advertisements on male-specific products: extra-joss, pro-mild solar, and vaseline men face moisturizers, with a semiotic approach. The basic theory used in studying the object of study is critical constructionism, one of the components of Barthes's semiotic theory (Barthes, 1988).

Speaking of discourse texts (Dijk, 1980), discourse analysis links textual analysis focusing attention on the text towards comprehensive analysis, that is, how a text is produced. There are three discourse analysis frameworks consisting of three main structures, that is to say, macro structure, superstructure, and micro structure. The superstructure is the framework of a text that includes the structure or sequences of structural elements of a text in forming a coherent whole form, such as the introduction, body, closing, and conclusions that must be arranged in such a way as to form a complete and stylistic text. In other words, superstructure analysis refers to the analysis of the schema or flow of a text.

Currently in Bali, especially in the city of Denpasar, the government is running a program to reduce the use of plastic. Regarding this, the present study examines the superstructure of public service ads on plastic waste on Youtube, whether or not the discourse superstructure highlighting the issue of community interests and needs is met. Youtube

is one of the favourable social media to the community, both children and adults.

II. METHOD

This study was conducted in Denpasar-Bali, Indonesia. It was carried out using qualitative research designs. The data of the study are oral data which were transcribed into written ones. Data refer to plastic waste aired on Youtube. The choice of the data source was motivated the fact that Youtube is one of the most popular social media by the public. The data were collected through several procedures: finding public service announcements about plastic waste on Youtube; downloading the advertisements using the All in One Video Downloader application; filtering the downloaded advertisements to meet the required one for the study; taking notes of the information in each advertisement, including in the form of words, sentences, and images; and researching the data to discover the text superstructure. Data were analyzed using metode padan, or identity method. With this method, the paramaters are is beyond, detached, and not the intrinsic part of the language in question. The basic technique used is the Dividing Key Factors Technique. According to (Sudaryanto, 1993) the technique is a sorting technique in which the tool used is a mental sorting power possessed by researchers themselves. In conjunction with these methodsand technique, the theory used to address the question of the study is the theory of discourse structure (Dijk, 1980). Then the results of data analysis are presented in the form of a description.

III. RESULTS AND DISCUSSION

There are five public service advertisements used in this study. The advertisements were taken from Youtube. The five advertisements are Kantong Plastik, Polusi Plastik Multimedia SMKN 1 Surabaya 2018/2019, Kampanye Sosial Menguragi Sampah Plastik, Kurangi Sampah Plastik, and Polusi Sampah Plastik. The oral data in the five selected ads were transcribed to facilitate the analysis. Data are divided into two, namely verbal data and non-verbal data. Verbal signs are explained using correct grammar and the right words, volume, clarity of speech, and flexibility, quality voices that add to verbal communication that both and nonverbal elements refer to all other aspects of the communication process, whereas on-verbal signs include implicature, tone of voice,

gestures, and facial expressions (Philips, 1983). The results of analysis are presented in the following.

A superstructure is a structure used to describe the schema or plot of story of a text. A text or discourse generally is built with a scheme or plot, that is, from the introduction to the end. The flow shows how the parts in the text are arranged and ordered to form a unity of meaning. A superstructure depicts the general form of a text. The superstructure is the basic framework contained in a discourse with general division such as introduction, body and conclusion (Dijk, 1980). This research involved five pieces of public service advertisements as data sources. In the following, the superstructure of the five advertisements is explained according to van Dijk's theory conceptualising there are four parts of a discoure: introduction, body, conclusion, and conclusion.

"Diet Kantong Plastik" Advertisement

The first ad that was analysed is a public service advertisement titled "*Diet Kantong Plastik*" which was uploaded on Youtube by (Idrus, 2017). There are four sequences of structures in this first advertisement, as described in the following.

1. Introduction

In the first advertisement, the introduction is placed on non-verbal data 1.1 to non-verbal 1.2 and verbal 1.1. The opening section of the ad is started by presenting a woman shopping at a convenience store with the question "Clothing, boards, food and plastic?" Then proceed with the question from the host "Are you all with him who thinks that plastic bags are the right solution for everyday life?" At the opening there is a freeze scene. Freeze scene is a scene that aims to stop the action or hold on to the end position of the scene. Freeze is generally for the central figure drawing (Lutters, 2004). In this section the freeze scene is acted out by cashiers and consumers. It is performed just as the the cashier and customer stop their activities and the host appears. Freeze scene is done in order that the audience focus on the host and the narration delivered by the host as he enters.

2. Body

The body part of this advertisement lies in non-verbal data 1.3 to non-verbal data 1.4 and verbal data 1.2. This section explains the answers to the questions raised in the introduction that plastic is not the right solution for everyday life. This is made clear by

showing plastic waste in the environment due to excessive use of plastic.

3. Closing

The closing of this advertisement is put in non-verbal data 1.6 through non-verbal data 1.9 and verbal data 1.3 and verbal data 1.4. The concluding section begins with the appearance of the imperative sentence that reads "Do not let plastic trash dominate our space of life". This ad is closed with a persuading phrases for the community to reduce plastic waste. Besides that, the closing part of this ad also shows a solution to reduce plastic waste, which is by using shopping bags made from cloth that can be used recurrently.

4. Conclusion

The conclusion section of this advertisement appears on non-verbal data 1.10. In the aforementioned data it can be seen that the conclusion of this advertisement is to invite people to stop using plastic starting now to save the earth with a plastic bag diet. This is indicated by the poster that appears in non-verbal data 1.10.

Polusi Plastik Multimedia SMKN 1 Surabaya 2018/2019 Advertisement

The first ad analysed is entitled "*Polusi Plastik Multimedia SMKN 1 Surabaya 2018/2019*". This ad was uploaded on Youtube by Fatima Tuzzahro (Tuzzahro, 2019). The ad text is written in four sequences of structures. The four sequences of structures in question are:

1. Introduction

In the second advertisement, the introduction is put on from non-verbal data 2.1 to nonverbal data 2.5 and verbal data 2.1 and verbal data 2.2. This ad begins with an introduction to the theme, title, duration and name of the public service advertisement maker. Then, it is continued with the appearance of three teenagers who are walking around and carrying plastic bags. After that they sit down and eat snacks and then remain the trash away.

2. Body

The body part of this advertisement appears on non-verbal data 2.6 and 2.7 as well as verbal data 2.1 and 2.2. In this section, it is stated that Indonesia's position is among the second largest producers of waste in the world, supported by the data on waste management in Indonesia in 2015 showing 69% of waste in Indonesia is in the final reservoir.

3. Closing

The closing part of this advertisement appears on non-verbal data 2.8 as well as from verbal data 2.3 to verbal data 2.6. This ad closes with an explanation of how to reduce plastic waste. In this section it is explained that we can reduce plastic waste by carrying our own shopping bags, bringing our own food containers and bringing our own drinking water.

4. Conclusion

The conclusion of this advertisement appears on non-verbal data 2.9 and non-verbal data 2.10 and verbal data 2.7. From these data it can be seen that the conclusion of this ad is inviting the public to maintain cleanliness. The public is invited to maintain the cleanliness of the earth by reducing the use of plastic waste.

Kampanye Sosial Menguragi Sampah Plastik Advertisement

The third ad is entitled "*Kampanye Sosial Menguragi Sampah Plastik*". This ad was uploaded to Youtube by Febry Bobby (Boby, 2017). There are four sets of structures in the third ad, namely:

1. Introduction

In the third advertisement, the introduction appears on non-verbal data 3.1 to non-verbal data 3.7 and verbal data 3.1 to verbal data 3.5. In the opening section of the advertisement, the advantages of plastics and how they are used in the world in 2015, are explained. Also explained from the many plastics that are used there are about 43 percent of it becomes garbage.

2. Body

The body section of this advertisement appears on non-verbal data 3.8 through 3.16 and verbal data 3.6 through 3.9. In this section, the properties of plastics that are difficult to decompose are explained. Here also described various problems that arise due to plastic waste such as flooding and the death of sea animals due to eating plastic thrown into the ocean.

3. Closing

The closing part of this advertisement appears on non-verbal data 3.17 to non-verbal data 3.24 and verbal data 2.10 to 3.14. This advertisement is closed with an invitation to be wise and responsible in using plastic as well as carrying out environmentally friendly lifestyle. This can be done by avoiding the use of plastic bags when shopping and using other shopping bags that are more environmentally friendly.

The second, the reduction of waste can be done by using drink bottles that can be refilled, and the last can be done by sorting out the garbage that thrown somewhere so that it can then be recycled according to the type.

4. Conclusion

The concluding part of this advertisement appears on non-verbal data 3.25 to non-verbal data 3.27 and verbal data 3.14. From these data it can be seen that the conclusion of this advertisement is to invite the public to care about the environment. Because caring for plastic waste means people care about the environment and care for their lives and that of their generation. The public is invited to care for the environment by jointly reducing plastic waste.

Video Iklan Layanan Masyarakat Kurangi Sampah Plastik Advertisement

The fourth ad is titled "*Video Iklan Layanan Masyarakat Kurangi Sampah Plastik*". This ad was uploaded by Wasim Ahmad on Youtube (Ahmad, 2017). There are four sequences of structures in the fourth ad, as explained below:

1. Introduction

In the fourth advertisement, the introduction appears on non-verbal data 4.1 and verbal data 4.1. At the opening part of the ad, information about the amount of plastic waste produced by Indonesia each year is presented.

2. Body

The body section of this advertisement appears on non-verbal data 4.2 and non-verbal data 4.3 as well as verbal data 4.2 and verbal data 4.2 and verbal data 4.3. In this section, Indonesia's position as the second largest waste producing country in the world due to the large amount of plastic waste that Indonesia produces annually is presented. This section also shows the adverse effects of plastic waste if allowed to continue to accumulate.

3. Closing

Closing part of this advertisement appears on non-verbal data 4.4 through non-verbal data 4.9 and verbal data 4.4 through 4.9. This ad is closed by giving tips to reduce plastic waste, namely by doing the implementing a 3R (Reduce, Reuse and Recycle).

4. Conclusion

The conclusion part of this advertisement appear on non-verbal data 4.10 and verbal data 4.10. In these data it can be seen that the

conclusion of the advertisement is to invite people to care about the environment. Because by reducing the use of plastic waste, the community can make a better future.

Polusi Sampah Plastik_Iklan Layanan Masyarakat Advertisement

The fifth ad is titled "*Polusi Sampah Plastik_Iklan Layanan Masyarakat*". This ad was uploaded by Ravly Ade on Youtube (Ade, 2019). There are four sequences of structures in the fifth ad, as explained below.

1. Introduction

In the fifth advertisement, the introduction appears on non-verbal data 5.1 and non-verbal data 5.2 as well as verbal data 5.1 and verbal data 5.2. The opening part of the advertisement begins with describing the habits of the people who use plastic bags when shopping and the use of plastic straws when drinking.

2. Body

The body part of this advertisement appears on non-verbal data 5.3 and non-verbal data 5.4 and verbal data 5.3. In this section heaps of plastic waste on land and also in the sea as a result of the large amount of plastic used every day is shown.

3. Closing

The closing part of this ad appears on non-verbal data 5.5. This ad is closed by presenting information about the amount of plastic waste in the world in 2015, which is 350 million tons.

4. Conclusion

The conclusions in this advertisement appear on non-verbal data 5.5 and non-verbal data 5.6 and verbal data 5.4. From these data it can be seen that the conclusion of this advertisement is to invite people to protect the land and sea from plastic pollution.

IV. CONCLUSION

The first ad, entitled "Diet Kantong Plastik", is begun with a woman shopping at a convenience store with the question "clothing, boards, food and plastic?" the right solution for everyday life. This ad closes with an invitation to reduce plastic waste. Besides the closing part of this ad also shows a solution to reduce the plastic waste. The conclusion of the first advertisement is to invite people to stop using plastic from now on and save the earth with a plastic bag diet. The second ad is titled "*Iklan Layanan Masyarakat Polusi Plastik*

Multimedia SMKN 1 Surabaya 2018/2019". The ad opens with an introduction to the theme, title, duration and name of the designer of the public service advertisement. Followed by the emergence of three teenagers who were walking around and carrying plastic bags. In the body section, Indonesia's position as the second largest waste producer in the world is presented along with the data on waste management in Indonesia in 2015. The conclusion of the second ad is to invite the community to maintain cleanliness. The third ad is entitled "*Kampanye Sosial Menguragi Sampah Plastik*". At the opening of the ad it explains the advantages of plastic and how the plastic in the world is used in 2015. In this section the nature of plastics that are difficult to decompose is described. This ad closes with an invitation to be responsible and open-minded in utilising the plastic and to live an environmentally friendly lifestyle. The conclusion of the third advertisement is to invite the public to care about the environment. The fourth ad is titled "*Kurangi Sampah Plastik*". The opening section of the advertisement explains the details of the amount of plastic waste produced by Indonesia each year. In the body section, it is explained that Indonesia is the second-largest waste producing country in the world. This ad is closed with tips for reducing plastic waste, namely by applying the 3R Reduce, Reuse and Recycle. The conclusion of the fourth advertisement covers the deals with inviting people to concern about the environment. The fifth ad is titled "*Polusi Sampah Plastik*". The opening of the advertisement begins with the description of people's habit of using plastic bags when shopping and the use of plastic straws when drinking. In the body section is shown a pile of plastic waste on land and also at sea due to the amount of plastic used every day. This ad is closed with information about the amount of plastic waste in the world in 2015. The conclusion of this ad is persuading the public to protect the land and sea from plastic pollution.

Public service advertisements are of many analysable aspects. Incidentally this study is restricted to community service ads on plastic waste on YouTube. However, public service advertisements can also be found on other electronic media such as TV, radio or on print media. For further studies, it is necessary to review the plastic waste in the community service advertisement aired through these electronic media.

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