

Pop Culture in Advertisement: an Alternative for Brand Image Development in the Era of Postmodern

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Abstract

The meaning of postmodern era has been very relevant when it is related to the 2 (two) things. First, the complexity of market demand which could not be easily rationalized as it has several characteristics of uniqueness, specific, and customized. Second, the growing number of needs and wants which are focusing on “social-oriented” of image recognition. Enthusiasm of imaging product through symbolizing pop culture has been considered as trend on external environment in the era of postmodern which is urgently on demand of “newness” and “currentness” in a product. The coming of image consumption era has made the facts be very relevant. Marketing will later adopt and form the adaptability which make marketing strategy much directed to develop the “newness” and “currentness” of brand image. This will make brand concerns with how to get dynamics. The implication is that high creativity shown by efforts to use “pop-culture approaches” in packaging marketing communication through advertisement. Image consumption which tend to be placed as consumer’s need has been main consideration when image of the product need to be built and developed. Therefore, the pop-culture approaches are also getting very relevant with the efforts to build and develop product image within the context of postmodern era.

Keywords: *postmodern era, popular culture, image consumption, brand image*

Background

Advertising could be medium to systematically educate consumer as a message could indirectly help to activate perceive towards certain product or brand. It is necessary to make advertising which is easy to perceive, unforgettable, and relatively could produce interest. Medium to communicate advertising should be selective as message and medium could not be separated within the context of effective communication. The medium is determined by the delivered message, coverage, and accessibility for the audience. Therefore, effective marketing communication is not only a matter of discussion related to unforgettable message, memorable, and interesting but also how to deliver the message.

The coming era of digital has been able to provide framework towards effective communication as the creativity of message could produce emphatic response from the audience. Many commercial messages are well packaged to give specific impact for certain character. Lifestyle and perception towards social values could be triggered by the messages. This condition is a reality of reciprocal condition in which there is such a causal relationship. It means that advertising could not only be focusing on the delivered messages but also producing a social reality. From this perspective advertising could be referred to common events which are easily to have everyday.

Creativity will later be in how to produce a currentness or newness. This image is very reasonable in a matter of responding challenges of the advertising which should not be “far from” the reality. This demanding environment is getting more relevant as today’s market character is dominated by social image. Advertising will later be on producing an image. This fact reflects the coming era of postmodern which

bring much popular cultures, new cultures which exist in society. This culture has been characterized by “instant” culture, a demand to have something “easily” and “instantly”, and trend to have “eagerness” towards new and interesting things. Creativity makes responses by packaging and mixing the traditional values with the modern ones.

Creativity in advertising could easily be found in each of advertising program for communication gadget and communication service provider. Making creative and interesting advertising has been a must. Trend of tight competition in advertising creativity is getting higher which could be reflected in the higher expenses for advertising.

Survey which is recently conducted by Nielsen Advertising Service shows the increase of expenses for advertising mainly for promoting communication gadget and communication service provider. This advertising grows to 78% from Rp. 457 billion during January-March 2007 to Rp. 815 billion during January-March 2008. The most frequently exposed advertising are SIM Card from Indosat, Exelcomindo and Telkom Flexi, also the most common branded communication gadget “Nokia”. (*Kompas/ 23rd April 2008*)

The ideas to revitalize creativity in advertising could not be separated from attributes of currentness, newness and uniqueness. Their essences are found in popular culture.

Ashadi Siregar (1997:227-245) illustrated popular culture as follows:

1. Modern culture which is characterized by values of identity as urban society. Modern-oriented means that a terminology of modern has been reference to certain behavior.
2. Culture which exists from certain need to be categorized into certain social group.
3. Culture which reflects trend in certain society, and as a part of social habit.
4. Popular culture brings into the authority of commodification. It has art-related and market-related purposes.

Advertising could reflect a popular culture which brings values of urban identification. A need to be recognized to have “higher” social stratification could be shown in advertising which contains much on luxuries, freedom, easiness, and pleasure. It is common to find persuasive messages which are packaged in a telenovela promoting an ambition or dream to their audiences. Within the context of popular culture advertising message will later involve with trend of the market, namely the audiences who are being educated to be a loyal consumer. Popular culture is named as consumer culture as it is very relevant to change mindset into “consuming” mindset.

Within the perspective of marketing, advertising has become a medium for marketing communication specially when product evolves into certain brand or when the existing brand should improve its value. Advertising could also be medium for communicating product with its market. For certain products the strength of advertising exposure and quality of advertising message are necessary to develop positive image.

Problem Formulation

Modern marketing deals with responding market behavior which tends to be characterized as specific, customized, complex and irrational. Specific means focusing on certain product which has strong character, clear and considered as a need. Customization comes from market who will use the product. While complexity

and irrationality are much focusing on the character of market which is continuously changeable into the condition of irrationality, namely when the functional values of a product change into emotional values.

Era of creativity has caused to transform into creativity to package advertising messages. If the era of creativity is defined as the era of popular culture, how could the popular culture approach in packaging advertising message be used to develop brand image?

Theoretical Review

Communication in the context of delivering messages by company for marketing objectives can be stated as marketing communication. According to Kennedy & Soemanagara (2006:5) marketing communication is an activity of communication which has purposes to deliver message to consumer by using various medium. The main objective is to make three stages of change, namely: change in knowledge, change in attitude, and change in action. One of the medium of marketing communication is television.

Kennedy & Soemanagara (2006:8) also states that one of marketing communication core is to study message and visual differentiation. This differentiation is made to produce attention and strong impact. In mass-oriented medium such as television, the effect of sound, visual, and content of message should be creatively made so that it has higher level of differentiation and appeals. Creativity can produce works which have strong message.

The illustration of postmodern era and popular culture could be described as the following quotes stated by Bre Redana and Yasraf A. Piliang:

“We are hamburger men”

“Yes, we are hamburger men”. A call from the headquarter of McDonald’s franchise company is ringing. The caller intends to convince whom he is speaking for. A senior McDonald’s official makes the such clarification: “Yes, this is McDonald’s Corporation...Yes, we are hamburger men.” McDonald has been considered as one of the greatest company in the United States. It is not only producing hamburger but lifestyle for quick-service food, instantly-served food. (Bre Redana (1997:187-188) in “Social cost for modern lifestyle”)

Now, the “shopping culture” has become a real world and influenced the wider social life. In today’s consumer culture, consumption is not only functional, namely to fulfill human basic need. Now, consumption is more than fulfilling human basic need or material-oriented, but also symbolic-oriented. The real meaning of consumption is expressing one’s position and “identity” in the world. The general tendency to develop identity through style – the using of clothes, car or other product as symbolic communication and personal meanings, has become a strong syndrome in society – concept of “lifestyle” as *raison de etre* in marketing is another form of “pseudo reality” in today’s consumer society (Yasraf A. Piliang (1997:200) in “Pseudo realities of consumer society: the esthetics of hyper-reality and consumerism policy”).

The creation of brand has long history which closely related to the development of technology and welfare of society. The names such as Rooser Reeves, Leo Burnett and David Ogilvy has given choice for consumer towards several products which has been positioned in special place when market starts to create lifestyle that reflects their life. This success has motivated the creation of brand scientifically and “Freudian”, which systematically and aggressively use “cultural engineering”. The booming of brand creation and advertising expenses which are growing higher has enforced brands to be communicated by various ways. Consumer

in the era of postmodern needs that brands should contain meanings (Cakram Magazine edition of November 2004 entitled “Postmodern Branding”).

The advertized product is product which has stimulating environmental resources. Due to the role as being the strength of stimulus, within this meaning; advertising is interpreted as stimulating environmental resources which have attributes. The specific meaning of advertising as stimulating environmental resources can be as stated by Fill (1995:2) as *it is the advertising surrounding the products that has created various brand images, enabling consumers to make purchase decisions. In these cases it is the images created by the marketing communications that disassociates one brand from another, positions them so that consumers' purchase confidence and positive attitudes are developed.*

Attention-Interest-Desire-Action (AIDA) Model (Kotler, 1994)

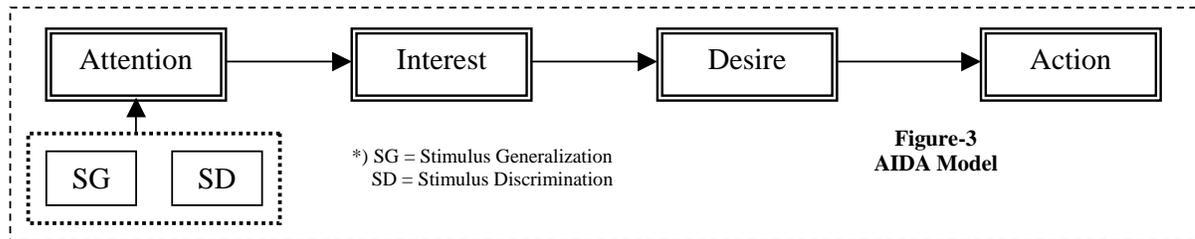


Figure-3
AIDA Model

Successful advertising program should successfully pass the stages (of ad processing) that end with action to buy. The stages are Attention, Interest, Desire, and Action. From the stages, attention is the first task the advertising program should perform. Message in the advertising should produce attention that will be noticed by audience. The attention will then hopefully drive interest. Once there is an interest which means positive perception towards the brand the desire could be triggered that potentially motivate the audience into action or to act buying.

From the perspective of AIDA Model the effectiveness of advertising should be measured by how the advertising could produce stimulus. Stimulus can be classified by two. They are stimulus generalization and stimulus discrimination.

Stimulus Generalization (SG) in the consumer learning process is the ability to generalize, that is, making the same response to slightly different stimuli (Schiffman & Kanuk, 1997:199). Impact of stimulus generalization is used when there are several brands that intend to be introduced in market, and that coming to the final stage when consumers have sufficient knowledge for each brands. For specific reason stimulus generalization is applied to immitate certain brands specifically brand leaders. Stimulus generalization explains why immitative “me too” products succeed in the marketplace: consumers confuse them with the original product they have seen advertised. It also explains why manufacturers of private label brands try to make their packaging resemble the national brand leaders.

Stimulus Discrimination (SD) is the opposite of stimulus generalization and results in the selection of a specific stimulus from among similar stimuli (Schiffman & Kanuk, 1997:203). The consumer’s ability to discriminate among similar stimuli is the basis of positioning strategy, which seeks to establish a unique image for a brand in the consumer’s mind. Imitators want consumers to generalize their perceptions, but market leaders want to retain the top spot by convincing consumers to discriminate. Major marketers are constantly vigilant concerning store brand look-alikes, and they quickly file suit against retailers that they believe are cannibalizing their sales.

Research conducted by Indriyanti & Ihalauw (2002) focused on the effect of repeated advertisement on toothpaste “Pepsodent”. The research used AIDA Model to

measure the effect of repeated advertisement. Findings of the research is described as follows:

Advertisement message broadcasted repeatedly could have significant influence to catch attention, stimulate interest, create want and drive consumer to act buying. Level of attention, interest, want and act to buy is constant though the advertisement is rarely or never broadcasted. The advertisement could not produce stimuli successfully as the consumer is confused to differentiate each product. The consumers always use the brand without considering whether it is old brand or the new one. Also, the stimuli could not successfully create stimulus discrimination as the company never give any information related to the old brand. The consumer could not clearly differentiate between the old brand and the new one.

Conceptual Model

Conceptual model for this research is illustrated in Figure-1 (*see the Appendices*). It describes implication for marketing in the era of postmodern that has put the complexity of the market. Products are determined by character of the market which should be unique, specific and customized. The era of postmodern could make possibilities for the phenomena of popular culture. The phenomena of popular culture could inspire the creativity in advertising messages. Newness and currentness in advertising which are generally perceived as uniqueness are considered as main attributes in discussing the meaning of popular culture. Uniqueness in advertising is considered as an effort to build interesting ads. The level of frequency to see the ads can influence attitude behavior toward ads and buying intent.

Methodology

Brand image can be identified through attitude behavior towards advertising and buying intent. To explain phenomena of popular culture in advertising as well as to develop attitude behavior toward advertising and buying intent the writer classifies into three parts. The first part explains the relationship between advertising and attitude behavior toward advertising and buying intent. The second part describes attributes in advertising which are considered as favourite advertising. In this part the writer describes currentness and newness as attributes in favourite advertising for any possibilities to be covered in the meaning of popular culture. For this purposes the writer applies generalization opinions stated by Ashadi Siregar (1997), Bre Redana (1997), and Yasraf A. Piliang (1997) to find better meaning of popular culture, then correlates with the concept of advertising as part of marketing communication as stated by Kennedy & Soemanagara (2006), Fill (1995), Kotler (1994), and Schiffman & Kanuk (1997). While the third part explains the relationship between the first part and the second part.

In the first part the writer uses seven variables to explain the relationship between advertising and attitude behavior toward advertising and buying intent. The variables can be listed as follows: Variable-1 (V1): Interesting ads (item#3), Variable-2 (V2): Frequency to watch TV (item#1), Variable-3 (V3): The confidence level towards advertising (item#6,7,11), Variable-4 (V4): Frequency to see ads (item#2,4), Variable-5 (V5): Attitude towards ads (item#9,12), Variable-6 (V6): Intention to buy (item#5,10), and Variable-7 (V7): Brand/product image (item#8).

The relation between those variables are tested using correlation and regression analysis (H1 to H8) and non-parametric test (H9 to H14). The variables can be developed into 14 hypotheses as follows: H1: V3 → V5, H2: V2 → V4, H3: V4 → V5, H4: V4 → V6, H5: V5 → V6, H6: V5 → V7, H7: V7 → V6, H8: V3 → V7, H9:

V1 → V4, H10: V1 → V6, H11: V1 → V5, H12: V1 → V3, H13: V1 → V7, H14: V1 → V2.

The relations between those variables are shown in Figure-1 (see the Appendices). The writer uses SPSS ver.11.00 to test the hypothesis.

Discussion

1. The relationship between advertising and attitude behavior toward advertising and buying intent.

Results for 14 hypothesis testing can be shown in Appendices. The writer discusses H2 and H6 cause they have significant r value as follows. Hypothesis-2 states that the frequency to watch TV (V2) influences the frequency to see ads (V4). V2 uses Item#1 as indicator, while V4 uses Item#2 and Item#4 as indicators. TOT_1 represents total Item#1 while TOT_24 represents total Item#2 and Item#4.

Hypothesis-2, Variable-1 and Variable-4

Correlations

Correlations

		TOT_1	TOT_24
TOT_1	Pearson Correlation	1.000	.367*
	Sig. (2-tailed)	.	.017
	N	42	42
TOT_24	Pearson Correlation	.367*	1.000
	Sig. (2-tailed)	.017	.
	N	42	42

*. Correlation is significant at the 0.05 level (2-tailed).

Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	TOT_1 ^a	.	Enter

a. All requested variables entered.

b. Dependent Variable: TOT_24

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.367 ^a	.134	.113	.6373	.134	6.211	1	40	.017	2.083

a. Predictors: (Constant), TOT_1

b. Dependent Variable: TOT_24

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.522	1	2.522	6.211	.017 ^a
	Residual	16.245	40	.406		
	Total	18.768	41			

a. Predictors: (Constant), TOT_1

b. Dependent Variable: TOT_24

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations		
		B	Std. Error	Beta			Zero-order	Partial	Part
1	(Constant)	3.094	.335		9.222	.000			
	TOT_1	.269	.108	.367	2.492	.017	.367	.367	.367

a. Dependent Variable: TOT_24

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	3.3622	4.1678	3.8929	.2480	42
Residual	-1.6307	1.1007	-6.34E-17	.6295	42
Std. Predicted Value	-2.140	1.108	.000	1.000	42
Std. Residual	-2.559	1.727	.000	.988	42

a. Dependent Variable: TOT_24

Hypothesis test for H2 shows the r value 0.367 with the significance level below 0.05 (0.017). There is significant correlation between the frequency to watch TV and the frequency to see ads.

Frequencies

Statistics

ITEM3

N	Valid	42
	Missing	0
Mode		1.00
Skewness		.217
Std. Error of Skewness		.365

ITEM3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid xl	19	45.2	45.2	45.2
ponds	4	9.5	9.5	54.8
rokok	5	11.9	11.9	66.7
lain-lain	14	33.3	33.3	100.0
Total	42	100.0	100.0	

T-Test

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
TOT_24	42	3.8929	.6766	.1044

One-Sample Test

	Test Value = 4					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
TOT_24	-1.026	41	.311	-.1071	-.3180	.1037

From the frequency table above it is known that 45.2% of the respondents mention mobile phone XL advertisement as the most favourite and attractive advertisement. Based on t-test the frequency to see the ads (V4 or TOT_24) is relatively high. The null hypothesis states that there is no difference between TOT_24 and the test value of 4 can not be rejected with significance level greater than 0.05 (0.311).

Hypothesis-6

Test hypothesis for H6 is intended to know the correlation and causal relationship between attitude towards ads (V5) and brand image (V7).

Correlations

Correlations

		ITEM9	ITEM12	ITEM8
ITEM9	Pearson Correlation	1.000	-.440**	-.349*
	Sig. (2-tailed)	.	.004	.023
	N	42	42	42
ITEM12	Pearson Correlation	-.440**	1.000	.307*
	Sig. (2-tailed)	.004	.	.048
	N	42	42	42
ITEM8	Pearson Correlation	-.349*	.307*	1.000
	Sig. (2-tailed)	.023	.048	.
	N	42	42	42

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	ITEM12, ITEM9	.	Enter

a. All requested variables entered.

b. Dependent Variable: TOT_8

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.389 ^a	.151	.108	.7713	.151	3.473	2	39	.041	2.210

a. Predictors: (Constant), ITEM12, ITEM9

b. Dependent Variable: TOT_8

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4.132	2	2.066	3.473	.041 ^a
	Residual	23.202	39	.595		
	Total	27.333	41			

a. Predictors: (Constant), ITEM12, ITEM9

b. Dependent Variable: TOT_8

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	4.067	1.119		3.633	.001					
	ITEM9	-.448	.277	-.266	-1.618	.114	-.349	-.251	-.239	.806	1.241
	ITEM12	.191	.165	.190	1.155	.255	.307	.182	.170	.806	1.241

a. Dependent Variable: TOT_8

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions		
				(Constant)	ITEM9	ITEM12
1	1	2.924	1.000	.00	.00	.01
	2	6.834E-02	6.542	.00	.11	.48
	3	7.206E-03	20.146	.99	.88	.51

a. Dependent Variable: TOT_8

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2.6560	4.1255	3.3333	.3174	42
Residual	-1.6560	1.7048	-1.59E-16	.7523	42
Std. Predicted Value	-2.134	2.495	.000	1.000	42
Std. Residual	-2.147	2.210	.000	.975	42

a. Dependent Variable: TOT_8

Correlations

Correlations

		ITEM9	ITEM12	ITEM8
ITEM9	Pearson Correlation	1.000	-.440**	-.349*
	Sig. (2-tailed)	.	.004	.023
	N	42	42	42
ITEM12	Pearson Correlation	-.440**	1.000	.307*
	Sig. (2-tailed)	.004	.	.048
	N	42	42	42
ITEM8	Pearson Correlation	-.349*	.307*	1.000
	Sig. (2-tailed)	.023	.048	.
	N	42	42	42

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	ITEM12, ITEM9 ^a	.	Enter

- a. All requested variables entered.
- b. Dependent Variable: TOT_8

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.389 ^a	.151	.108	.7713	.151	3.473	2	39	.041	2.210

- a. Predictors: (Constant), ITEM12, ITEM9
- b. Dependent Variable: TOT_8

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4.132	2	2.066	3.473	.041 ^a
	Residual	23.202	39	.595		
	Total	27.333	41			

- a. Predictors: (Constant), ITEM12, ITEM9
- b. Dependent Variable: TOT_8

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	4.067	1.119		3.633	.001					
	ITEM9	-.448	.277	-.266	-1.618	.114	-.349	-.251	-.239	.806	1.241
	ITEM12	.191	.165	.190	1.155	.255	.307	.182	.170	.806	1.241

- a. Dependent Variable: TOT_8

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions		
				(Constant)	ITEM9	ITEM12
1	1	2.924	1.000	.00	.00	.01
	2	6.834E-02	6.542	.00	.11	.48
	3	7.206E-03	20.146	.99	.88	.51

- a. Dependent Variable: TOT_8

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2.6560	4.1255	3.3333	.3174	42
Residual	-1.6560	1.7048	-1.59E-16	.7523	42
Std. Predicted Value	-2.134	2.495	.000	1.000	42
Std. Residual	-2.147	2.210	.000	.975	42

a. Dependent Variable: TOT_8

The correlation value of r is accounted for 0.389 with the level of significance lower than 0.05 (0.041). The attitude towards ads has significant relationship towards brand image. Advertising should be able to build attitude towards ads as the attitude towards ads could influence brand image.

2. Description of attributes in advertising which are considered as favourite advertising.

The writer proposes Concept-1 to generalize opinions stated by Ashadi Siregar (1997), Bre Redana (1997), and Yasraf A. Piliang (1997) in a way to find specific key words for popular culture.

Concept-1

Modernization or modern orientation is a consequence for the development of mindset which is accumulated at the advancement of knowledge. Human being is getting to be more conscious to his existence and continuously think as a socio-economic man. Consequence of symbolic orientation is part of the need to have social recognition and lifestyle as well. While the economic mindset is relevant with an effort to allocate limited resources to fulfill his need.

Lifestyle can be shown from the passion to use and consume some of the most popular objects which are applied recently (currentness) in society. Those objects can always be revitalized into the new ones (newness) following trend in the society.

The following Concept-2 is used to rationalize meaning of marketing communication as stated by Kennedy & Soemanagara (2006), Fill (1995), Kotler (1994), and Schiffman & Kanuk (1997)

Concept-2

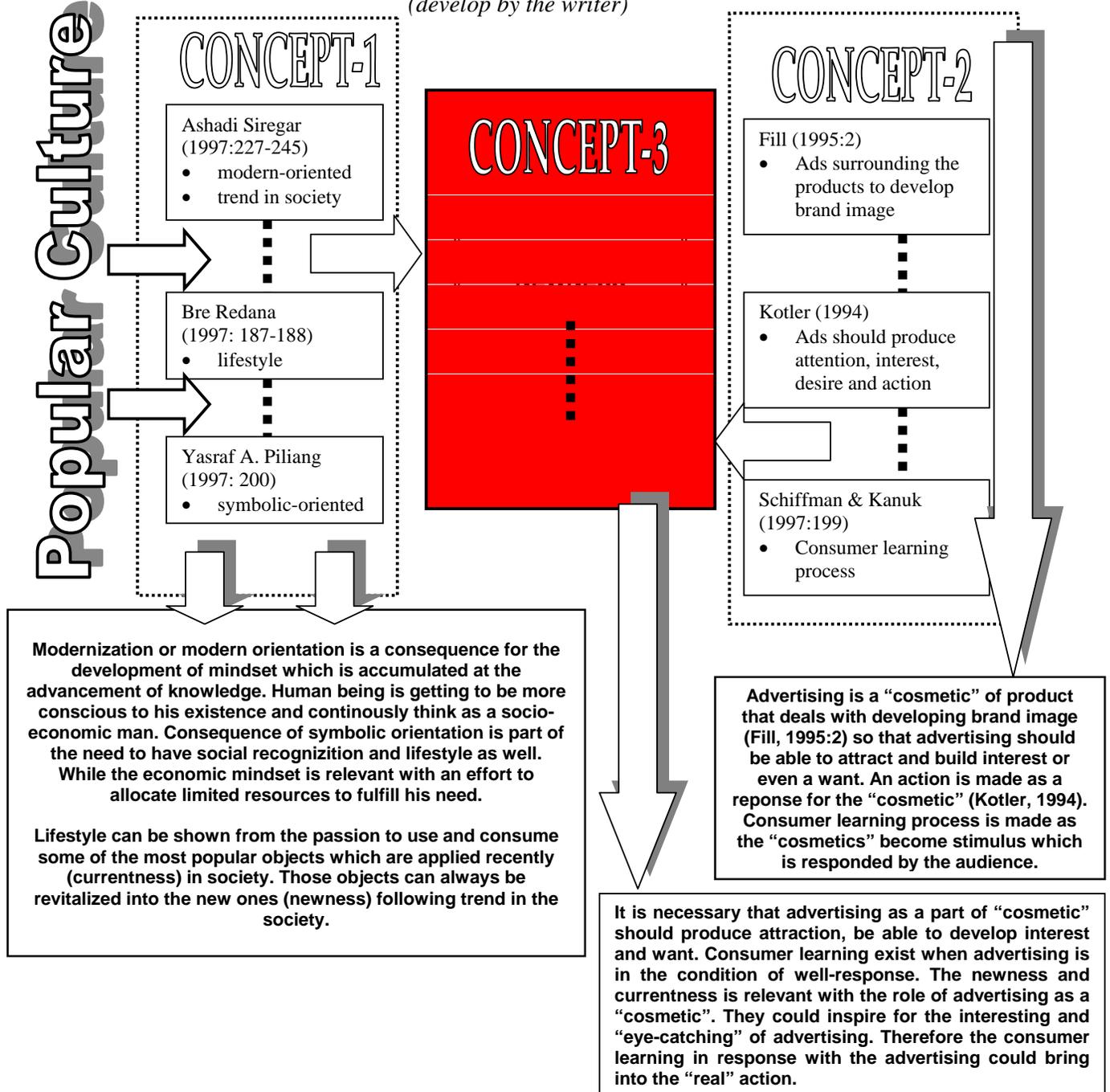
Advertising is a “cosmetic” of product that deals with developing brand image (Fill, 1995:2) so that advertising should be able to attract and build interest or even a want. An action is made as a reponse for the “cosmetic” (Kotler, 1994). Consumer learning process is made as the “cosmetics” become stimulus which is responded by the audience.

Concept-3

It is necessary that advertising as a part of “cosmetic” should produce attraction, be able to develop interest and want. Consumer learning exist when advertising is in the condition of well-response. The newness and currentness is relevant with the role of advertising as a “cosmetic”. They could inspire for the interesting and “eye-catching” of advertising. Therefore the consumer learning in response with the advertising could bring into the “real” action.

The model for Concept-1, Concept-2, and Concept-3 can be seen in Figure-2 below:

Figure-2
 Popular culture in Advertising
(develop by the writer)



3. The relation between popular culture in advertising and brand image development in the era of postmodern

Result of this research shows that the most interesting and “eye-catching” advertising is mobile phone operator XL. This advertising was launched in the beginning of April 2008 when the writer distributed questionnaires for this research. From Cakram Magazine edition number 289 of March 2008 the writer could get summary of the advertising but in different version. Advertising which is perceived as

the most interesting advertising by the respondent is XL with the version of “married with goat”, but the writer use the other version as found in Cakram Magazine, namely: “married with monkey”.

This advertising has uniqueness in making strong confidence expression that the pricing for XL is the cheapest comparing to other operator. Expression of confidence is performed by actors in the advertising that they even could guarantee the best price they could have by making this statement: “I have no problem to marry with monkey (first version) or goat (second version) in case that I have wrong opinion...”

The using animals such as “monkey or goat” is very reasonable as those animals are very “popular” in society specifically as an object of blaming, like this one: “You’re monkey...!”. While “goat” is considered as a very popular object within the context of “black goat” that is when a certain problem happens with no one can be blamed as the “actor”. As we usually do not want to be blamed as the “actor”, it is easy for us to name the “third person” as the actor, namely the “black goat”. Therefore the advertising contains the idea of currentness as explained in Concept-1 and Figure-2. In addition, the advertising bring the idea of newness as there are no such advertising with the similar theme.

This research reveals high frequency to see the advertising as it is very interesting The advertising has also possibilities to develop brand image as shown by hypothesis test of H6 which shows significant correlation and impact between attitude towards advertising (V5) and brand image (V7). It means that if the advertising has the ability to develop positive attitude towards advertising (V5), the brand image can also be developed. However, in this research the hypothesis test of H3 reveals the insignificant correlation and impact between the frequency to see advertising (V4) and attitude towards advertising (V5). This is very reasonable as there might be strong impact of other advertising in television but they bring negative image or considered as “unsatisfied” product. The writer recommends for further research related this problem.

Conclusion

The coming era of postmodern has been perceived as the advancement of knowledge. It is resulted from the process of thinking and human interaction. It is called also as the era of consciousness in which popular culture has become a logic consequences as human being transforms himself into socio-economic man. Popular culture could be identified from the coming of newness and currentness as reference or trend to certain behavior. The dynamic advertising is advertising which contains the newness and currentness adopted from the popular culture. Therefore, advertising is not only able to attract the intention but also develop brand image and that the intention could be manifested in certain action.

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Figure-1
Conceptual Model
POP CULTURE IN ADVERTISEMENT: AN ALTERNATIVE FOR
BRAND IMAGE DEVELOPMENT IN THE ERA OF POSTMODERN
(developed by the writer)

Era Postmodern

