



# The Nutrilon Royal Advertisement on TV Commercial Break Discourse Analysis

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**Abstract.** The study is aimed to explain about the kinds of advertisement as genre function that emerges in Nutrilon Royal commercial break, to know the way Nutrilon Royal commercial break conveys the goal of advertisement, and to know the elements of advertisement that used in Nutrilon Royal commercial break. The data is Nutrilon Royal advertisement on TV commercial break that consist of picture and poetic language narration. The theories used to analyze are theories by Yule, Brown&Yule, Searle, and Cook. The result found that there is combination of pictures and sounds that related to the product, characters signify that Nutrilon Royal is one of brand of milk for children conveys TV commercial break by showing combination picture of child and nature and collecting of poetic languages, from eight elements of advertisement, only six are found: participants, function, picture, music, paralanguage, and situation. the combination of picture, poetics languages as narration and back sound convey important purpose of TV commercial break.

**Keyword:** Advertisement, Discourse Analysis, Narration, The Nutrilon Royal Advertisement, TV Commercial Break

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## 1 Introduction

Advertisements are promotion of products that are manufactured by factories or companies. The products are related to people's needs, so advertisements are inseparable from people's daily life. Although advertisements promote and offer products for various necessities, some people are still reluctant to pay more attention to advertisements. Advertisements have to be made and assembled in such a way to draw people's interests.

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People's interests have become one of the main goals in advertisements. Advertisement is not just about the commercial promotion of branded products, but can also encompass the idea of text whose intention is to enhance the image of an individual, group, or organization (Goddard, 1998). The idea of advertisement as simple text plays a big role in involving the audiences. The idea consists of a message that must be understood and decoded by the audiences.

The advertisements' goal can be considered successful when many people know and buy the product in the ads. In other words, the advertisement is already effective. There is one most important thing which affects the ads effectiveness. It is the language. Language serves as the influence to people's attention. It is also the main role of advertisements. The main reason why language plays the main role is that language is always used when people communicate. The Using of language by human beings, as speakers, is delivered by their utterances and written form (parole) along with language system (langue) that form the sign system, which is used for communication (Nuryanti, 2022). The use of the signs should be based on the convention of every party, so that everyone should obey to use it.

By using language, advertisements communicate indirectly with the audiences (readers). Language does something more than providing a package of ready-made messages. It also produces new words, phrases, and sentences as needed. Language in advertisements can be analyzed by discourse. The discourse is the analysis of language in use. Discourse not only studies language use in sentences boundary, but also prefers to analyze how language use naturally occurs (Brown & Yule, 1983).

The using of language in advertisements is different in each advertisement. From the writers' observation, the language used in Nutrilon Royal advertisement in commercial break on TV is so interesting. Nutrilon Royal advertisement in commercial break has different language from that used in other formula milk advertisement in commercial break. Nutrilon Royal advertisement in commercial break shows some of scenes that related to the goal of the product (Nutrilon Royal Milk for Children). It also has a short tag line and poetic languages that have meaning deeply. This research focuses on the language used, elements of advertisement used in Nutrilon Royal commercial break and kinds of advertisements feature that emerge in Nutrilon Royal commercial break. That is why in this research, the writers are interested in analyzing three things: to know the kinds of advertisement as genre function that emerges in Nutrilon Royal commercial break, to know the way Nutrilon Royal commercial break conveys the goal of advertisement, and to know the elements of advertisement that used in Nutrilon Royal commercial break.

As Yule (2005) stated that pragmatics is the study of invisible meaning or how people recognize what is meant even when it is actually said or written. The invisible meaning can also be seen in an

advertisement broadcasted not only on Tv but also printed ones. In order for that to happen, speakers must be able to depend on a lot of shared assumptions and expectations when they try to communicate. The investigation of those assumptions and expectations provides people with some insights into how more is always being communicated than is said. It also includes the occurrence of contextual consideration in communication (W Moris, 1971), such as communicating advertisement. The contextual considerations are based on the language use in communication. Communication is more clearly when the information or assumptions of the speakers are well delivered to the listeners. The listeners can accept more information of speakers' assumptions more than they say.

People must use the meanings of words, the context in which they occur, and some preexisting knowledge of what would be a likely message as they work toward a reasonable interpretation of what the producer of the sign intended it to convey. Their interpretation of the meaning of the sign is based solely on the words, but on what they think that the sign makers intended to communicate. The sign does not show the real message, but the message is consisted in it. People must interpret the messages in invisible meaning of the sign.

The picture of an advertisement for a sale of clothes for babies and toddlers does not appear in the message, but it can bring that idea to people's interpretation of the message as they work out what the advertiser intended to them to understand. This example supports the description of pragmatic that it is the study of language in invisible meaning of sign.

## **2 Literature Review**

### **2.1 Discourse**

Different experts have defined discourse in different way. Discourse is text and context together, interacting in a way which is perceived as meaningful and unified by the participants (who are both part of the context and observers of it) (Brown & Yule, 1983). They are concerned with real generalizing for instance of language in use. How language works when people communicate to each other.

In the study of language, the most interesting observations are made, not in terms of the components of language, but in terms of the way language is used, even how pauses are used, as in Jerry Seinfeld's commentary (Yule, 2005). By perspective of the writer, Seinfeld concentrates in the description of language with the accurate representation of the forms and structures used in that language. In short, discourse focuses on the description of a particular language and concerns with the accurate representation of the forms and structures used in language. How language is well-constructed and can be well communication from the speaker to the listeners.

In addition, Lyons (1977) adds definition of discourse about communication that the notion of communication is readily used of feeling, moods, and attitudes, but suggests that interested in the intentional transmission of factual, or propositional, information. Feeling, moods, and attitudes support language as well communicative for conveying information from the speakers to listeners. Caton & Bennett (1978) also supports the description of communication above, communication is primarily a matter of a speaker's seeking either to inform a listener of something or to enjoin some actions. Discourse always relates to language and communication of speaker and listener. Language is used for communicating by speaker to listener. It does to express speaker's feeling and information to listener.

In order to understand the discourse, one has to understand the spoken text and the role of context in interpretation. The discourse analyst works with a tape-recording of an event, from which person then makes a written transcription, annotated according to their interests on particular occasion. In this way for discourse analysis, there is a problem that encountered with the notion of 'text' as the verbal record of a communicative act become a good deal more complex when the analysis considers what is meant by spoken text. The simplest view to assume is that a tape-recording of communicative act will preserve the text (Brown & Yule, 1983). By doing this, the analyst has to record the spoken language and to transcribe it to be a written language. This is the challenge for the writer to do the step of it, and make how spoken language can be received and matched when it changes into written language.

According to Brown & Yule (1983), if the analyst normalizes to the conventional written form, the words take on a formality and specificity which necessarily misrepresent the spoken form. Problems with representing the segmental record of the words spoken pale in insignificance compared with the problems of representing the suprasegmental record (detail intonation and rhythm). Furthermore, they say that the intonation and rhythm do not have standard conventions for representing the paralinguistic features of the utterance which are summarized as voice quality. According to Brown, the analyst has created a written transcription from a recorded spoken version, the written text is available to him in just the way a literary text is available to the literary critic. In short, the important thing that has to be remembered when discussing spoken text, the transitoriness of the original. Spoken text must be clear as the verbal record of communicative act requires. It is the representation of a spoken language which is presented for discussion, and the original production of the language.

In order to interpret linguistic elements in a piece of discourse, it is necessary to know who the speakers and listeners are, the time, and place of the production of the discourse. There are other ways in which the discourse analyst's approach to linguistic data differs from that of the formal linguist

and leads to a specialized use of certain terms (Brown & Yule, 1983). The writers take the point out that by analyzing discourse, the data can be analyzed with the relationship between the speakers, speakers' utterance, and the listeners. It also concerns in formal and specialized use of terms.

In addition, according to Lyons (1968), the relationship which holds between words and things is the relationship of reference: words refer to things. According to Lyons (1977), He is in more recent statement on the nature reference, makes the following point: it is the speaker who refers (by using some appropriate expression): the speaker invests the expression with reference by the act of referring. It is exactly this latter view of the nature of reference which the writer has to appeal to. While, there is support for such a pragmatics concept of reference in Searle's view that in sense in which speakers refer, expressions do not refer any more than they make promises or give orders (Searle, 2010). Thus, in discourse analysis, reference is treated as an action on the part of the speaker.

## **2.2 Advertisement**

Generally, advertisement is way for promoting products that manufactured by producer. Cook's theories serve how advertisement promotes the products by elements of advertisement, kinds of (categories) advertisement and advertisement in genre function. The term 'Advertising is derived from the Latin word 'advert' which means to turn the attention. Advertisement aims to turn the attention of onlooker towards a product, service, or idea (Rehman, 2012). In addition, even though advertisement is a part of business domain, it sometimes excluded some advertisements that do not purpose to sell products (Nuryanti, 2022).

As a complex discourse, advertisement does not only consist of language, but also written utterances, picture, sound effects, and music. That is why, an advertisement should be easy to be seen in public communication context which involves the sender, the receiver, the purpose, media (printed, electronic, outdoors, or internet), as well as the social cultural context (Cook, 2001). To see its purpose, Amstell (1969) also supports by stating that advertisement is aimed to persuade or influence an audience which can be used as a media to relate the producers who offer the products and customers who need the information for the goods which they need, especially the latest products. Furthermore, advertisement can also be used to support a distribution of products, because it provides essential information for the customer guides. The writer supports the definition above, that advertisement is media which promote the products sold by manufactured of producers. Advertisement also makes way for influence people to give more attention to advertisement and know about the products that sell; people need. The role of advertisement is influencing people's attention, advertisement consists of some information about the products. So, people clearly know and have desire to buy the products.

Advertisement consists of all the activities involved in presenting to an audience a non-personal, sponsor-identified, paid for message about a product or organization (University of Mumbai, 2011). Advertisements can be found everywhere. It is all over the place, on radios, billboards, TV, newspapers and magazines. Based on delivery of message from the advertisers to the customers, digital and physical are as major of advertisements. Physical advertisement is a term that describes the media which encompasses all promotional products. It is called as advertisement in printed mediums, like newspaper and magazines advertisement, billboard advertisement and posters (commonly show in public transportations such as taxi and bus) (Mansi, 2010). Other theory stated that advertisement is also identified in digital tools like broadcast advertisement (including TV and radio broadcast and online advertisement (Ryan, 2011).

Television, radio broadcast and online advertisement is advertisement for the masses, there is no particular effective way to measure its reach accurately. It constitutes of several branches like television, radio or the Internet. Television advertisement is a more expensive medium of advertisement and the cost depends on the duration of the advertisement, the time of broadcast, and of course the popularity of the television channel. This namely commercial break, the majority of television commercial features a song or jingle that listeners soon relate to the product. There is no commercial as such but the positioning is done for commercial purposes.

Advertisers must be creative in making advertisement for getting well perception and assumption. From people perception and assumption, advertiser must use language appear many assumptions and intention. As Cook (2001) stated that describing advertisement as discourse is both more complex and more difficult than any these approaches, for it means trying to describe all the elements, and their effects on each other.

Advertisements are in general to be persuasive. On the other hand, a word or phrase evoked wholly pictorially. Advertisements also manifest the words and pictures to occur a combination to link an entity and some linguistic signs and sign combinations which may refer to it. In the term of advertising, it is called positioning (Berger, 2002). In order to make a good advertisement, Cook (2001) said that an advertisement should consist of some elements, such as participant that usually described as senders and receivers; Function of what the text is intended to do by the senders and addressers, or perceived to do by the receivers and addressees; Substance: the physical material which carries or relays text; Music and Picture as the essence of the communication; creating mood, imparting information, persuading and making claims so strongly that, if language features at all and there are many advertisements in which it does not, it is often only in peripheral or auxiliary way; Paralanguage which has meaningful behavior accompanying language, such as voice quality, gesture,

facial expressions, and touch (in speech) and choice of typeface and letter size (in writing); Language: always has physical substance of some kind, and though this substance, sound waves or marks on paper, serves as a trigger for the assignation of phonemes or graphemes by the receiver, allowing him or her to build the signs which create linguistic meaning; Situation: the properties and relation of objects and people in the vicinity of the text, as perceived by the participants; and Society as the main of reference of effective advertisement in serving substance of elements. Each element of communication which makes up an advertisement or any act of communication has a history. Advertisement in the era of color magazines, television, and the Internet is a new phenomenon, both in nature, quantity and effect (Cook, 2001).

### **3 Method**

Research in common parlance refer to a search knowledge, once can also define research as a scientific and systematic search for pertinent information on a specific topic. Generally, research is divided into two majors, they are qualitative and quantitative (Miles & Huberman, 1994). According to Creswell (2014) and (Mack et al., 2005), qualitative research is a means for exploring and understanding the meaning individuals or groups ascribe to a social human problem. This method will use data as it occurs as factual data using language and without any numbers (Creswell, 2014; Nuryanti, 2022). Data is the primary information or material that can be used as the basis for studies or research, Sugiyono in Pragita & Nuryanti (2022). Qualitative research is characterized by its aims, which relate to understanding some aspect of social life, and its method which generate words rather than number, as data for analysis (Patton & Cocharn, 2002).

The data of this research is visualization of poetic language from *Nutrilon Royal* advertisement on TV commercial break. *Nutrilon Royal* has a theme of life with entitled “*Life Starts Here*”. Each visualization of *Nutrilon Royal* TV commercial break has several scenes and verse of poetic languages that consists implied meaning in combination of it. In order to collect the data, the writers use technique as 1) Watching *Nutrilon Royal* advertisement on TV commercial break and download the video of *Nutrilon Royal* commercial break on Youtube by Nutriclub (2023). Transcribing the data since the advertisement on TV commercial break uses spoken language. After doing it, they think that data are ready to be analyzed using the theory used.

### **4 Result and Discussion**

The data for this research is *Life Starts Here* in an advertisement of *Nutrilon Royal*. *Life Starts Here* is an Indonesian television commercial featuring children acting out life-long aspirations often associated with adults. This advertisement is on TV which serves some scenes with different pictures, back sound and poetics languages. It has a 1 minute 32 seconds duration.

#### **4.1 Kinds of Advertisement is Found in Nutrilon Royal TV Commercial Break**

There are 38 children: 21 boys and 17 girls. Those children are doing different activities; playing, looking, sitting, bringing Barbie, walking, kissing, sleeping, running, and standing. Those children are in different places; in the house, playground, park, sidewalk, cave, desert, dark room, long-trail, swimming pool, music room, lake, bedroom, in library, and top of hills. Their activities are shown in some scenes, while in particular scene we can hear the poetic languages. There are 25 written poetic languages. They are formed by narration and read by sounded voice of a child. The scenes are shown and the poetics languages are heard, the instrument flute always accompany it from the first second into the last. In the last of the scene, this advertisement shows the name of the product and the manufactory that produces the product. It is just in white written with hills background in dark saturation and seen a boy who is standing on the hill.

Based on the description of data above, Nutrilon Royal advertisement consists of back sound instrumental music, poetics languages, and some scenes as performing of children. It is packaged nicely in limited duration, only in 1:32, however it still shows the name of product and makes this advertisement popular.

This data shows the combination of pictures, music, and paralanguage. The pictures show some acts of children as dominant characters. They act as some description of occupations which they will be in the future. The backgrounds of pictures are nature as also dominant in this advertisement. While pictures are showing in each scene, the poetic languages are read by a child with different intonation in particular of it. The pictures are also followed by back sound of instrumental music in the same tone with child sound intonation.

The poetic languages and pictures are combined in back sound. The combination of them gives a description from what is the real meaning of the poetics languages, as children's expectative imaginary in the future. The poetics languages always show based on the description of the formed pictures as scene tell about the first of the children see the real life, what they are interested in; the journey of life when they try to reach their dream; and some kinds of great work position as successful person.

The expectative presupposition explains from the interested of children toward something they see and it will be developed to be hobbies. From hobbies they like, it signifies that children want to be what they like doing as their hobbies. When they grow up, they can choose their best dream easily based on their talent and what they like. So, the success of their life depends on them. In the last scene, there is the tagline of advertisement "Life Starts Here" from the title version. It is appeared



with picture of a boy who stands tall on the hill. It is meant to give an overview of what is the main purpose of advertisement in general. The tagline also helps audiences to understand the intention of this advertisement.

From the detailed data of this advertisement, obviously, it has some characteristics from kinds of advertisement. According to the data taken, the video of advertisement is from television. The content of this advertisement also goes to the kind of advertisement generally. TV as the digital mass media shows some pictures and sound which are completed. Based on the theory stated, the advertisement is shown on TV, namely commercial break, with terms the advertisement shows pictures and sounds about promotion of particular product. Evidently, the data fulfill all of characteristics and terms as commercial break. Exactly, this advertisement of Nutrilon Royal is TV commercial break. It is shown after and in the middle of TV programs with the combination of pictures, narration, and back sound.

#### **4.2 The Ways to Convey the Purpose Found in Nutrilon Royal TV Commercial Break**

Verse 1. Scene 1: A young girl, who is about 5 years old, is behind the white framed window. She is looking and paying attention to the snail which is on the outside part of the window. While scenes show, the poetic language heard as:

Let's call on the interested  
The wide-eyed,  
The hopeful,  
The princesses and the princes,  
The believers,

There is a girl who is giving more attention to something in front of her. From the expression of a child in this scene, a girl shows astonished expression. It can be seen from her eyes that look so stunned and her body is leaning forward slightly. The presupposition is shown the girl is curious about the object. It shows that she is interested in a snail which is as an object of it.

The writers assume that the girl in her age might never find an animal as shown from the scene above. The animal has shell and slimy can be described as a snail. It can walk and move in the window with its slimy and brings shell in its back. The girl is so curious and interested in an object because she does not know what it is. It becomes an object of something that makes a child to be curious. She also shows curious expression toward something that she never sees before in her life. From the analysis of situation in this scene, it describes about the interested of a child toward something new which they see first. It likes telling about the curiosity of thing in front of her. It means that every child will be what she or he wants based on their interested. It also similar with the narration of Let's call on the interested.

The acronym 'Let's' is the shot of let us, which refers to participants. The participants here are not a child, but parents. The presupposition in this scene shows parents who have the closest relationship to their children. Parents have important rules toward their children in the children's growing time. Meanwhile, the verb let means to allow somebody to do something or something to happen without trying to stop it. So, let us means that parents are allowed to do something in the growth of their children. Whereas, call on is a phrasal verb that meant as asking or demanding that somebody does something. The phrase of the interested describes about attention about something. Based on the grammatical structure, the is definite references. The definite determiner assumes that the hearer can identify the referent. So that, the refers to concern of children attention.

The second poetic language is the wide-eyed. Based on the meaning in the context and its relation with the picture, Wide-eyed can be meant to look fully open at something because it signs the curiosity of a child. The presupposition is the child believes that s/he will find something new from the surrounding. The third poetic language is supported by the narration the hopeful. Hopeful can be meant as believing something that will happen. It is assumed that the child persists with what he wants. A child is as representative of all children in this world. All children are able to have dreams. Their dreams are what their interest and they like. Children decide about they interest and like in early age. When they grow, they hope fully and believe their dreams will be reached in the future.

The next narration is 'The princess' and the princes means female and male member of a royal family, but not queen and king. Exactly, she is a daughter or granddaughter of queen and king. They are the heir of crown. Princess is beautiful, kind, and perfect child are characteristics of her. Other special characteristics of princess are she likes wearing dress, has long hair and always surrounded by beautiful flower, in her hair and her favorite place in the palace. She loves much it and enjoys her life. Otherwise, prince is charming and handsome. He also has good personality and lives in palace in the real life.

From the poetic language, 'The princess and Princes' has good qualified in real. The presupposition of relation poetic languages and real life is parents who want their girl has characters which is similar to the princess and their boy can be as princes. The last poetic language is 'The believer'. The morpheme believer can be meant as truth of something, especially a person who believes in the existence. A girl in this scene seems like believer. She believes and put in something that she always remembers. Mind always makes people remember about promise and belief, so a girl is as if put her belief. The belief of children is usually about something that has not been happened and certainly concerns the future, like dreams. A girl illustrates about the belief of what she wants. It implies that she will realize herself get her dreams.

So, this scene and the narrations are meant that parents give children permission and ask them for their attention to something because they enjoy finding out about it. Children are supposed to do and show their interest and finding it exciting. The picture above and the sounded are heard become correlation and related each other for describing what is the meant of this scene. Parents give freedom to choose think they like. Children are free to be what they dream. Anything of their dreams is to be the best for them and parents always believe that their children are best in their perspective. Their belief supports children to be the best of their life. They will be liked as princess or princess their parents always help them to get what they interest. Parents also will convince their children to reach the dreams. Whatever their dreams, parents always help them to find way for reaching the dreams. As long as the dreams are good for them and matched to their interest.

Verse II. Scene 7: There is a boy who is playing robots by moving the robot's hands. There are three kinds of robots in different size. The big one is toward to the camera and move its feet and hand to its front. Next to the big one, robot has helm in its head. He is playing robots in the terrace. While scenes show, the poetic language heard as:

Let's summon the generals,  
The queens, the kings,  
And the knights start ride the adventurous trails,

From the data above, the scene shows a boy who plays robots. From the scene above the writer assumes that the boy imagines robots as human being. Robots have some characteristics that make children like it. The first poetic language Let's summon the generals. The word summon means order someone to come. This scene is meant to try to obtain a great personal. Meanwhile, the word of generals in this poetic language refers to a person who leads a battalion. The word lexicon general means the brave, strength, and has good working systems. These characteristics are same with character of generals. So, robots can be symbolized as general that have a tough and courageous personal. The relation is a boy will grow up as a man and to be a general. When he is to be a mature man, he is demanded as brave, tough, and wise leader.

The next poetic language found in this verse is 'The queen, the kings'. The phrase 'The queen' means a female member of royal family. The image of queen is beautiful woman, has good motherhood, and rigid. She is a wife of kings who lives in palace. The relation between the narration 'The queens' is illustrated the rigidity of the queen while accompany kings who lead people. It can be assumed that children are hoped to be strong when getting the real life. The narration 'The kings' illustrates about the strength of a man. The description of king is a man ruler of an independent stated that has a royal family. The character king is wise and has full of authority. The writers assume king is strong and clever because he can handle scope of wide area like country. King is the first person in the

independent stated. Because of the best character king has, all parents are able to want to have children like a king. Parents hope their children to be influential person who has characters like kings.

The narration hears, 'And the knights that ride the adventurous trails'. Based on the perspective of contexts in second verse, seen in the term of the meaning of the knight is a man of high social rank who had a duty to fight for his king. It means knights have high courage to resist the leader of royal family. Everyone knows who is king, and who has courage to resist king, only the knight can do it when he carries out the duty for defending the truth. He also needs to have good strategy, healthy, strong spirited and great. The knight here also tells that ride the adventurous trails. It can be imagined that knight is riding a horse to travel a long journey for finishing the duty.

From the analysis of the meaning, it can be associated on the picture of children who are doing the long journey. They should have a soul like a Knight. The trail is illustrated about their journey of children life which must be travelled. The long trails are likened as the track of journey and hill is to be their dreams. They have to move together for getting journey of life. When they do journey of life, they are hoped to have healthy, good strategy and high-minded as similar to the knights.

From the second verse above, the writers interpret the expectation of parents in the world. They hope their boys have characters as well as generals, kings, and knights, whereas their girls are as beautiful as queens. Parents will form their children to have tough, brave, strong and wise personality. This verse has purpose to convince all parents. Nutrilon Royal always gives the best nutrition with good qualities compositions. It makes they are not wrong to select Nutrilon Royal as additional nutrition intake.

Verse 3. Scene 11: Near big rock, a boy, smile. A blonde, short, and straight hair boy is smiling and looking. There are some black stains. A boy is in the age of losing tooth. The poetic language heard:

Let's call on the leaders,  
The lover, the big ones, the small ones,  
The been-there's, the done-that's,  
The discoverers,  
The conductor,  
The scientists,  
The CEOs,

This scene shows about the happiness of a child who creates face freckles in life. From the picture above, the writer assumes that he is looking at something funny. It is seen in his expression of smile. It is also supported by the poetic language; 'Let's call on the leaders'. In real life, children are very happy when they make something new in their life, although it is difficult to be understood by adult.

It also must be led by the leaders. For being leader is not easy, it needs some qualified for leading a country or organization.

A leader is an imagined in this scene, a child naturally like doing something even though caused dirty in his face, but his expression is happy. It signifies that he has managed to do something. Something here does not show in this scene, but it can describe about how ways the leaders managed to their country or organization.

The next narration is 'The lovers'. This poetic language tells about the romantic of life. Lover means a special feeling of two person and somebody who likes and enjoys a particular thing. This narration illustrates the feeling of children. By loving, children will be a compassionate person. When children are growing, they need to care and love for fulfill their life to be perfect. They can express their love in many ways and their care to everyone. They also do not choose who will be loved and cared. They will always love and care anyone. This narration explains about the willing of parents that expect their children to have the nature of merciful to everyone.

Everyone will be loved without selecting degree of people, what the position work of people and where people are from. It seen in the poetic language 'The big ones and the small ones'. The imagery of big ones can be a high-level society or a person who has big body or adult. Whereas the small ones are a person who is not important and do not have any influence in this world. The presupposition of is children have to love and respect people. Commonly, big is large size, always handle important role. Meanwhile, small is slight size and usually not important. It seems about people who do not have important role in this world. It can be said that they are poor and their life is not happy. So, from these narrations, children will hope to care and love everyone. Everyone refers to all people in everywhere and people who are passed away.

It is seen in the next narration 'There been-there's'. The phrasal noun imagines about something exists and 'The done-that's'. It is about people who are passed away and about children who love their best memories. It can be looked for by them. it is supported by the next narration 'The discoverer'. The meaning of discoverer is a person who had been a first person to become aware that a particular place or thing exists.

Based on the narration, The discoverers and its meaning, it can be presupposed that the boy wants to get something new in his life. Those narrations tell about people who are around children. They have to try finding new ones to get better life. They will be a conductor, scientist or CEO. It is seen by the third narration, The conductor, The scientist, The CEO's. According to the meaning of conductor is a person who stands in front of an orchestra, a group of singers and directs their performance,

especially somebody who does this as a profession. When children like music, they will to a conductor. It is one of their dreams. From the morpheme conductor, children are preparing to be a leader in music.

Next is about scientist, it can be meant as a person who studies one or more of the natural sciences, such as physics, chemistry, and biology. Children who like study sciences, like plays in nature and observe anything in nature, they can be a scientist in the future. The morpheme scientist assumes that children are to be a leader in sciences. Commonly, a person with the shirt and vast like in this picture is an important person in the office. It can be known by the narration CEO is the abbreviation of Chief Executive officer. It can be meant as person with the highest rank in a business company. From the acronym CEO children are to be a leader and direct a business company. The CEO is one of a good occupation. It also becomes one of children's dreams. Meanwhile, people usually expect this position in the office and CEO belongs to one of list in children's dream. So, this is the representation about the example of children's dream. This verse describes about one of good job in this world.

Verse 4. Scene 22: Playground, a boy, playing. A child who has been showed in the third scene before, he is handling an apple on the rotary. In this scene, it is different. He looks like so happy by standing on the rotary at playground. The poetic language heard:

Let's call on the sky walkers  
The movers, the shaker

This scene illustrates about a child crawls the high-things. The high-thing is a rotary, it is the closest thing to children. He looks like so happy when he gets the top of it. His big smile and fresh face show his happiness expression and the narration Let's call on sky walkers. The phrasal-verb of call on is meant that a group of people asks children to be a sky walker. The expression of a boy in this scene is different with his expression in the scene before. In this scene, he looks like happy and he still handles an apple. He can stand on the rotary at playground.

The phrasal-noun 'The sky walkers' is a person who walks away until the space that no limit. Sky walker also can do anything that will reach. The boy in this scene can go up into the top of rotary and he feels like reaching what he wants. Dreams can be something that what he wants. The dream is the limitless thing. The next narration is 'The movers'. From the presupposition of the main character and the narration is children like to move in particular way. It is done in order to get what they want, dreams. The movers are indicated that children have freedom and no one limit them. From the general meaning the phrasal noun 'movers and shaker' can be meant as a person who has power in important country or organization but has freedom. The writers assume that a person has important influence. Other assumption is children always catch all positive ones and chase their dreams.

Verse 5. Scene 26: Outdoor, a boy, observation. A boy with blonde and long hair is wearing a big size of sun glasses and looking over the sky. He looks like curious about something on the sky. He is shined by the shiny sun, as if he is looking at the sun. The poetic language hears,

Let's call on the curious  
And bring on the hope

The phrasal-verb 'Call on' can be meant as to allow someone comes to us. So, 'Let's call on' can be meant to allow the child come and do not go away. A child in this scene is the main participant who is looking over the sky. He is as if looking over the sun because he is using sunglasses. He wants to know about the sun, but he also protects himself by using sunglasses. He looks like curious to the sun. It is supported by the narration the curious. Curious is having a strong desire to know about something. The relation means that a child has strongly desire about something on the sky, sun, and anything in their life. Taken from analysis of meaning above, every child is able to have desire in every activity they do. The more curious children, the more get more experiences they are. By getting more experiences in life, children can decide what the best for their future. They also can mind what dreams that they like.

The next narration 'And bring on the hope', it signs that those combinations have correlated purpose. Meanwhile, the phrasal-verb of bring on can be meant as making something develop and in progress. Hope is a belief in something that wanted to happen. It is also similar to dreams of children who belief about something they expect will happen later in the future. From the meaning of bring on and the hope with combination of Let's call on the curious is children get freedom to observe anything they curious to know. They have freedom to learn and get their dreams.

Verse 6. Scene 28: Hills, a child, reaching. A child is standing on the top of the hill. He is looking at the sun rise. The tagline LIFE STARTS HERE appears beside the sun rise, with the capital letters and white font color. The poetic language; Life starts here.

Hill is recognized as the high position in nature of the earth. The sun rise will be looked so shiny and a child in this scene can look it clearly. Suddenly, the written of Life Starts Here appears. A boy is standing tall on the top of hill. He is looking at the front of him. There is light from sun rise in the front of boy. He is as if looking at his life as well as the sun rise. The writer assumes that the sun rise can be symbolized as the beginning of life. When sun raises, all life starts and ready for survive. It supported by the appearing of the written of Life Starts Here. The written Life Starts Here is white font color, it signs that life is begun form something clean and pure. It is appeared next to the sun rise means life begin from the sun raises. Life begins with the high dreams to be the best in life in the world.

A boy in this picture also has a dream and his life begins while the sun raises. He is as if wants to leave his bad-life and always looks over for getting better. The bad-life is seen in the bottom of the boy stands. He thinks about his dreams in to sky, and no limitation for a dream. Dreams are able to have all of children in the world. When children want to reach dream, they always look over and try to reach dream in anyways.

‘Life Starts Here’ points out the theme of this advertisement. This advertisement is in life theme. Meanwhile, life has meaning as the ability to breathe, grow, and reproduce. It also can be meant the experience and activities that are typical of all people’s existences. So, life is the important thing for human beings, no one lives, the world is nothing. So that why this advertisement shows children as main character and nature supports it, because life starts from nature, infant and to be a child. A child will grow, think about dreams, get journey of life, and reach dreams. All scenes before explain about the journey of children, how they think about dreams, how the ways that are used them for getting dreams, and example of the best people with high position of working. It is also expressed by narration of a child as poetics languages.

‘Life Starts Here’ is one of poetics languages that meant as beginning life from here. The word Here belongs to locative expression that designate space close to the speaker. The speaker of this advertisement is sounded like the voice of a child as narration in formed poetics languages. So, the word Here refers to something that close and connect to the children. From the presupposition about children, they like playing and want to know about something new they never know before. In each scene has already given the image of everything that close to children. There are some scenes show children playing, their expression when they playing are identified that they are really happy and can do anything what they want to do. They like to have the freedom that they can feel their life fully. From the analysis above, the writers take short that this scene is meant as a message when children have reached their dreams in the future. All of dreams can be reached by freedom of life and they free to aspirate in their life.

Scene 29: Hills, a child, reaching. A boy with short hair wears short pants, T-shirt and bag pack in his back. He is standing tall on the hill. In front of him, there is a sun shine on the top of mountain. Beside of the shine sun, there is a name of product Nutrilon Royal with the symbol of it. The symbol is simple, consists of five white circles and the size is changed, from the bottom is small and big on the top. On the written of Nutrilon Royal, there is the name of manufacture; NUTRICIA. It is in small written and all of the written is in white font color.



In this version, 'Life Starts Here' does not show a can of Nutrilon Royal, it just shows the written of Nutrilon Royal and NUTRICIA. Each version has same combination of its features, showing children, hearing narration of a child and classic back sound, and shows the name of product in the last scene of advertisement on TV. It makes this version familiar in eyes and ears of audiences that this advertisement is milk for children without showing the can of milk. All things shown in the picture have deep meaning. It makes audiences believe that Nutrilon Royal can make all children in the world will reach their dreams. For symbolic of five circles on the letter r in Nutrilon, are imagined as the progress of children's life. They start from short-minded and small size boy, but they will grow to be adult and high-minded.

The written Nutrilon is bigger than Nutricia points that Nutrilon is of the name of product from Nutricia. Nutrilon is the main thing in this advertisement. The purpose of the big written is to show TV commercial break of Nutrilon milk for children. It signs that this commercial break points out of the product which is promoted clearly. The picture also supports this advertisement as representation of purpose of milk for children. It is meant to entertain the audiences that this product will make children can get their dreams. A child stands on the top of hills, is an imagination as reaching what they want by drinking milk from the product of Nutrilon Royal that produced by NUTRICIA.

As people say, let's reach dreams into the sky, hills are described as the dreams of children and when they climb into the hills by using many ways for getting the top of it. All of it has been showed in scenes before, all dreams of children and expectation of parents that will be successful. The compositions of Nutrilon Royal also support nutrition intake for the growth of children. The purposes of verses above illustrate the best expectations of parents and convince customers to buy this product. This TV commercial break helps parents to select the best assumption for their children. Although, the writers assume people cannot understand directly, what the purpose of this TV commercial break and what kind of product of Nutrilon Royal.

#### **4.3 The Elements of Advertisement Found in Nutrilon Royal TV Commercial Break**

Based on the data found, the elements of advertisement are: the first is participants. Participants can be senders and receivers. Based on the data taken, participants are divided into two. The first is senders. Sender is a person who conveys something important. They also handle important role of communication in many ways. As example, one way of communication is advertisement as TV commercial break.

Nutrilon Royal presents TV commercial break and children as main characters. There are thirty-eight senders as young actors and actress. They are 21 actors and 17 actresses of children. All of them are children about 3 until 10 years old. There are some scenes that has similar actor in particular scene.

The third and twenty second scene, the fifth and twenty first scene, and the twenty eighth and twenty ninth scene have same character and setting place. Because it is same, the writer puts it in the appendix.

The second participant is receivers. Receivers are a group of people or a person who receive information from the senders. This data is an advertisement that have already analyzed in the previous part, and this advertisement belongs to a TV commercial break. Based on the theories that the writer takes, a TV commercial break is showing on TV that has combination of pictures and sounds. As usual, picture is looked and sound is listened. Exactly, the receivers are audiences because audiences are one of the samples of participants of TV commercial break.

The second is about function element that is seen by the text. The text in this TV commercial break is only in the two last scenes, Life Starts Here and NUTRICIA Nutrilon Royal. The function of the text divided into two. Life Starts Here as tagline of this TV commercial. It is to tell about the theme of this TV commercial break. Meanwhile, NUTRICIA Nutrilon Royal as the name of manufacture and product is to give information about the product and the distributed of it. The third one is about the music and pictures. There 29 pictures are from cutting of camera shot of advertisement video. They are supported by narration from a child's voice. Beside the narration, this advertisement also serves the back sound from flute instrumental. It plays in slow rhythm and low pitch that is not louder than the narration. The picture and narration are related each other and can produce correlation of implied meaning.

The fourth is about the paralanguage that are found in this advertisement. Based on the theory, facial expression and voice quality are belonging to paralanguage in elements of advertisement. The facial expression of the characters in each scene is different and it matches with the narration and the properties that are used by them. When an actor is playing at playground, the narration is about sample of success person, he shows happy expression. In contrast, while the narration tells about how difficult the ways of getting success, the facial expression of characters will be serious and full of curiosity. It seen in the first, fourth, fifth, seventh, eleventh, thirteenth, nineteenth, twenty first, twenty second, and twenty third scene are showing happy expression. While the sixth, ninth, fifteenth, sixteenth, eighteenth, twentieth and twenty sixth scene are showing serious expression.

The last elements that found in this advertisement is about the situation. The situations are about properties used in the picture, the relation object and people involve in it. Properties used in each scene are rotary in the third and twenty second scene, boxing gloves in the ninth scene, bicycle and wagon in the tenth scene, pail, shovel, and folding chair in the fifth scene, and the last is vast and shirt in the twentieth scene. The objects are a snail in the first scene, laced shoes in the second, an

apple in the third and twenty second, jasmine in the fourth, wooden box in fifth, chalk in sixth, robots in seventh, flower in twelfth, car in sixteenth, worm in nineteenth, sword in twenty first, tare in twenty third, book in twenty fourth, flight tools in twenty fifth, sunglasses in twenty sixth and the last is birds in the twenty seventh scene. People involve in this advertisement are children. They are about 3 until 10 years old. There is no adult in this advertisement.

## **5 Conclusion**

The writers conclude the result of analysis. According to the limitations of problems, the writer found the answers in the finding and discussion. The first is Nutrilon Royal is a TV commercial break that shown on TV. Some characteristics of TV commercial break such as showing in limited duration, 1 minute 32 seconds, there are combination of pictures and sounds and they are related to the product.

The second is this advertisement is served in 29 scenes that taken from different setting of places with actors and actress. Although there are same actors show in particular scene in Nutrilon Royal TV commercial break. All of the actors and actress are children with nature in background and narration of poetic language supports. All children are free to create and play their imagination match with the narration. In the last of it also shows the name of product and the distributed of it. From the last scene and characters signifies that Nutrilon Royal is one of brand of milk for children conveys TV commercial break by showing combination picture of child and nature and collecting of poetic languages.

The third ones are about the elements in this advertisement. Those are the analysis of elements of advertisement based on Cook's theory. Actually, there are eight elements that are explained, but only six elements that found in this advertisement. The wilters do not find the two other of it. They are Participants, function, picture, music, paralanguage, and situation. There are 38 children as main characters of senders and audiences are recivier. The function of text in the last scene is to tell about the theme, name of the product and distributed of the product. There are 29 scenes that are shot as a picture and there are some narrations that consists of poetics languages. Paralanguage explains about the facial expression of children in each scene and voice quality. The last tells about objects and properties are used by participants.

In short, the combination of picture, poetics languages as narration and back sound convey important purpose of TV commercial break. Children have to drink milk that produced by NUTRICIA, Nutrilon Royal. By reasoning, Nutrilon Royal has good composition for children milk.

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