International Journal of Engineering & Technology, 7 (4.28) (2018) 225-230

International Journal of Engineering & Technology

Website: www.sciencepubco.com/index.php/IJET

Research paper

The Commodification of Considerate in Jollibee's Commercial Break Valentine Series: Date

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Abstract

Considerate is the most personal feeling from any human kind. Considerate can be describes as careful, not to cause inconvenience or hurt to others. For creative director in advertising field, consideration is a commodity. The creative director has been metamorphosis in symbolic way to shifting that truly feeling in a way to 'sell' that feeling. This situation has been showed in the Jollibee commercial break, especially the "valentine series: date". This research is trying to disassemble how the advertiser trying to infiltrate their business in the human kind feeling 'sheath'. To disassemble the ideology of the Jollibee's advertisers, this research is using the Political Economy Media Theories. There are three fields in that theory. One of them is commodification. Commodification is the transformation of goods, services, ideas and people into commodities, or objects of trade. This research is using Semiotics from Roland Barthes. With three analysis level (denotation, connotation and myth) each audio and visual from Jollibee Commercial break would be dismantled. So each audio and visual from that commercial break would be considered as a sign. Which is semiotic is the science that learning about sign.

Keywords: *Commodification, Considerate, Semiotic, Commercial Break*

1. Introduction

Fast food is always providing fastness in our daily life. Fast food is always making everything easier. With fast food, you're hungry problem can be solved as soon as possible. Fast food is the solution of hunger immediately problem. They always give us instantly everything.

Instantly and speediness often look not as deeper. It is just in the surface. It is as the fast food services do. They look harm to the customer, only in the surface. But practically, they don't care with anything that happens to the customer.

But something deeper has been shown by the Jollibee fast food product in they are new commercial break. In the commercial break which is Philippines has been shown, they touch the people feeling. Jollibee's employees look very helpful and harm to the customer. Jollibee product accompanies people in them every life moment.

In Jollibee's commercial break, it is shown a considerate from the Jollibee's staffs to the customers. Considerate is thoughtful towards other people. Considerate involves not wanting anyone to feel bad as a result of one's actions. Considerate involves wanting to avoid something that may harm another [1].

Commercial break is also known as advertising. Petit and Zakon said that advertising is merely a means to an end, and the end is a consumption-oriented [2]. Advertising or commercial break practically is only a tool or way to selling something. But nowadays, to selling something the advertisers needs a method to 'deceive' people.

To 'deceive' people, the advertiser using so many strategy to get people attention. In Jollibee's commercial break, the advertiser is trying to attract people's empathy. They pretend considerate to the people's need.

Considerate it is not seen as a thoughtful of the rights and feelings of others. In the Jollibee's commercial break, considerate is a commodity to selling something. The advertiser is 'using' considerate as the way to selling product.

When somebody transformed the using value to the commodity value, Mosco said that as a commodification. Commodification is defined as the process of transforming goods and services, including communication, which are valued for their use, into commodities which are valued for what they will bring in the marketplace [3].

To discover the comodification of considerate, the advertiser is using sign. The signs in Jollibee's commercial break are consists of audio and visual. The science that is focus in sign called semiotics.

This research is trying to dissemble the sign (audio and visual) that is constructed as a Jollibee's commercial break. In this research is the sign that is showed a considerate as a false consciousness.

2. Literature Review

2.1 Semiotics

In the Communication semiotics, communication is the process of using signs and symbols which elicit meanings in another person or persons [4]. So this research would be disassembling the sign which is constructed the audio-visual advertising product.

Meanwhile, Charles Sanders Peirce elaborated semiotics as "a relationship among a sign, an object, and a meaning [5]. Preminger said that semiotics is the science about signs. This science thought that social phenomenon or society and culture are a signs. Semiotics is trying to study about the convention which is

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has a meaning. Sign is everything-color, cue, eye's blink, object, mathematics formula, etc-that representing the others [6].

One of the pioneered of semiotics is Roland Barthes. Barthes said language is a sign system that reflection the assumption from society [5]. Barthes known with his systematic model in analyze the meaning of signs. His focus is about two order of signification.

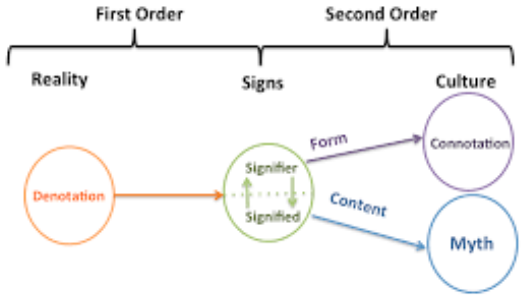


Fig. 1: Two Order of Signification

The first order of signification is the relation between signifier and signified in a sign with externally reality. Barthes said that as denotation, that is the most real meaning of sign. Connotation is a term that Barthes's use to called the second order. It is describes interaction when sign meet the readers emotion, and the cultural values. Connotation has the subjective meaning or at least inter-subjective.

On the other hand, denotation is what the signs described; meanwhile connotation is how describes the sign. Connotation is a sign which is has a relation with the content through one or more the others function. Connotation is working in the subjective steps, so it is unrealized.

In the second order of signification what is that have a correlation with the content, sign is operating through myth. Myth is how the culture describes several aspects about reality or nature phenomenon. Myth is the social class product that has been dominated [5].

Myth is the popular culture forms, but according to Barthes is more than that. "Myth is a communication system (it is what we called message). Barthes point out that: "the signs way, a form", one of parole… which has been written in a text. Myth it is not describe as the object of message, but it is the way to how to describe the message [7].

2.2 Economy Political Media

Economy political perspective seeing mass media is transferring the dominant values and assumption that is come from and to service any interest from dominant class, and to reproduction the equal class structure interest [7]. The focus is in the production, consumption of popular culture and it is the same economical factor as the way to seek a profit.

Mass media has a role to form the culture diversity that is result from the effect of mass media as the value system, thought and act of human. The culture in the context of mass community is in order to provide by the mass media in entity perspective and to hegemony the community. Mass media can construct the people wants or the people paradigm from reality. Mass media as a reality is determined people awareness, and the result of the people awareness is a false consciousness.

This false consciousness has been used by mass media to become a commodification. Mosco [3] describes commodification is the process of transforming things valued for their use into marketable products that are valued for what they can bring in exchange.

Mosco said the form of commodity is:

1. The Commodification of Content

When political economists think about the commodity form in communication, they have tended to start with media content. Specifically, from this point of view, the process of commodification in communication involves transforming messages, ranging from bits of data to systems of meaningful thought, into marketable products. For example, consider a newspaper reporter whose job it is to apply professional skills to produce stories that contain many different use values [3].

2. The Audience Commodity

Nicholas Garnham has examined two principal dimensions of media advertising to perfect the process of commodification in the entire economy. Dallas Smythe (1977) took these ideas in a different directing by advancing the claim that the audience is the primary commodity of the mass media. According to him, the mass media are constituted out of process which sees media companies producing audience and delivering them to advertisers. Media programming is used to attract audiences; for Smythe, it was little more than the "free lunch" that bars once used to entice customers to drink. From this vantage point, audience labor or its labor power is the chief product of the mass media [3].

New media amplify the elements of Smythe's argument. In addition to expanding the commodification of communication content, the recursive nature of digital systems expands the commodification of the enture communication process [3].

3. The Commodification of Labor

In the interest of examining the commodification of content and audiences, there has been a tendency to neglect the labor commodity and the process that takes place at the point of production. Baverman's (1974) work gave rise to an intellectual drive to end this marginal status by directly confronting the transformation of the labor process in capitalism. According to him, labor is constituted out of the unity of conception, or the power to envision, imagine and design work, and execution, or the power to carry it out. In the process of commodification, capital acts to separate conception from execution, skill from the raw ability carry out a task. It also concentrates conceptual power in a managerial class that is either a part of capital or represents its interests [3].

Everything can be co-modified. In this research the commodity is considerate. Considerate it has to be the truly feeling of human kind. But, in the advertisers view, anything could be a commodity, include the feeling of human kind. The labors do not care about the truly and honest felling of human kind. For them as long as anything has a useful value to sell, anything is a commodity.

3. Methodology

3.1. Research Methodology

This research is using content analysis-semiotic as the methodology research. Ibnu Hamad said that content analysis method is the method that can describes as an in-depth from the meaning symbol of [8].

Hamad also said that the method and the analysis is qualitative research [8]. Meanwhile Mulyana describes that qualitative research it is not based on the evidence depending on mathematics logic, statistic principal, or numerical method [9].

Mulyana said although qualitative research in the form often using the mathematical result, this research it is not using the mathematical and data analysis like in experiment or survey [9]. Meanwhile Hamad said that the type of this research has a big opportunity to a big alternative interpretation. But, the interpretation of the data results, is trying to as close as possible with the meaning that the text (message) producer means [8].

It means that, researcher can be as subjective interpreting the text research. Erick said that the process of signifying it is very depending by the subjective of the researcher. But we don't have to worried, because this type of theory it is allowed somebody to interpreting the text as subjective depending of his (researcher)

life experience [8]. According to Dedy Mulyana "Subjective approach assumed that this research it is not trying to generalize the result of the research [9]. Dedy is also said that people act by the meaning or definition that he is labeling to the environment. They do that, through the language of symbol, verbal or non verbal act on their life [9].
In this research, text is the audio visual Jollibee's commercial break. Especially the Valentine Series: Date. So, this research is trying to disassemble the commodification of considerate in that commercial break. The analysis is paradigmatic, it means trying to find the hidden meaning from the text [8].
In the semiotic world, text is trying to illustrate the event; case; the specific object; or any reality that has been using a sign. To analysis the sign, the researcher is based on Roland Barthes view. Roland Barthes describes the relation between a sign trough two steps signifying. The first step of signifying is the relation between signifier and signified in a sign of external reality. Barthes called that as denotation, the most reality meaning of a sign. Connotation is the terminology that Barthes used to show the second step of signifying. This thing is illustrates the interaction which is happen when the emotion of the readers meet his cultural values [5].
On the other side, when the communicator (advertisers) using a sign he is assumed that the sign is the most representing the reality that he is trying to illustrates. Unfortunately, a creator it is never be neutral. The creator it is always have their own interest [8].
In this research the interest of the advertisers actually it is to sell the Jollibee as a product. But people nowadays, it is not trust with the message that has been showed from the commercial break. So the creator (advertiser) trying so many strategy to send their message to the audience. One of them is using the considerate as their commodity values.

3.2 Data Collecting Techniques

In this step, to analysis the text, the researcher is using the holistic observation from the whole content of the text. Ibnu Hamad said that in the application, this method (content analysis semiotic) is willed holistic observation from the whole of text content; it is include the framing of terminologies that has been used. Researcher has to pay attention on the coherence between meanings of each part of the text context [8].
The Jollibee's commercial break is the audio visual mass communication product. The duration of that commercial break is 2: 32. In the visual aspect Jollibee's commercial break is consist of footage and text animation. Meanwhile, in the audio aspect, this commercial break is consist of sound effect, music background, voice over and dialogue.

Table 1: Materials of Research

Audio	Visual
sound effect	footage
music background	text animation
voice over	
dialogue	

In order to analysis the text, researcher is also collecting the secondary data. The secondary data of this research is books, article from newspaper, magazines, websites that has been relation with the problem of this research. This data is using to adding the information about the focus research and as the support data.

3.3 Data Analysis Techniques

To find the answer about the commodification of considerate in the Jollibee's commercial break, researcher is using the analysis from Roland Barthes. Barthes said there are three element of analysis: denotation, connotation and myth.
In this research, denotation is the most truly meaning of sign. That is the considerate itself. In the denotation meaning considerate illustrate as an adjective word that showing kindly awareness or regard for another's feelings, circumstances. Considerate is thoughtful of the rights and feelings
Meanwhile connotation is the most subjective meaning of the text. In this research connotation form of considerate when an interaction with the reader (researcher) has and their own cultures valued, will be discussed. The second step of signifying is related with the content. Barthes called it with the terminology of Myth. Myth is how the culture describes about the reality or the nature symptoms. In this research, the reality is the word of considerate that has been showed in the Jollibee's commercial break.

4 Results and Findings

4.1 Denotation-Connotation Analysis

At the first step of his analysis, Roland Barthes mentioned the denotation and connotation terminologies. So at this part, researcher would be describes the denotation and connotation from each sign that showed considerate in Jollibee's commercial Break.
To signifying the shooting techniques, editing techniques, or the camera movement, researcher is using the shooting techniques meaning from Arthur Asa Berger. How the advertiser (creator) shooting, can be used as a signified. Picture is the most important element to build a visual-audio commercial break.
The shooting techniques would be determined the quality of picture. The shooting techniques have their own code and their own meaning. The code is informed almost a whole aspect about our existence and provide the concept that is useful for the popular art analysis and media. Some picture element can be seen in the code, especially that has relation with picture language that is describes in this table [10]:

Table 3: Shooting Techniques Meaning

Marker (Picture Marker)	Definition	Marker (meaning)
Close up	Only face	Intimate
Medium Shot	Almost whole of body	Personal relation
Long Shot	Setting and character	Scope Contacts, Public Space
Full shot	A whole of body	Social relation
Marker (Camera Marker)	Definition	Marker (meaning)
Pan up	Camera leads to up	Power, authority
Pan down	Camera leads to down	Weakness, reducer
Dooly in	Camera leads to forward	Observation, focus

Marker (Editing Marker)	Definition	Marker (meaning)
Fade in	Picture looks an emptiness	Beginning
Fade out	Picture looks disappeared	Personal relation
Wipe	Picture has been erased	Conclusion



Fig. 2: Text 1

Table 4: Denotation-Connotation Meaning of Text 1

Denotation	Connotation
In the picture above there are two people. The first one is a middle age woman, with a uniform. That woman using a uniform with mixed color, chocolate-red. That woman is using red hat. In the forward of that woman, standing a young boy. That young boy using a white shirt. At the sleeve shirt of that young boy, is folded a half. The setting of the place showed a room, with glasses, table and some white chair. Both of them are tidy up the table. Both of them are doing a preparation for something. This scene is using medium close up as shooting techniques. And when this picture showed, there are a piano as a music background.	In the Berger analysis medium shot is almost whole of body. In this picture consist of two people, but looks not a whole of body. Berger said that medium shot means personal relation. On this scene, there are two people. The first one is Jollibee's staff. And the second one is a young boy customer. Between Jollibee's staff and the customer, generally the relation it is only in the surface. But it is not seen on this scene. The Jollibee's staff is seeing very harm and helpful to the young boy. As we know, Jollibee is the fast food restaurant. As the food it is, the relation between the staff and the customer it is never deep. But that is not show on this scene. The Jollibee's staff looks very helpful. The staff help with carefully and full of attention. She looks very considerate to the young boy. But the considerate it is only a false consciousness. It has been showed by the Jollibee's staff as a strategy. Not fully from her heart. The considerate used as a way to 'cheating' the audience people. Considerate it is only a commodity to 'cheating' people. The harm and lovable attention it is only a sheath to selling the product. The great relation that has been showed in this scene it is only a commodity to selling Jollibee.



Fig. 3: Text 2

Table 5: Denotation-Connotation Meaning of Text 2

Denotation	Connotation
In the picture above there is an old man. That man is using a head cap. He is taking a seat in the bed room. That old man using a long shirt with a ball pattern. His face is very pail. His face looks that old man has a bad sickness. His eye highlight looks so weak. The background looks there is a flower in the desk, a glass of water, and infusion. The room setting looks so gloomy. That picture is showed in the tablet. Behind the tablet, we can see a Jollibee product as equivocal. The shooting techniques is using medium shoot also for the old man. For the Jollibee's product is using detail shoot. On the Jollibee's product we can see a text that writes down delicious as equivocal. During the scene has been showed, the music background playing an emotional music. The old man said: "Hi Hon. Happy Valentine's Day". When the old man said that word, he is looking very tired and painful.	In the Berger analysis, medium shot is almost whole of body. In this picture consist of one old man. The man is the father of the young boy in the last scene. This scene is the moment that has been captured before the old man past away. Berger said that medium shot means personal relation. The personal feeling is much felt. Because the audience can showed the sadly moment, when someone lost and missed his or hers lovely person. In this scene the old man has been died because of his sickness. And before he died, his capturing moment for his lovely wife. In that video that old man tells how much he loved his wife. Either he is not in this world again, he would accompany and loving his wife. Especially at the Valentine's day. Valentine's Day has a variety of historical origins, each one believed to play a part in the development of the holiday. One such origin, which took place in pagan Rome, highlighted two well-known gods: Lupercus, who protected lambs from wolves, and Juno, who watched over wives. By combining the responsibilities of each deity, the Romans matched up eligible men and womenfor marriage, as if to remind young men to view women as potential marriage partners instead of prey [10]. After Constantine legalized Christianity, the church named the holiday after a bishop who, according to legends, played matchmaker to young Christians [10]. An additional origin of Valentine's Day can be traced back to Chaucer's time, as the poet connected the origins of the holiday to the mating habits of birds, suggesting that on the 14th of February, "every foul cometh there to choose his mate" [10]. The origin of Valentine's Day can also be seen as far back as Roman times when love matches were made during a mid-February fertility festival. We can say that Valentine's day is a special moment for man and woman who have falling in love each other. In this commercial break, Valentine's day is an evidence of truly love, especially for a man that passed away and has to leave his lovely wife. On that beautiful moment, Jollibee as a product mention as a special food that surrounding with joyful and happiness. Jollibee as a product and their staff seen as a considerate people. With deeply and truly feeling, Jollibee has 'co modified' considerate to selling a product. The considerate as a truly feeling has become symbolic transformation from a great and harmful feeling to the commodity.



Fig. 4: Text 3

Table 4: Denotation-Connotation Meaning of Text 1

Denotation	Connotation
In the picture above there are two people. The first one is middle age woman with an office look fashion. She is holding the young boy shoulder, in front of her. Both of them are sitting in the white chair. Both of them are also looking each other and give a big smile. In front of them, there is a table with a white tablecloth. On the table we can see there is some Jollibee's product. A fried chicken in the bucket, a fried chicken in the plate, and also a cup of tea. The scene is taking in one of a room in a restaurant. There are some chair and table, and there are flower petals and a red balloon. During the scene showed, the music background listening a whispering woman sound. The music background shows an emotional feeling. This scene is taking by a medium shoot techniques shooting. The editing marker is using the wipe techniques in the end.	In the Berger analysis medium shot is almost whole of body. In this picture consist of two people, but looks not a whole of body. Berger said that medium shot means personal relation. On this scene, there are two people. The first one is the mother of young boy in the scene before. And the other is the young boy with a white shirt. Mahnke wrote, "white represents light, the celestial, spiritual, hope, holiness, and innocence" [11]. While Birren stated, "white is the perfectly balanced color, clear and natural in this influence". Also, Fehrman and Fehrman wrote that some associations with white include coolness, moonlight, the medical profession, and cleanliness [12]. When white is compared to black, "white is goodness–black is evil; white is yes–black is no" [11]. The white color that has been used by the advertiser in this commercial break is tell us about the truly feeling that young boy give to his mother. That is the main reason why he prepared a special moment for his mother. It is similar with Jollibee that has a truly feeling to service the customer. They have cleanliness and truly feeling to the customer. They are considerate to the customer. Meanwhile there are red balloons that have been prepared for celebrating a special moment. The balloons color is red. Besides the balloons there is a red flower petal. Red is used to represent love and anger [12]; therefore, it clearly represents a wide range of emotions. In the commercial break, red means a love. A love between husband and wife. A love between mother, father and son, as the symbolic of truly love. Love should be happy, although a family cannot be united. The emotional moment is using by the advertising to selling the product. The truly feeling that showed in this advertising it is only commodity for the creator to selling Jollibee. In the editing marker is using wipe. Berger said that wipe means conclusion. So this scene is trying to take a conclusion about considerate. Considerate it has to be an adjective word that showing kindly awareness or regard for another's feelings, circumstances. Considerate is thoughtful of the rights and feelings. But in this advertising considerate it is just a strategy to selling product. The function values to attention from considerate have been symbolic metamorphosis into a tool to selling product.

4.2. Myth

ng to Barthes, myth is communication system (it is what we called message). Barthes point out that "the signs way, a form", one of parole, which has been written in a text. Myth it is not describe as the object of message, but it is the way to how to describe the message.

From the denotation and connotation analysis we can take a conclusion that considerate it has to be an adjective word that showing kindly awareness or regard for another's feelings, circumstances. Considerate is thoughtful of the rights and feelings. But in this advertising considerate it is just a strategy to selling product. The function values to attention from considerate have been symbolic metamorphosis into a tool to selling product.

In any languages, considerate it is means in a positive way. Indonesian language knowing some word likes '*tulus*' or sincere, '*perhatian*' or attention. In English, considerate implies thinking about one's actions and the potential effects they have on others, in terms of what one performing that action will make that person think about one's attitude towards them [1].

Carnegie in 'How to Have Rewarding Relationships, win trust and influence people' said that:

"People that can be successful in selling something in this era are the one who can clean talk, straight to the goals, has a straight fact. Seller that truly success will use a persuasive power to represent the fact, so is the buyer will think that the fact creator has a considerate and sincere interest for the buyer. No one would be happy with the think that buyer is our and no one will argue your motif if you are considerate and sincere" [13].

From Jollibee's commercial break, the terminology of considerate has been modified, shifted, and symbolic transformed as a strategy to selling something. The terminology of considerate has been modified not as a harmful, thoughtful and sincere it is just a commodity for the advertiser.

5 Conclusion

This research is using economy political media theory. One of the concepts from economy political media is commodification. Commodification is the process of transforming things valued for their use into marketable products that are valued for what they can bring in exchange.

The first commodification is the commodification of content. When political economists think about the commodity form in communication, they have tended to start with media content. Specifically, from this point of view, the process of commodification in communication involves transforming messages, ranging from bits of data to systems of meaningful thought, into marketable products.

In this research the content is the terminology of considerate itself. The considerate as a thoughtful and harmful feeling, for the advertisers has a selling value. The considerate it is seen as marketable

products. Jollibee as if has a considerate to the customer, but actually it is just a shield to selling their product.

As we know Jollibee is a fast food brand. In the service actually they look as fast as they prepare their product. There is no process to knowing each other. There is no process to give an attention, harmful, thoughtful. Moreover considerate it is.

This research is the text analysis research. This research is trying to reveal a meaning behind the text. From the text (audio-visual advertising) we can see that the terminology of considerate has become a commodity for the advertiser. But this research it is only see from the text. That is only in the first step of commodification. But Barthes allowed doing that. Barthes said: "The Death of The Author". Though the Author's empire is still very powerful (recent criticism has often merely consolidated it), it is evident that for a long time now certain writers have attempted to topple it. So, this research is only in the first step. The commodification of content.

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