

Listia_Relation Between.pdf

by Perpustakaan Referensi

Submission date: 30-Aug-2024 09:26AM (UTC+0700)

Submission ID: 2440895543

File name: OCR_Listia.pdf (2.39M)

Word count: 1247

Character count: 6931

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

³Dr. Listia Natadjaja, S.T.²M.T., M.Des., Paulus Benny Setyawan, S.H., M.Hum.
Visual Communication Design, Faculty of Humanities and Creative Industries,
Petra Christian University

Abstract

The ultimate goal of advertising is to sell products. There are many unique ways that producers create their advertisements, one of which is the Sasa Santan ad featuring two Sisca. The previously viral dispute on the social media platform Tik Tok between chef Sisca Soewitomo and influencer Sisca Kohl made netizen believe it was a real incident, but it turned out to be just an advertising gimmick to attract viewers to watch the ad. This intrigued us to analyze the message conveyed through the depiction of the relationship between two generations presented in the Sasa Santan advertisement. The research method uses Roland Barthes' semiotic analysis to reveal the myths within the ad. 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. The ad also seems against the habit that in cooking, the younger generation must obey to traditional methods taught by mother. Moreover, coconut milk which was previously considered to contain cholesterol, is now presented as a healthy product because it contains Omega 3. 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.

Keywords: Relation, Generation, Advertisement, Sasa Santan, Semiotic

³iodata

Dr. Listia Natadjaja, S.T., M.T., M.Des.

²Listia Natadjaja is an Associate Professor in Visual Communication Design Department, Faculty of Humanities and Creatives Industries, Petra Christian University. She teaches visual semiotic course and publish many articles related to semiotic, media and cultural studies, visual design and service-learning.

Paulus Benny Setyawan, S.H., M.Hum.

²Paulus Benny Setyawan is adjunct lecturer in Visual Communication Design Department, Faculty of Humanities and Creatives Industries, Petra Christian University since 2014. He teaches visual semiotic and aesthetic courses. His research interest are related to semiotic, aesthetic and cultural studies.

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

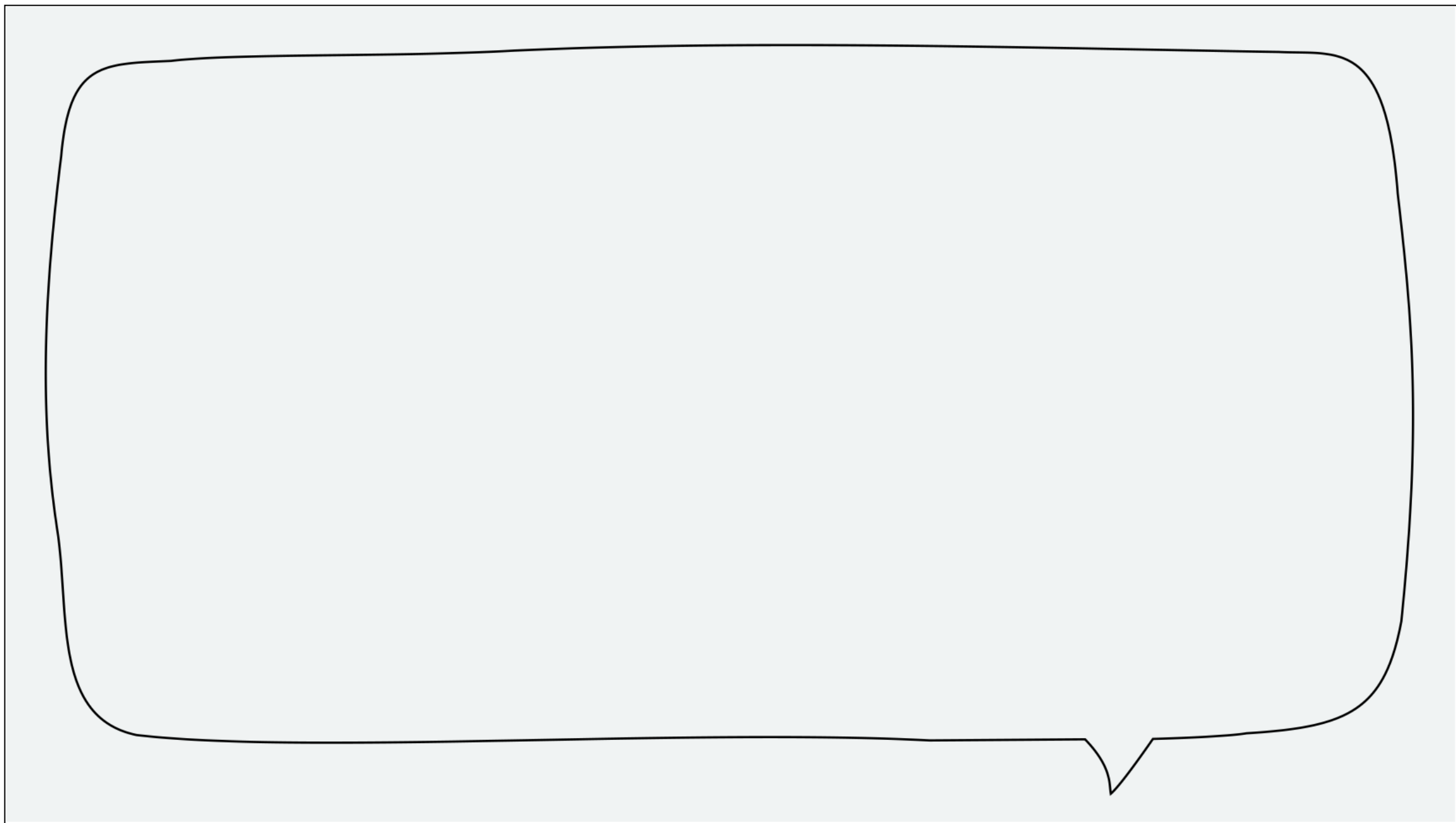
Listia Natadjaja & Paulus Benny Setyawan
Visual Communication Design, FHCI
Petra Christian University



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







TWITTER



 **Junia Padma**
@junia_padma

sasa kok bisa ya mikirin konsep begini?

 **Nirmala Salsabila** @nirmalasalsa - 15h

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

 **V**
@ngnyakay

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

 **cha**
@echolux

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

 **Riri**
@riryulata

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

 **Nuna Anna**
@heloanna25

Marketingnya cocok buat orang Indonesia. good deh buat Sasa Santan

 **Fanny Fkrya** 🍀
@puzetgadungan

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

1:26 pm · 27 Feb 2024 · 51 Views

 **Mia_nada02** @Mia_nada02 - 17h

ini prosesnya berapa lama ya bisa se kean ini idannya?

 **o els.** @shilau - 15h

pinter ya sasa bikin f Indonesia gampang taunya iklan

 **Caca Saputri** @caspubica - 17h

sioka yg muda kan emg dari dulu konsepnya bikin makanan nyeleneh ya. Bisa2nya marketing sasa manfaatin itu buat ngiklan dan colab sama bu sioka. keren keneen

 **Adella Meridian** @adella_meridian - 17h

jujur gak expect kalo ini ternyata iklan. apa cuma aku yang ngerasa kena prank :[

 **Afifa** @afifaafifa - 15h

adli ternyata ini udang di balik bakwan yang kemarin viral?

 **@Kookie**
@DeKookie8

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

 **Lanang Jagad**
@CahLanang26

Yang diptain iklan Sasa Santan lulusan Harvard gua bilang wkwkwk

 **adli**
@adli_sandi

Udah bersiweran tuh di tante rempong official ternyata iklan Sasa Santan aaaaa

 **@diegomanuel22**
@diegomanuel22

Emang boleh si sasa santan punya ide kreatif itu? ampe se Indonesia dibuat geger km duo sisca

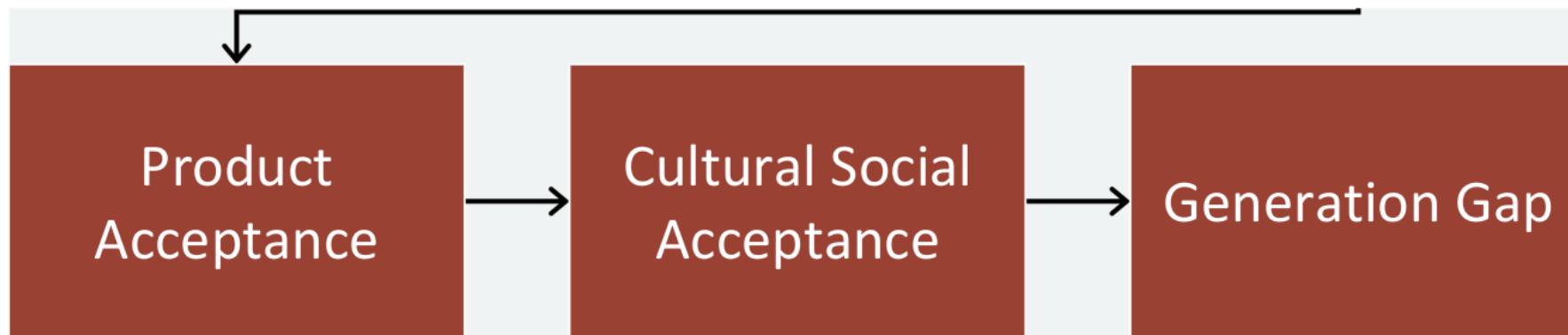
Translate post



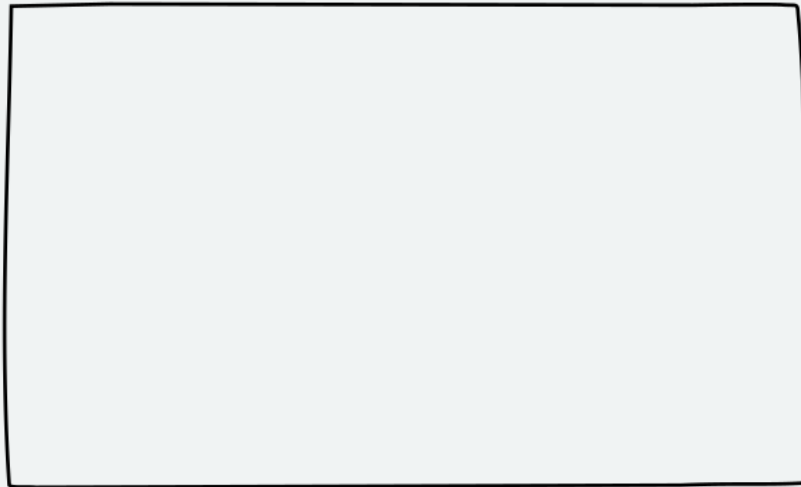
Research Aim:

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)



Product Background



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.*



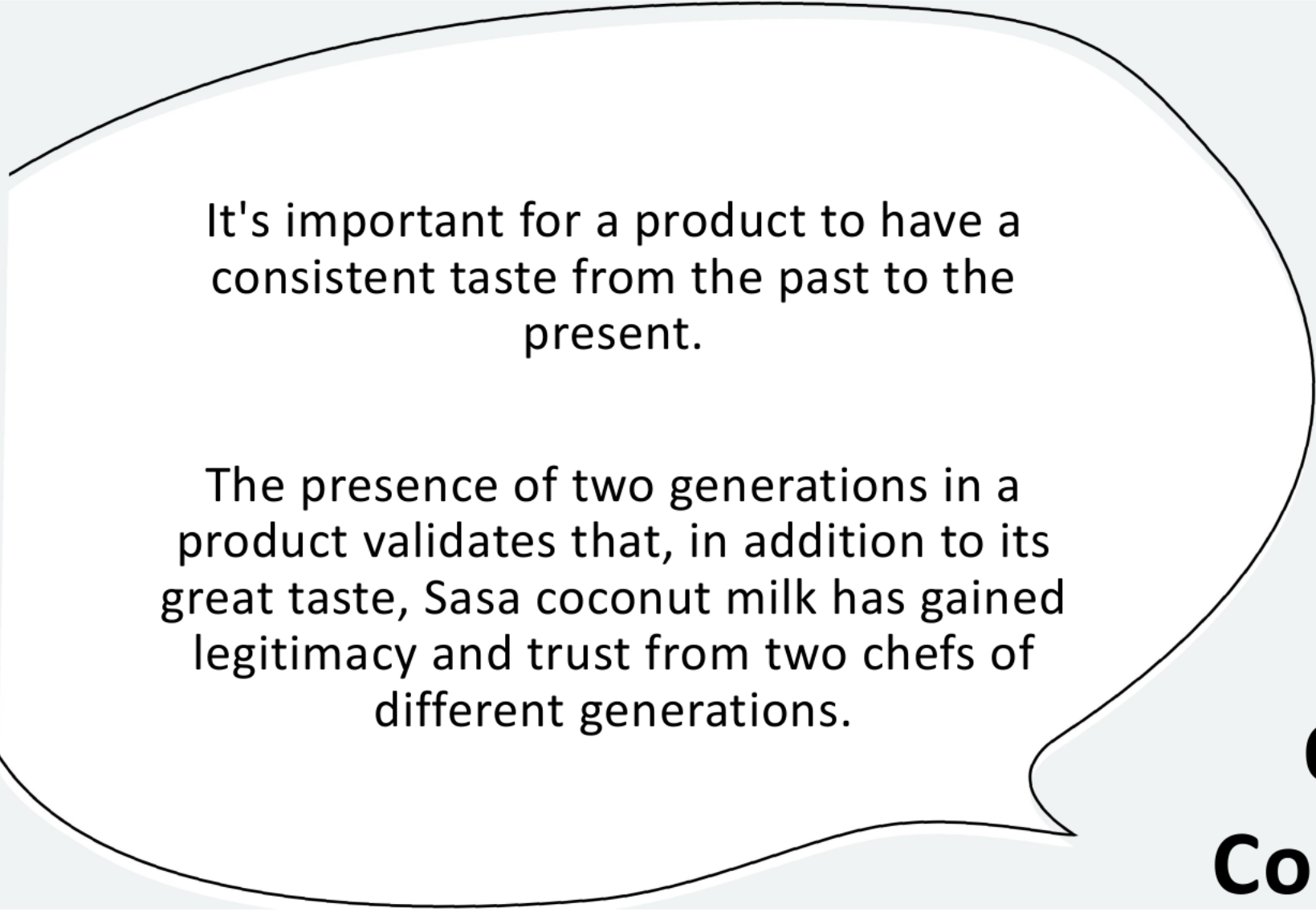
Product Authenticity

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.

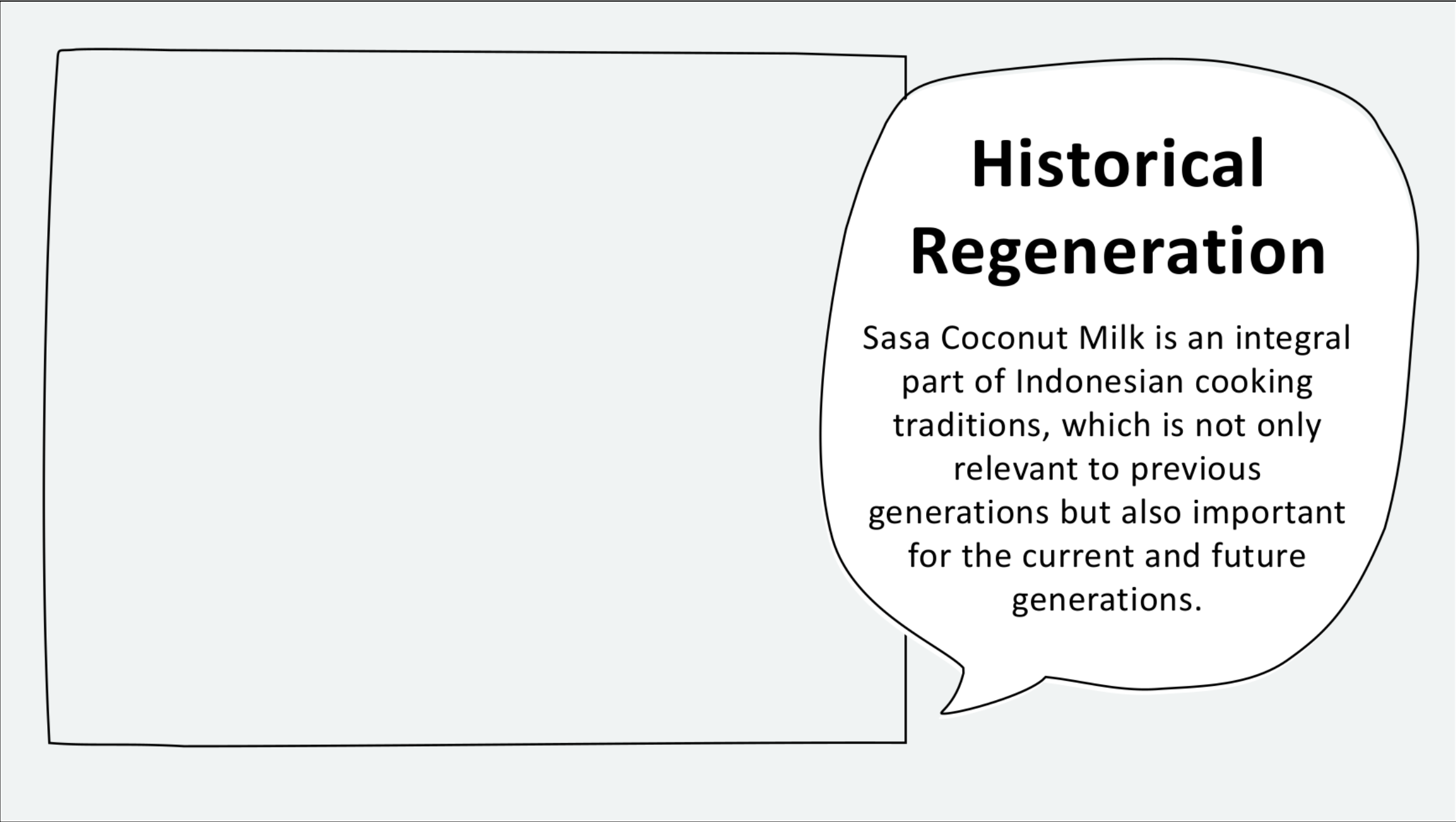
Tradition and Modernization

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

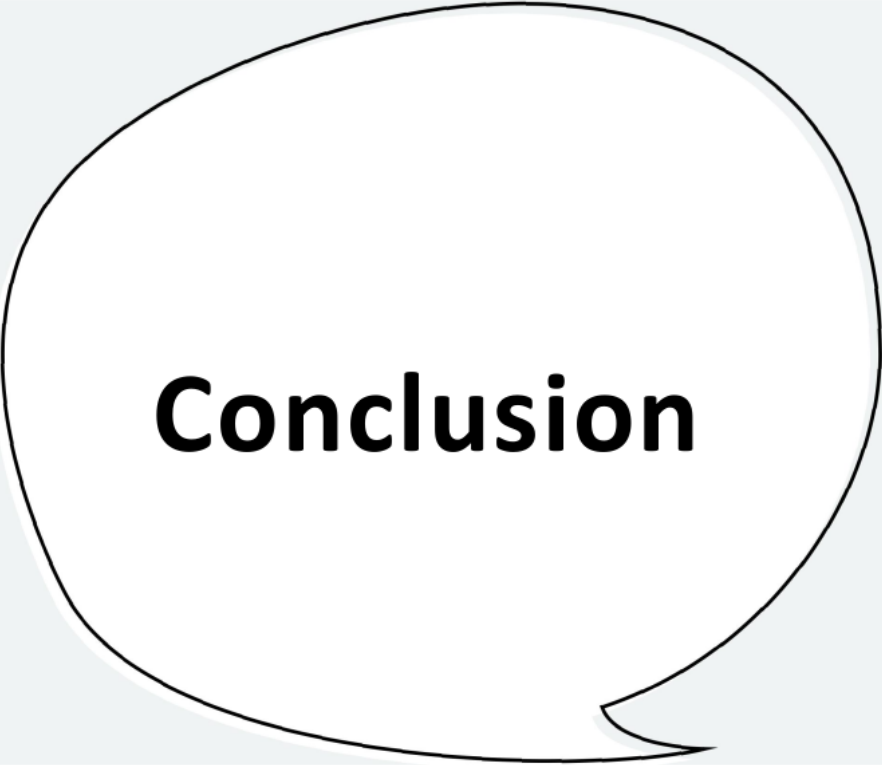


Historical Regeneration

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.

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

Listia_Relation Between.pdf

ORIGINALITY REPORT

6%	6%	4%	2%
SIMILARITY INDEX	INTERNET SOURCES	PUBLICATIONS	STUDENT PAPERS

PRIMARY SOURCES

1	www.coursehero.com	2%
	Internet Source	
2	journal.srnintellectual.com	2%
	Internet Source	
3	dkv.petra.ac.id	1%
	Internet Source	

Exclude quotes	On	Exclude matches	< 1%
Exclude bibliography	On		