

**Relation between
Two Generations in Sasa
Santan ala Sisca, Check!
Advertisement**



pcu

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Introduction

- The ultimate goal of advertising is to sell products
- Advertisements also reflect the social culture present in society
- The unique advertisements the Sasa Santan ad featuring two Sisca.
- The previously viral dispute on the social media





sisca.soewitomo • Follow

Original audio



sisca.soewitomo Sahabatku tercinta, hayo ada yang ber
mencoba recook resep gulai hijaunya @siscakohl ?

Saya baru kali ini melihat ada yang memasak gulai dengan
menggunakan matcha dan keju, @siscakohl ada-ada aja ya!

2w See translation



siscakohl Bu Sisca kurang paham gaya aku sepertinya

2w 870 likes Reply See translation

— View replies (221)



sinta_ro92 Bau bau iklan ga sih 🤔🤔🤔 ???

2w 191 likes Reply



4,761 likes

February 22





TWITTER



Junia Padma
@junia_padma

sasa kok bisa ya mikirin konsep begini?



Nirmala Salembila @nirmalasalembila · 18h

makin makin canggih aja nih sasa konsep iklannya. Dari dulu selalu deh out of the box.



V
@myrmakay

Serius nanya ini iklan bukan si? Keliatan Santannya banyak banget.



cba
@echofuz

Ini tuh Iklan Sasa Santan guys coba kalian check deh di Sosmed Sasa melezatkan



Riri
@hyrfuata

Duo Slaca lagi ketawa bareng gua rasa nih karena se Indonesia kena prank Sasa Santan!



Nuna Anna
@nelloanna25

Marketingnya cocok buat orang Indonesia, good deh buat Sasa Santan



Panny Pkaya 🌱
@pannygadungan

Gua tadi dah liat di Youtubemya Sasa ngakak banget liat iklan Sasa Santan perkara ibu Slaca Muter-muter rumah Slaca Kohl

1:26 pm · 27 Feb 2024 · 61 Views



Mia_nada02 @Mia_nada02 · 17h
Ini prosesnya berapa lama ya bisa se keeren ini iklannya?



oels @oehlau · 15h
pinter ya sasa bikin iklan Indonesia gempar banyanya iklan



Caca Saputri @caspurita · 17h
slaca yg muda kan emg dari dulu konsepnya bikin makanan nyeleneh ya. Bisa2nya marketing sasa manfaatin itu buat ngiklan dan collab sama bu slaca. keren keren



Adella Meridian @adella_meridian · 17h
jujur gak expect kalo ini ternyata iklan. apa cuma aku yang ngerasa kena prank :)



Afifa @najaafifa · 15h
adli ternyata ini udang di balik bakwan yang kemarin viral?



@Kookie
@DeKookie6

Dah ah gakpercaya slapa-slapa sekarang, kemaren gau di Bittersweet sekarang Sasa Santan ngeprank gua



Lanang Jagad
@CahLanang28

Yang ciptain iklan Sasa Santan lulusan Harvard gua bilang wkwkwk



adli
@adli_sandi

Udah bersliweran tuh di tante rempong official ternyata iklan Sasa Santan asaaaa



@diegoimmanuel22
@diegoimmanuel22

Emang boleh si sasa santan punya ide sekreatif itu? ampe seindonesia dibuat geger km duo slaca

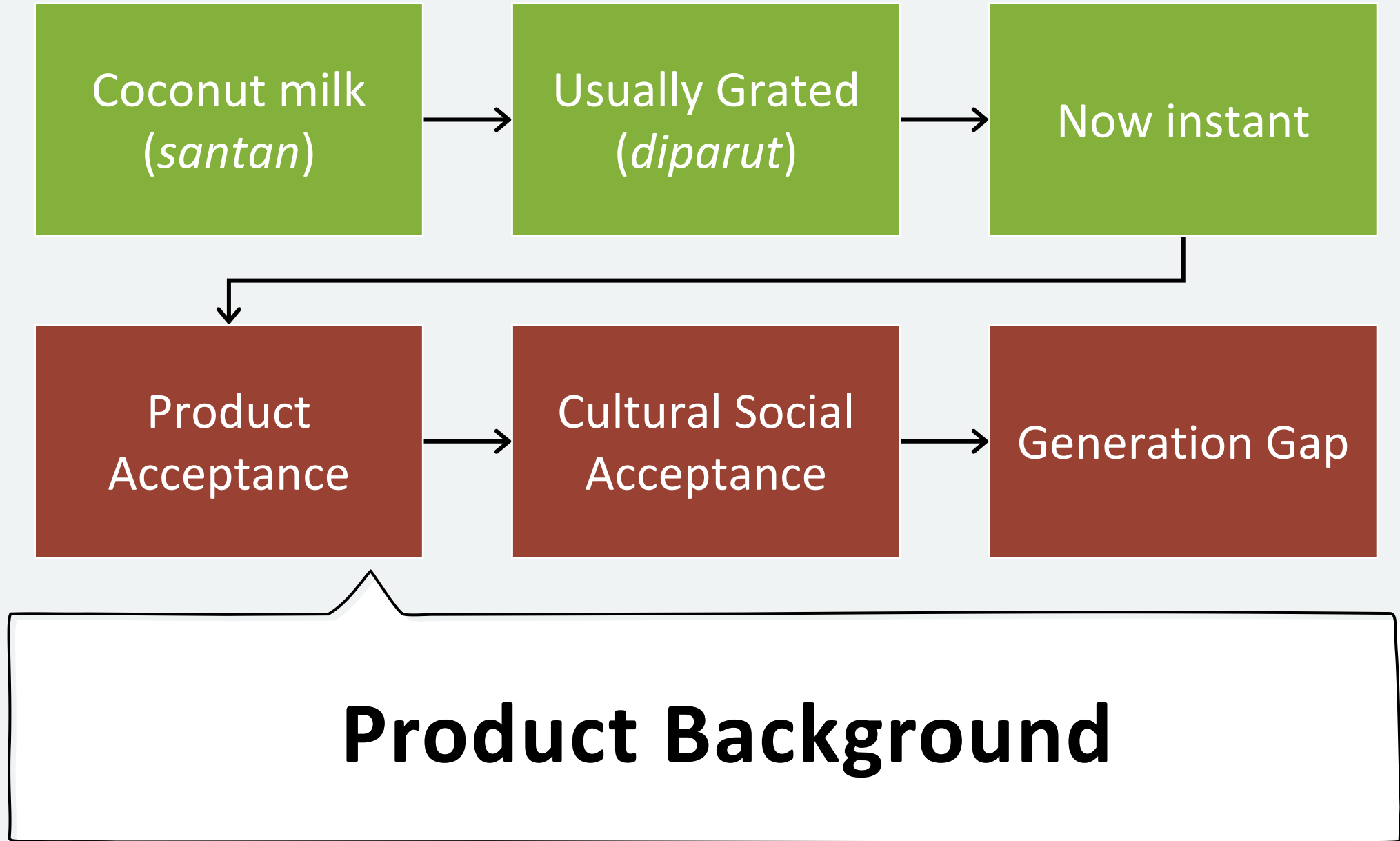
Translate post



Research Aim:

Analyze the message conveyed through the depiction of the relationship between two generations presented in the Sasa Santan advertisement

[https://www.youtube.com/
watch?v=-_iVclPPXHk](https://www.youtube.com/watch?v=-_iVclPPXHk)





Two Generation in One Ad

Sisca Soewitomo (senior chef)
(Older Generation with old spelling names)

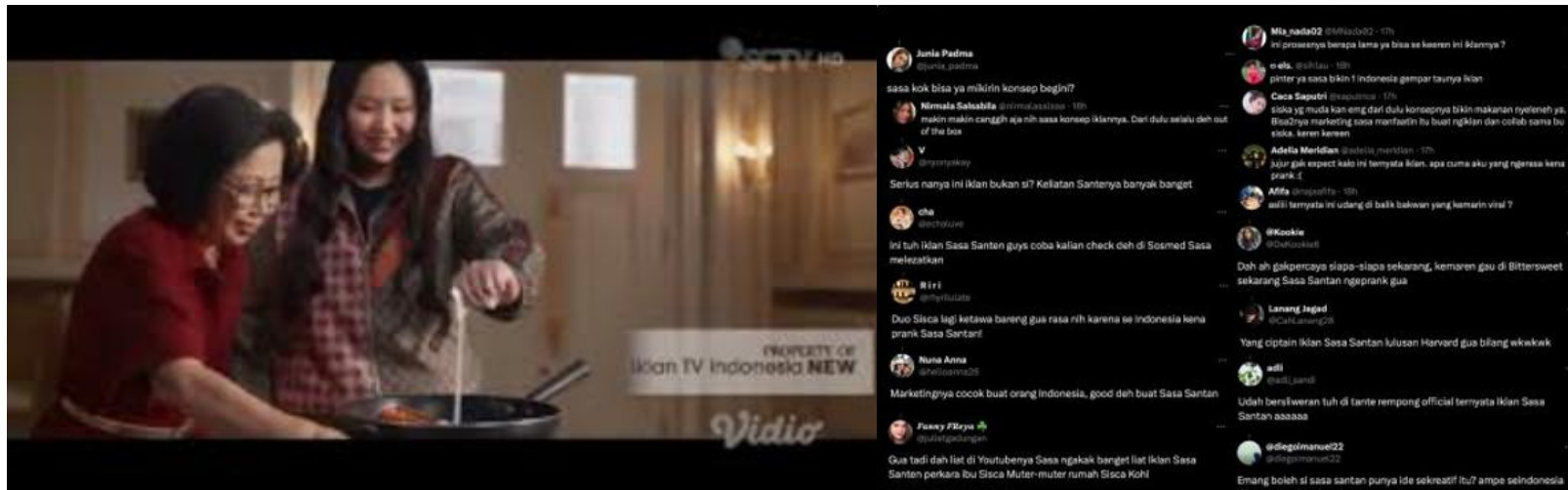
Sisca Kohl (chef & young influencer)
(Modern, Westernized names)



About the Ad

Duration : 2.25 seconds

Media : Televisi, Youtube, Tik Tok, Twitter



Research Method:

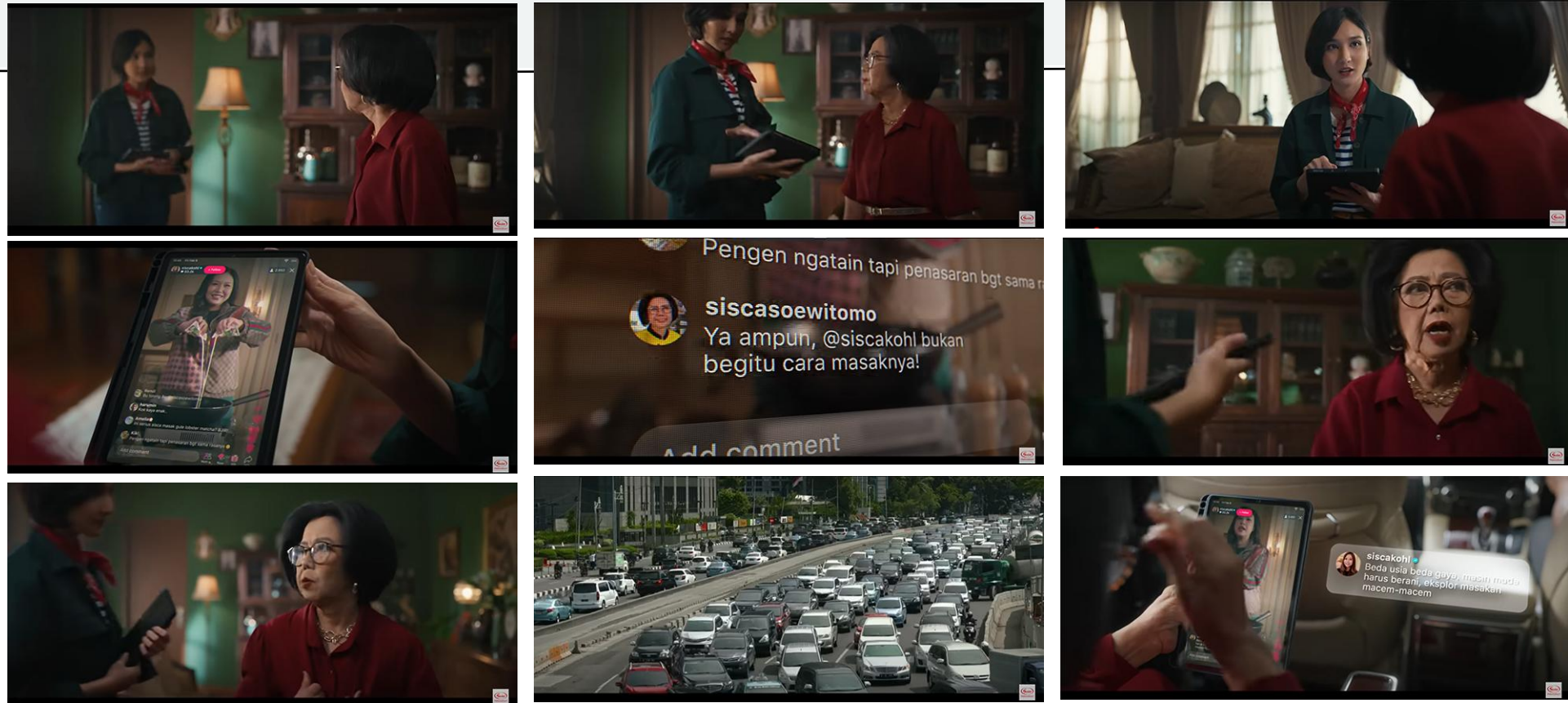
Roland Barthes' semiotic analysis to reveal the myths within the ad.

Denotation, Connotation & Myth

"Myth is a type

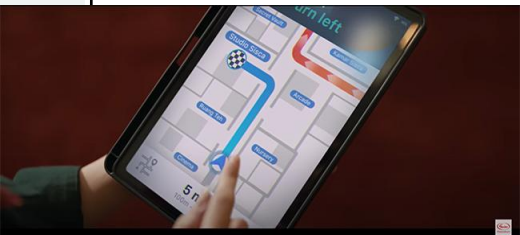
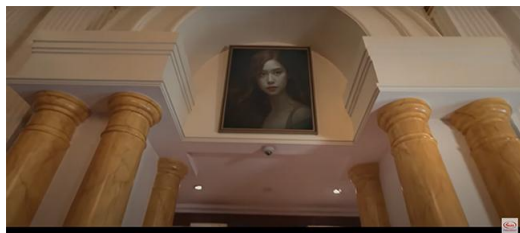
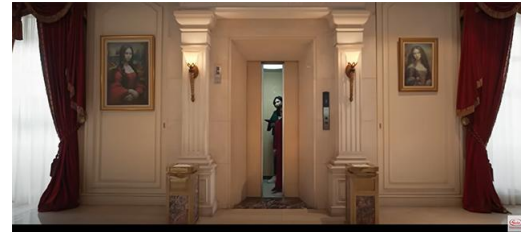
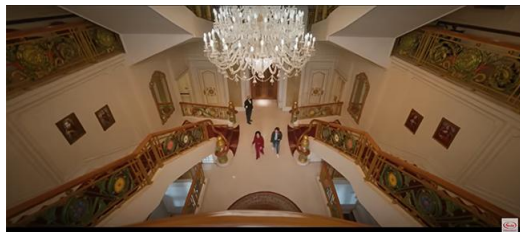
of speech."

"Myth is not defined by the object of its message, but by the way in which it utters this message: there are formal limits to myth, there are no 'substantial' ones."



“Siapa sih yang trending masak- memasak sekarang? “

The scene begins with Bu Sisca's curiosity about the rising figure in the cooking world, but when she sees the way Sisca Kohl cooks, Bu Sisca cannot accept it because of the excessive use of coconut milk.



"Itu makanan kesayangan mulai dari jaman nenek moyang."

Ms. Sisca couldn't accept it if the preparation of coconut milk wasn't done the usual way.

A scene of a luxurious house with security guards and foreign servants indicates that Sisca Kohl is a successful chef



Just as she entered the room, Ms. Sisca found Sisca Kohl pouring a large amount of coconut milk.

Itu nggak bener, kalau santannya kebanyakan jadi nggak enak.

Kasihani yang nonton.

Pakai hati dong kamu. Bener kan Tri? Tri? Tri?

Ms. Sisca blamed Sisca Khol until she finally moved to taste her cook, and there is a flashback memories of her mother cooking when she was a child occurred. It turned out that Sisca Khol's cooking was just as delicious.



“Kamu pakai santan apa?”
 “Aku pakai Sasa Santan, kita harus pilih sehat. “Sasa santan ada omega 3nya Bu.”
 “Kentalnya juga pas, enak pol.”
 “Pakai Sasa santan, pilihan sehat kentalnya pas, masak apa saja, masak apa saja jadi seru. Aku suka sekali.”

After that, a scene appears where they cook together in Sisca Kohl's style.

Pilih santan yang ada hatinya.
 Ingat! Sasa santan bikin jatuh hati.



Product Authenticity

Grated Coconut vs Instant Coconut Milk (Santan Parut vs Santan Instan)

Coconut milk, a product made through the process of grating coconuts, is now presented in an instant form is more easily accepted by the younger generation compared to the older generation.

This smart advertising strategy attempts to challenge the myth that something produced instantly and in mass quantities cannot compete the taste of coconut milk processed manually by grating and squeezing fresh coconuts.

In human culture, the aspect of originality and authenticity stems from seniority.

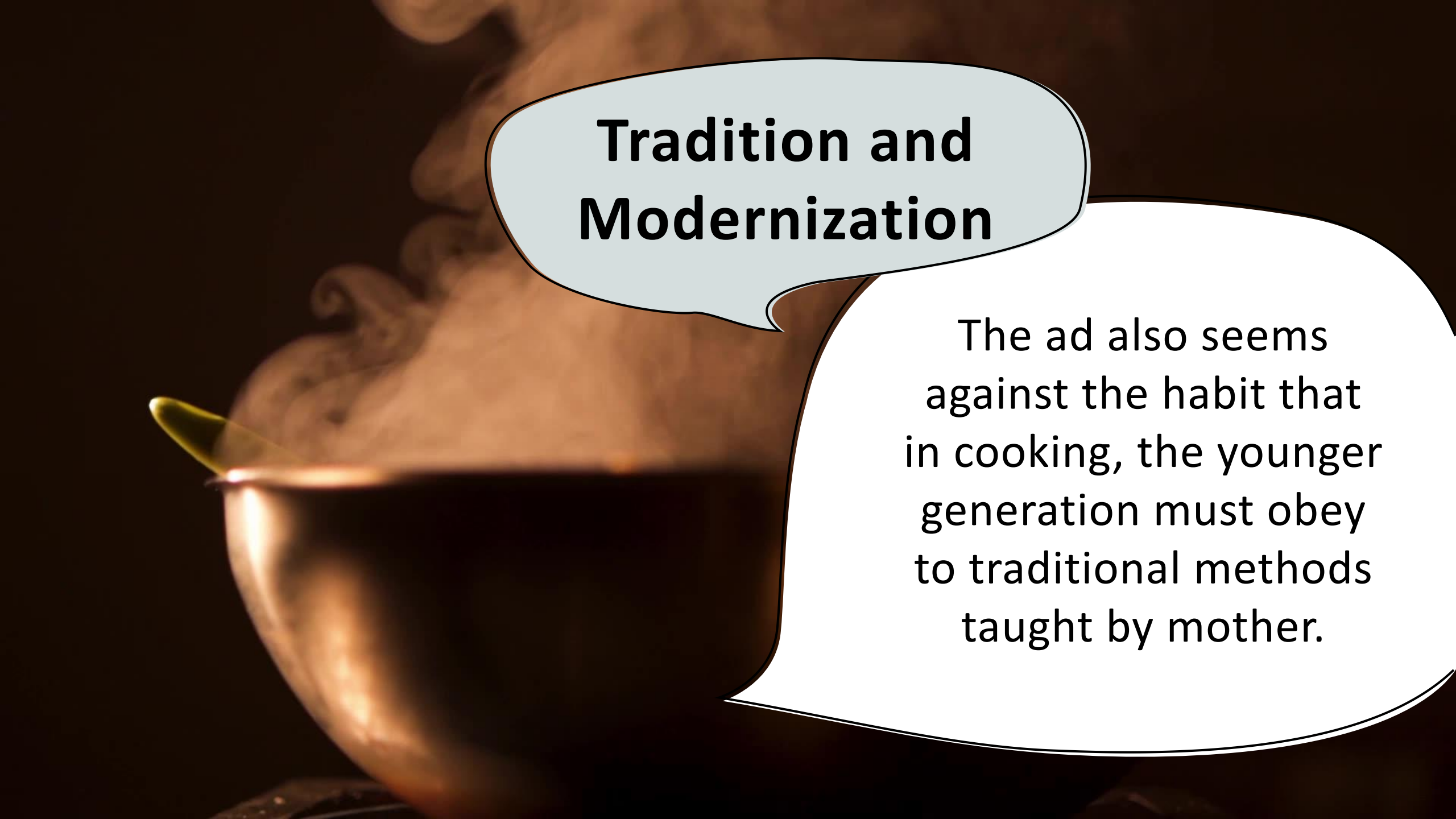
It's important for a product to have a consistent taste from the past to the present.

The presence of two generations in a product validates that, in addition to its great taste, Sasa coconut milk has gained legitimacy and trust from two chefs of different generations.

**Quality
Consistency**

Technology Adoption

Coconut milk which was previously considered to contain cholesterol, is now presented as a healthy product because it contains Omega 3.



Tradition and Modernization

The ad also seems against the habit that in cooking, the younger generation must obey to traditional methods taught by mother.

Life Experience vs Exploration

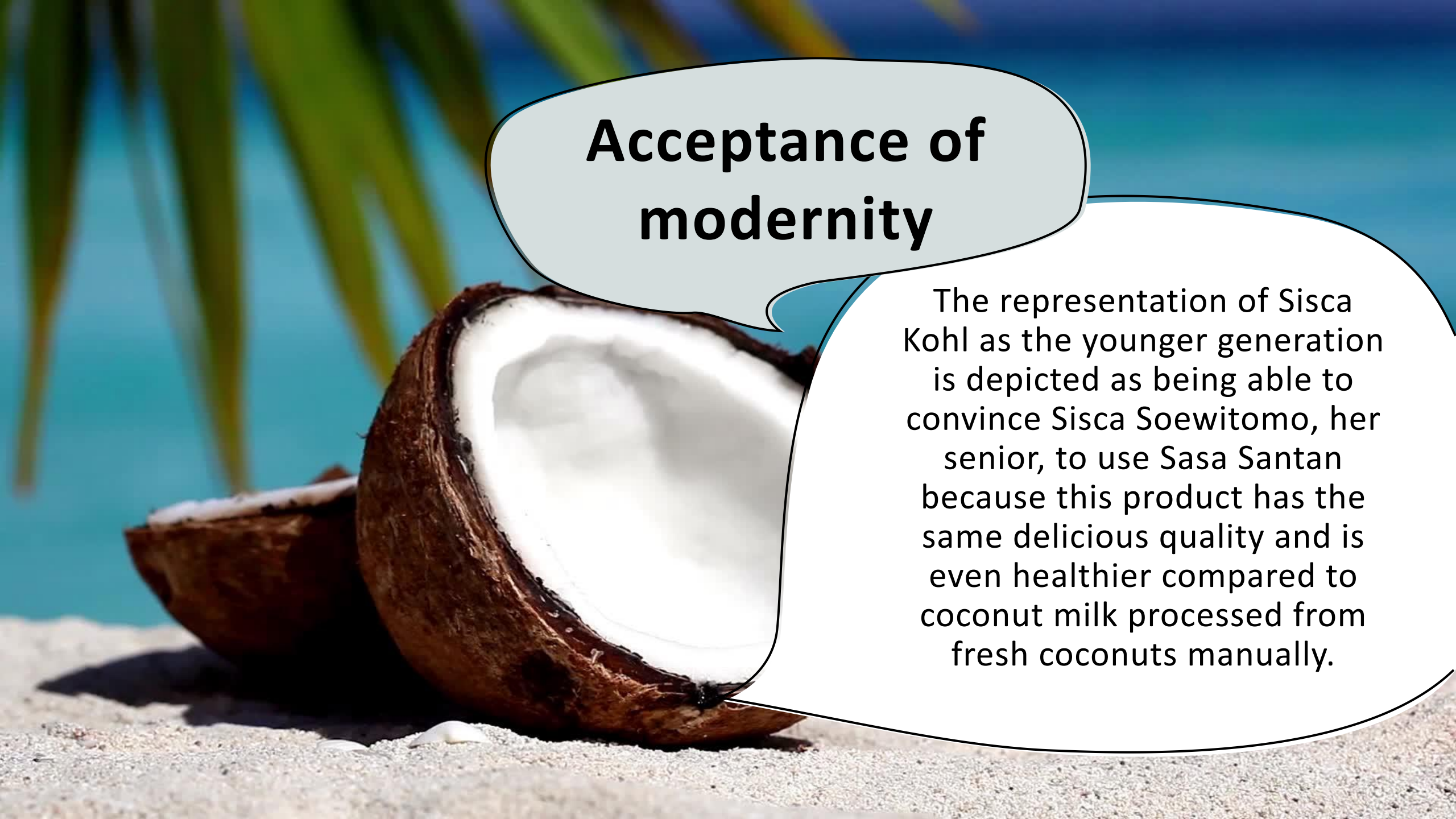
Aging is not only seen as a sign of weakness but also as a long accumulation of cultural absorption through daily life experiences. Ms. Sisca is a master chef with decades of experience in crafting flavors.

On the other hand, Sisca Kohl's have courage in exploring practicality, and easy modern cooking methods



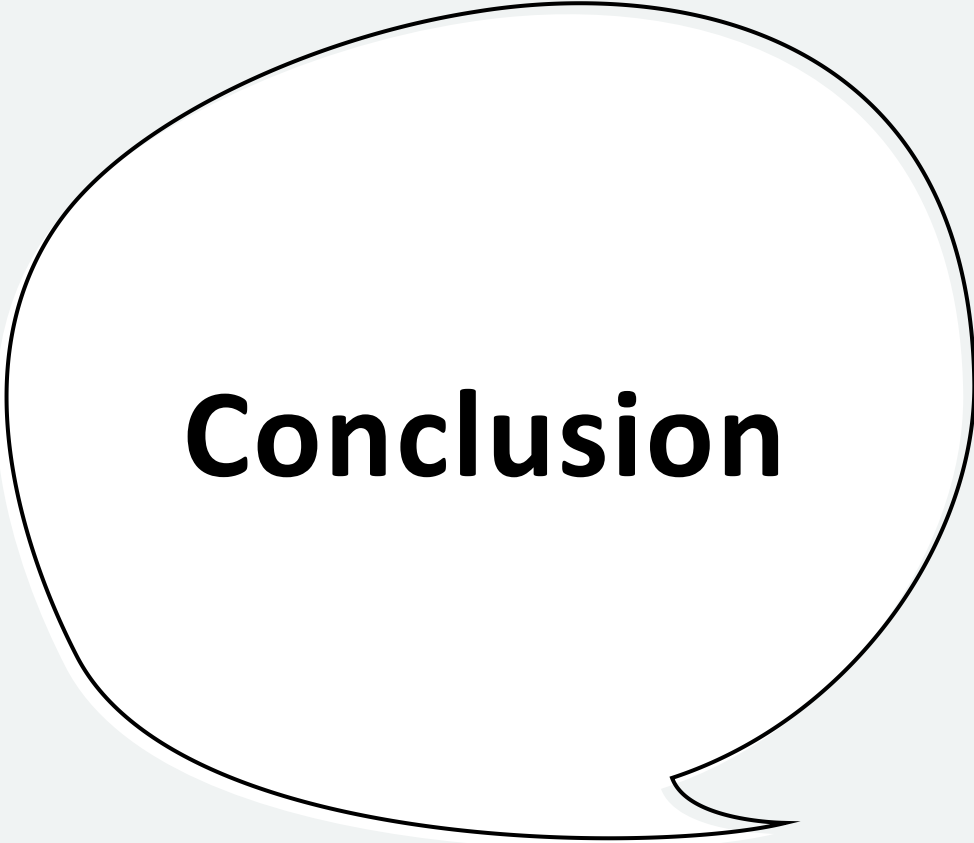
Historical Regeneration

Sasa Coconut Milk is an integral part of Indonesian cooking traditions, which is not only relevant to previous generations but also important for the current and future generations.

A photograph of a cracked coconut on a sandy beach. The coconut is split open, revealing the white flesh inside. In the background, there are palm fronds and a clear blue sky. Two speech bubbles are overlaid on the image. The first speech bubble, which is light blue, contains the title 'Acceptance of modernity'. The second speech bubble, which is white, contains a paragraph of text.

Acceptance of modernity

The representation of Sisca Kohl as the younger generation is depicted as being able to convince Sisca Soewitomo, her senior, to use Sasa Santan because this product has the same delicious quality and is even healthier compared to coconut milk processed from fresh coconuts manually.



Conclusion

"Sasa Santan ala Sisca, Check!" is more than just a product promotion; it cleverly addresses issues related to the product and socio-cultural aspects.

This advertisement reveals the importance of Product Authenticity, Quality Consistency, and Technology Adaptation.

This advertisement creates a narrative about the relationship between two generations through symbolism and an understanding of tradition and modernity, depicted through two generations that prioritize life experience and the courage to explore.

This advertisement conveys a message about the need for historical regeneration in Indonesian cooking traditions, while also showing that products resulting from technology are accepted by the older generation.

Terima kasih

Thank you

