

Representation of the Role of a Mother in the Mother's Version of Dancow Advertising is Not Perfect but Mother's Love Always is there

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Abstract

The phenomenon of women as mothers who work and educate children has its own challenges. A mother is required to maintain communication with her child and also be professional at work. The mother can be the head of the family who has responsibility for the family, by managing all household matters including children, and this shows the importance of a mother in the family other than the father. Seeing how women as mothers are represented in a media and considering the progress of a mother's representation in the general world, the researchers are interested in seeing how mass media such as advertisements on YouTube describe the role of a mother. This makes advertising through YouTube more accessible to the wider community and in large numbers. In addition, making advertisements on YouTube will be able to be enjoyed by the public for a longer time because the duration of the video is longer than other social media or television. In this study, the researcher used a qualitative research method with a semiotic theory approach of Roland Barthes. The subject of the research focuses on the representation of the role of a mother in the Dancow version of the Mother Not Perfect But Mother's Love is Always There. Researchers have determined 8 scenes / scenes to identify research problems. The researcher's goal in determining these scenes is to fit the research focus that has been discussed in the previous chapter. The researcher analyzed 8 scenes of Dancow's milk commercial, Mother's version is not perfect but Mother's Love is always there to analyze the representation of a mother's role.

Keywords

the role of a mother; dancow advertisement; love



I. Introduction

The phenomenon of women as mothers who work and educate children has its own challenges. A mother is required to maintain communication with her child and also be professional at work. Mothers can be heads of families who have responsibilities to the family, by managing all household matters including children, and this shows the importance of a mother in the family other than the father (Febriyanti et al., 2019:108). In general, compared to fathers, mothers have closeness and spend more time with their children, and in providing the right parenting pattern, can make a good impact on children, one of which can shape the child's character (Maulati & Prasetyo, 2017:2110).

In line with the times, the role of mothers or women is increasingly massive in the media, especially advertisements. Ideas related to women's lives as mothers in the media have always been an interesting topic to discuss (Mudafiuddin, 2020:2). In the media, the presence of women is often positioned as someone who is weak or lowly and is not considered a serious subject (Muwarni, 2018:2). In addition, women who are married or

have become mothers are also often described as someone who is gentle, gentle, motherly and can only take care of the household such as taking care of children, cooking, and cleaning the house, even usually a mother is only seen from the nature of her birth.

Seeing how women as mothers are represented in a media and considering the progress of a mother's representation in the general world, the researchers are interested in seeing how mass media such as advertisements on YouTube describe the role of a mother. This makes advertising through YouTube more accessible to the wider community and in large numbers. In addition, making advertisements on YouTube will be able to be enjoyed by the public for a longer time because the video duration is longer than other social media or television. Social media is an example of a relatively recent development of information technology (Marbun *et al*, 2020).

The Dancow advertisement that the researchers will examine is the Mother's version of the Dancow advertisement. Not Perfect But Mother's Love is Always There. This ad is shown on YouTube which was uploaded on December 18, 2020, and until now, on October 13, 2021, it has reached 3,488,378 viewers, which means that this ad has succeeded in attracting a lot of viewers. audiences youtube ranging from children to adults with a variety of different social backgrounds, making advertisements can reach all circles.

Mother's version of Dancow's ad is not perfect, but Mother's Love is Always There on youtube tells of a woman who works from home by selling donuts while taking care of children who go to school from home (online) and have to take care of and look after the house. The woman depicted in the advertisement on YouTube works in two ways at once, namely the mother who has to take care of the children and take care of her merchandise at the same time. The conflict that the mother faces in this advertisement is because she is busy taking care of the children and the house while trading, the mother forgets how many orders her customers have, at the same time her children also have to go to school online because of the pandemic. In the youtube shows a mother who is overwhelmed with making short cake orders and has to take care of her child, plus the internet connection is lost. This of course makes the children panic because they have to go to online school but the internet is dead. In the midst of the chaos of insufficient orders and children demanding that mothers do more to justify the internet, these mothers still have to give tenderness and affection like a mother to their children. Situations like this, of course, require mothers to be more patient with their children as a mother is required to be versatile in everything.

This ad describes the role of a mother who is required to be able to do everything by her child. Must be able to play anything, justify the internet, as well as trade cakes, and in this advertisement teaches the audience a lesson that mothers are not perfect, who have to be versatile, but mother's love is always there for her child.



Sumber: [youtube.com](https://www.youtube.com)

The reason the researcher chose the Dancow advertisement version of Bunda Not perfect But Mother's Love is Always There is because the representation of women as mothers in terms of quantity in the mass media as a whole is still minimal. According to research conducted by the Global Media Monitoring Project in 2015, women only made up 24% of the total news content in the media. This is supported by research conducted by (Wijaya, 2013:10) which shows that there is a gender bias in advertising, namely a social construction that leads women to traditional characters in a modern context. Based on this research, it can be seen that advertising as a mass media product often uses certain symbols and meanings that can be analyzed by the audience.

Semiotics itself is the study of signs, the function of signs and also the production of meaning (Sobur, 2006). Meanwhile, according to Roland Barthes semiotics suggests three main things, namely denotative, connotative, and myth (Sobur, 2013:69). Denotative which explains the real meaning, Connotative which explains hidden or implied meaning, while myth develops from people's thoughts and interpretations of something, society interprets by interpreting the relationship between real and visible (denotative) and something that is implied from it (connotative). Therefore, the researcher chose to use Roland Barthes' semiotics because this study will analyze the meaning or signs contained in the advertisement by looking at the representation of the role of a mother in the Dancow advertisement version of "The Mother Is Not Perfect But Mother's Love Is Always There".

Mass communication is a method of communication that uses media to distribute messages en masse, broadly, and produces effects (Liliweri, 2011:874). According to (Suryanto, 2015:157), mass communication is a process in which there is a complex organization in it, with the help of the mass media to send messages to a wide, heterogeneous, and spread audience. Meanwhile, according to Bittner in (Jalaluddin, 2003:188), mass communication is a message that is conveyed through the mass media to the audience, or many people.

The definition of communication is divided into two stated by Joseph A Devito in (Ardianto, 2007:6) first, mass communication is communication that will be conveyed to an extraordinary audience or people. Second, mass communication is communication that is transmitted through audio and visual, or called mass media. Mass media as a tool to spread messages or communicate.

From the definition according to experts, it can be concluded that mass communication is a communication process in conveying messages, ideas or ideas to very many people, and mass communication also uses mass media as a tool to disseminate the message itself. In this study mass communication is very important because this study analyzes an advertisement, where advertising through the YouTube is also a mass communication. According to (Tjiptono, 2008:225) Advertising is a form of promotion from a company that is most widely used to market and promote its products. The shortest definition put forward by (Kasali, 2011:9) "Advertising is a static media and prioritizes visual messages". In addition, advertising is explained into two meanings, which are quoted from (Rangkuti, 2009:23), "Advertising is non-individual communication with a number of costs, through various media carried out by companies, non-profit institutions and individuals. Advertising is also defined as a form of non-personal achievement paid by sponsors to present ideas or promotional ideas for certain goods or services".

So, it can be concluded that advertising is a communication process in notifying and informing an item or service using mass media both online and offline, the mass media used include television, radio, magazines, newspapers, pamphlets, banners, internet and so on. In this study, the mass media used was Youtube via the internet, by analyzing the

Dancow milk advertisement version of Mother Not Perfect But Mother's Love Always There.

II. Research Method

The research method is a scientific way to get data with a purpose and use. In that sense there are four key words that must be observed, namely, scientific methods, data, goals and also uses (Sugiyono, 2013:2). In this study, the researcher used a qualitative research method with a semiotic theory approach of Roland Barthes. The subject of the study focused on the representation of the role of a mother in the Dancow version of Mother Not Perfect but Mother's Love Is Always There.

According to (Sugiyono, 2013:8) qualitative research methods are usually called naturalistic methods because the research method is used in natural object conditions, natural objects interpreted as a motorcycle taxi that runs and develops as it is. In this qualitative method, the researcher himself is an instrument or human instrument. In order to become an instrument, researchers who use qualitative research methods must have broad insight, and have theory, so that they can analyze the social situation under study to be meaningful and clear.

In this study, the technique used was triangulation to test the validity of the data. Triangulation technique is a technique that combines data from existing data sources (Sugiyono, 2013:241). In this study, the triangulation technique used is source triangulation to test the validity of the data so that the resulting data can be more valid. The sources for the validity of the data in this study are the Dancow Mother's milk advertisement is not perfect but Mother's Love is Always There via Youtube, studies of previous existing research literature, books, articles, and journals related or related to research

III. Results and Discussion

Researchers have determined 8 scenes / scenes to identify research problems. The researcher's goal in determining these scenes is to fit the research focus that has been discussed in the previous chapter. In the 8 predetermined scenes, the researcher only focuses on the signs and meanings that represent the role of a mother in the Dancow milk advertisement, the 8 scenes are analyzed by denotation and connotation, then from these denotations and connotations will produce myths which will be discussed as a whole advertisement.

The researcher has analyzed a Youtube advertisement, namely the Dancow milk advertisement version of Mother Not Perfect But Mother's Love is Always There, then the advertisement will be analyzed divided into 8 scenes. Advertising or advertising is part of the mass communication process related to sponsors, advertisers or advertisers must pay services to the mass media to broadcast advertisements, for example broadcasting advertisements on television, radio, or internet programs (Suhandang, 2010:13). focuses on the role of a mother which is represented through the characters in the advertisement.

The Mother's version of Dancow's milk advertisement is not perfect but Mother's Love is Always There is an advertising medium that has succeeded in producing a representation to researchers, in this case the advertisement represents the role of a mother. To analyze the representation of the role of a mother in the Dancow milk advertisement, the researcher uses Roland Barthes' semiotics through the meaning of denotation, connotation, and myth.

According to Chris Baker in (Mulyana, 2014: 97) Representation is a social construction that must be explored or explored to form meaning, and requires investigation of how to produce meaning in various contexts, and representations have a certain materiality, can be produced, used, understood, and displayed in a particular social context. In addition, the role of a mother in this advertisement is described as that a mother has a soft, patient, and forgiving heart, this is depicted at the end of the scene where the mother just sits quietly and resigns after going through busy things, but when the children apologize for just starting to understand that the role of a mother is not easy, the mother still forgives her child.

IV. Conclusion

Based on the research that has been done, the researcher analyzed 8 scenes of Dancow's milk commercial version of Bunda Not Perfect But Cinta Bunda Always There to analyze the representation of the role of a mother. The scene is analyzed using Roland Barthes' semiotics through the meaning of denotation, connotation, and myth. The representation of the role of a mother in Dancow's milk advertisement through its denotation shows a mother who has two children, plays the role of a person who takes care of children, takes care of her household problems as well as works as a cake seller. Furthermore, the meaning of the connotation regarding the representation of the role of a mother contained in the Dancow advertisement, the mother is described as someone who can carry out all roles, from taking care of children, taking care of the house, to working. While the common myth that is most widely believed by the majority of people is that a mother is a person who is identical with taking care of the house, caring for children, raising, maintaining, providing protection to her family members and a soft-hearted person who is also a source of love for her family.

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