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The Plundering of Child Right in Advertising Ethical Code Breaking

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1. INTRODUCTION

Advertisement is a mass communication process involving certain sponsor, advertiser, who paying service a mass media or broadcasting or advertisement publication. The advertisement itself is usually made based on the order of the advertiser, by an advertisement agent or bureau or maybe public relation of advertiser institution (Suhandang, 2005). Advertisement is a medium of delivering a product's or a service's message from the message sender (institution/producer) to message receiver (public) that is "either static or dynamic" in nature in order to make the public provoked, interested in, induced to approve, and following. In delivering message, it is published indirectly through media that can be read by the public thereby getting positive reaction and action.

Sobur (2003) states that media is an instrument to deliver news, assessment or general overview about many things. Media has the capability of serving as an institution that can create public opinion, because media can develop into presser group over an idea or thinking, and an interest or image it represents to be put onto more empirical life context. Regarding this, medium is actually in dualistic position, meaning that it can exert either positive or negative effect. These normative attribute, of course, is relative in nature, depending on the interest dimension represent.

Bourdieu (2010) has another argument about media, that economy is not only an ideology mask or simple avoidance from economic interest. On the one hand, the new producers with only belief capital can establish themselves in the market by holding on

the values used. The expression of ideology in media intended to the public, according to Burton (2008) is as follows: (1) ideology, referring to ideas about essence and operation of power relationship as well as a variety of belief and value in society culture. How a variety of media aspects contributes to the sustainability of belief and value within the society. (2) Institution is the organizations running and controlling media. (3) Text, that all products (packaging) is the medium of paying attention to the fact that can be read to find out its meaning. But how text can be read in different way by the different audience. (4) Social context, there should be a public understanding about the contextualized news by social environment. (5) Audience, can be defined based on social grouping. How far the audience's perception on its social group affecting its preference, reading, material targeted to them.

Everyone believes that media has power, although surprisingly, it is difficult to define accurately the type of power the media has. Burton (2008) states that the main power of media lies in the fact that media can create what we know about the world and can be the main source of various ideas and opinions. Basically, media can affect our way of thinking and acting.

Media can make us capable of building moral solidarity relationship imaginatively. Media can be the instrument used freely and directly to establish a separated relationship the reverse of what we say or tend to believe. Fundamentally, media has ability of functioning as a means of moral enlightenment, because there is a dialogic in-depth relationship between the text of media its audience (Tester, 2009). Media is restricted by law, by their relationship to the government, by their own voluntary controls. The media institutions operate particularly through routine. They operate based on the marketing strategy and market need, under the influence of professional ideas created by the media (Burton, 2009).

Advertisement is the media of delivering message published/showed in mass media, such as magazine, newspaper, television, or internet, frequently employing children model as its appeal. Advertisement constituting the mass media (media rent) service that is massive in nature is called above the line media. When we advertise in newspaper, magazine, television and internet to build image, it is called full factor. For example, television makes us standing for hours in the office

or car in traffic jam, guest room, living room, and even in bedroom as the escort of sleeping, all of which cannot be apart from television. What makes us too preoccupied enjoying television, because the programs are good, or as the friend in loneliness. Whatever the reasons, an advertisement always shows off in the television screen in the interval of program we see. We sometimes feel annoyed when the boring advertisement interrupts our preoccupation and concentration on the television program. In order that the audience of television does not feel that its watching right disrupted, there should be a good, educating, and enjoyable packaging of advertisement. Many advertisements appearing in mass media feature children model or product intended to children. The advertisement exploiting them will affect the children development.

In developmental psychology, the division of human's life phase is called developmental phase. Each phase will be characterized by certain behavioral traits as characteristics of phase. In his/her entire life, each individual will encounter a series of developmental tasks in human life, from born to die. The characteristic or phase of development is adopted as idea in creating an advertisement. This interpretation at this level is the aim of target market based on demography. Demography segmenting is the market divided into some groups by such variables as age, family size, family life cycle, sex, income, occupation, education, religion, race, generation, citizenship, and social class. The characteristics of childhood period according to demography segment level include: learning knowledge/skill, the presence of arrogance, improved social relationship, starting to make group, the presence of physical power, starting to enter concept world, treating traditional rule, self-pride, and paying attention to practical world.

These phases are frequently taken as an idea in making advertisement. The script of advertisement is designed according to child development and growth. Child serves as an apparently funny and innocence model in product or service advertisement. Physically, it can be seen how happily the children perform their character as product and service seller. Otherwise, they are handcuffed physically by advertisement shop window circle. They are actually entrapped into the plundering of children world freedom, because the advertising agent intentionally breaks the advertising ethical code and etiquette.

II. RESEARCH METHODS

Advertising is a medium of delivering message from the sender (producer) to receiver (receiver). Advertiser as the creator of advertising media of course has mass aesthetics functioning as the communication means for the promotion activity. Advertisement frequently showed in either electronic or printed mass

media as consumption is not invited daily. Many advertisements employ children model; therefore the author employed purposive sample corresponding to the objective of research. The data collection in this research was conducted using observation, interview, and document.

Observation is open, free or non participatory, meaning that the author serves merely as the observer. The observation with natural (unstructured) setting is the one conducted in actual location within qualitative method. The observation was conducted by direct observation on advertising media in mass media. Observation aimed to find out the extent to which advertising media breaks the advertising ethical code and etiquette. Interview used was unstructured interview. In this interview, the author employed interview guideline as the specific form containing instruction directing the author in making interview. This technique refers to the situation when an author poses a series of question to each respondent based on certain answer categories generally. The informant of research consisted of media experts who know the advertising etiquette and ethical code. Data of document constituted the one obtained from printed and electronic media advertisements featuring children model, as well as regulation in Indonesian Advertising Ethical Code and Etiquette.

In this research data adaptation and integration was conducted as necessary; so were the necessary analysis techniques. The analysis was conducted using Graeme Burton's theory stating that media are restricted by law and should take into account the ethical code, professional and audiences. The data analysis consisted of three interrelated sub-processes: data reduction, data display and conclusion drawing. (1) Data reduction was conducted when the result of field not and other data had been available. The next selection stage was data summarizing, grouping, and narrative presentation in writing. (2) Data display is the construction of structured dense information. This process enables the conclusion drawing and action implementation by studying the data reduction process to consider whether or not there is ethical code violation. Data display focused more on the structured summary and synopsis. (3) Conclusion drawing and verification in interpretation process, determining the application of ethical code from the displayed data. The method used was the comparative one through triangulation from various findings in the field.

III. RESULT

Ethics is the science studying how human being treats his/her fellows to make the life better. The definition of ethics is: (1) values or norms on which an individual or a group holds in governing their conduct, (2) collection of moral principles or values, and (3) the science about good and bad. Ethic is any written

(ethical code) or spoken (value system) rule discussing about the mental composure as well as social harmony relationship in society.

The advertising communication process cannot be apart from the ethics of communicator (source), media (advertisement message), audience (the target intended), always related to the ethics. Communicator/source is, for example, required to have honest communication motivation. It becomes obvious when we combine the chart of ethical decision foundation and the chart of advertising media communication process. Advertising media communication process can be seen as a human activity involving ethical decision inside. The way of delivering information is equally important to the content of information delivered. But, in addition, the message delivering media should also be taken into account. Is the way used right, meaning not violating the etiquette or ethics?

- a) Advertising producer/bureau as communicator is required to have right motivation and objective in advertising media.
- b) Advertising message and media is closely related. Not only honest intention but also the way of processing message and of using communication is important to be taken into account.
- c) The target of advertising media is related to the foundation of situational and causal ethical decision. To establish a good communication, we should take into account the negative consequence to be occurred of the advertising media message posed. The message intended to old people will be received differently by children.

These three factors should abide in advertising communication process and always become the material of consideration. Those three factors cannot be separated, because an advertising process always consider the intention or communicator intention, the way the communicator convey message (what instrument used), and who the target is.

When an advertiser of advertising media designs a message persuading the prospect consumer to buy good or service, he/she will always face ethical issue. His/her motivation and objective in advertising media should be tested. Is he/she honest? When he/she processes a message, when he/she utilizes a type of advertising media, he/she should ask: is the method he/she uses ethical? Then, the target of communication also results in ethical issue. How to persuade the child without harming his/her mental? What is the effect for the consumer? In other words, the context and the effect of communication should be taken into account seriously. So far, the ethical decision of an advertising media refers to the Indonesian Accomplished Advertising Ethics, Etiquette, and Procedure, and other regulations.

There are some child characteristics attributed to the theme of advertisement in promoting product: (a) the presence of arrogance. The less good attitude within the child is utilized by the advertiser as the theme of a product's advertisement. For example, "Tony" brings meal to school, because he has no time to have breakfast. During break time, he opens the meal to be eaten, suddenly other children approach to ask for the meal. However, "Tony" did not allow because what he brings is a special product. It is a scene in advertisement packaged in 30 seconds duration offering a snack product. (b) self-pride is the characteristic frequently taken as the leadership theme, for example the child prepares the line proudly and firmly during flag ceremony. This pride is caused by white, clean and fragrant cloth because it is washed by certain brand of detergent. It is the advertising creative team's skill in capturing the simplicity and changing it into great persuasion. (c) The presence of physical power, a characteristic of child captured by the advertiser as an idea in creating an advertisement. Physical power and imagination of child becoming the "superhero who saves the world" as if, come true. Emotional approach of product is intended to the child as target audience becoming a more interesting advertisement appearance. For example, milk product gives body the power is closed visually with the comic story (figures 1 and 2).



Source: Roy Genggam

Figure 1 : A child is in a pose during photograph taking in Roy Genggam studio



Source: Roy Genggam

Figure 2 : Through computerized editing the advertisement appearance seems to be alive, as if to be “the world saver”

Indonesian Advertising Etiquette or Indonesian Accomplished Advertising Procedure writing the preface, among other, states that the content of Ethical code is based on the Pancasila (Five Principles) and 1945 Constitution. Indonesian Advertising Ethical code consists of three parts: general principles, general application, and particularly application. In general principles, it is mentioned, among other, that: (1) advertisement should be honest and responsible for, (2) advertisement may not hurt feeling or underestimate religion, decency, custom, culture, ethnic, and class (SARA), and (3) advertisement should be spirited by the healthy competition. In general application it is mentioned: (1) the definition of honest, responsible and lawful, (2) the content of advertisement is the statement and promise about product should be accountable for its truth, (3) advertisement may not justify violence, and (4) advertisement for children may not be featured in the form considered as harming or undermining their physique and mentality, as well as taking advantage of their easiness to believe, less experience, and innocence.

Sometimes advertisement forgets or ignores the specified regulation, so that unconsciously the advertisement featured will get serious reaction and critique and result in inconvenience within the affected consumers. Manipulating and playing with the specified ethical code indirectly abandons the preexisting regulation, thereby reducing the authority of ethical code. For example, “Madurasa Stick” canteen poster is based on the condition of students who frequently buy drinking at school. The high frequency of students buying drinking in random places resulting in stomachache and is useless for body health and power.

To be healthy, to increase appetite and to increase the body endurance, a honey product is needed, particularly for 5-12 years age. To inform the product, the poster media is put in the school canteen. The poster media put in the canteen implicitly recommended the children to bring “Madurasa Stick” to school.

The 40 x 90 cm poster has blank space to write the school address. The poster having headline, sub-headline, and body-copy as well as clarifier of place are all featured in the space above the picture. Headline reading “Madurasa” equating with this brand name is intended to make the consumer always remember the product made of honey. Below the headline there is a sub headline reading “STICK” written in colorful Showcard Gothic type including orange on “S” letter, purple on “T”, blue on “I”, green on “C” and yellow on “K”. The choice of type and colors in sub headline is closed with the cheerful and attractive character of children. There are four types of color inherent to “STICK” writing, whereas the product only consists of three taste variants. The promotion is not as same as the reality, meaning violating the advertising ethical code and etiquette.

As the clarified of headline and sub headline, body-copy is presented using Comic sans type reading “jajanan sekolah penuh manfaat, minum setiap saat, bikin sehat & kuat (school snack rich of benefit, consume it any time make us healthy and strong)”. To make the message delivered felt directly from the sender, body-copy is organized wavyly. This way is expected to be acceptable to the children. The persuasion of body-copy is the market strategy to make the children at school not buying food and beverage randomly. To keep the children healthy, “Madurasa Stick” is the choice. The sentence “... bikin sehat & kuat” in body-copy actually breaks the advertising ethical code and procedure, whereas a product only “increases health” not “make healthy”.

The clarifier of place as the canteen name reading “Kantin SD Margorejo Ngawi”, used Arial Black Italic type. The name of canteen is written on the upper margin of media using simple type organized symmetrically that seems to be firmer, clearer, communicative and formal. The name of place put onto the top of poster is the clarifier of name and place in which the poster is put. The plain appearance is reflected on the non-interrelated type is the plainness and firmness.

There are two drawing techniques featured in the poster functioning to help deliver message: photography and illustration. Photography drawing features five Elementary School students who is enjoying “Madurasa Stick” in jelly form. The choice of male and female genders indicates that this product is intended to all 5-12 years-old students. The appearance of children with Elementary School uniform indicates that the children need supplemental beverage in their

growth. The children seem to be tidy and clean as the manifestation of idea that "Madurasa Stick" is indeed for the smart and healthy children. The figure is featured as the way it is as if no reengineering in "Madurasa Stick" product. These five children are compelled to consume the product, without realizing that they should spend some money to consume it, meaning the increased amount of pocket money. The model of children wearing school uniform and eating "Madurasa Stick" jointly indicates that the product is as if more principal than the school.

On the bottom right, the primary packaging figure of "Madurasa Stick" is featured. This figure confirms that the product consumed by those five children is "Madurasa Stick" with orange, strawberry, and grape tastes. This information is confirmed by orange, strawberry, and grape fruits as the confirmer of product taste. This figure also concludes the message, that information is conveyed by "Madurasa Stick". The figure is dramatized so that is as if very delicious, inviting the children to purchase it.

In addition to the figure, the illustration of two children's heads wearing strawberry and bee hat is featured as well. The appearance of cartoon figure is the way of familiarizing "Madurasa Stick" with children. The figure indicates male and female gender, while the children's heads wearing strawberry hat indicates one of "Madurasa Stick" product taste variant. The figure of bee as the working bee producing honey is appropriate to consume by children. The strategy using cartoon illustration invites the children to recall the comic reading time. This illustration also symbolizes that reading comic is better than reading subject textbook.

The poster seems to be alive, familiar and fresh because of blue background and lighting effect from the rear bottom part of children picture. White light, like laser one, is apparent as the space filler. This blue is apparently contrast compared with the orange color on jelly. In order to be more harmonious, five Elementary School children are featured wearing white shirt and red pant or skirt uniform. It is only the marketing strategy to make the product apparently real and fresh.

To make the audience believing in the promoted brand, corporate identity of PT. Air Mancur and Top Brand are featured. Corporate identity is featured in logogram and logotype packaged in holding ship. The corporate identity packaged in holding ship is applied since 2003 always put onto the top margin. Top brand consists of logogram with dark blue circle drawing on the margin of which there is a tape (ribbon). In the center of logotype, there is "Top Brand 2009-2011" writing in white color. Top Brand is the evidence of consumer loyalty to "Madurasa brand". It can be seen from the promotion media exposing Top Brand logo as the superior persuasive communication. The top Brand logo is featured as the manipulation, that "Madurasa" white sachet gets the rewards.

In "General Application" in Indonesian Accomplished Advertising Etiquette and Procedure (1996), it is mentioned that the advertisement intended to kids (less than 12 years-old group) may not feature anything considered as harming or undermining the children's physique and mentality, as well as taking advantage of their easiness to believe, less experience, and innocence. Considering this rule, it means that the "Madurasa Stick" school canteen poster, of course, breaks it.

Despite clear rule, sometimes the advertisement still breaks the ethical borders merely to pursue emotional interest by dramatizing the promoted product. If there is a violation in the visual and verbal aspect of advertisement, Indonesian Advertising Company Association (PPPI), Indonesian Outdoor Media Company Association (AMLI), Indonesian Journalist Association (PWI), Indonesian Private Television Association (ATVSI), Indonesian Private Radio Association (PRSSNI), Press Council), Community-Government Relationship Coordination Agency (BAKOHUMAS), and Movie Censorship Institution (LSF) cannot do much. The ethical code violation is sometimes discovered by a group of people feeling the abnormality in advertisement show. For example, Kak Seto as the Chairman of Children Protection Institution criticizes the "B" biscuit product's advertisement showed in television. The advertisement at that time visualizes a boy raising an adult during watching a show. The advertisement represents that owing to "B" biscuit with much protein, the children become a very strong superhero. The child exploitation with "emotional" approach is the advertiser creativity dramatizing the advertisement to exaggerate the promoted product, so that the child (model) as if has extraordinary power having consumed the product rich of protein.

Observed closely, "Petunjuk Teknik Pedoman Periklanan (Advertisement Technical Instruction)" states that food advertisement may not state that the food is as if the source of protein, except 20% of its calorie coming from protein and or except the daily serving contain less than 10 gram protein. It is one thing that is considered as less reasonable in addition to physical exploitation against children, therefore Kak Seto appeals the "B" biscuit product not to be showed again or replaced. Because this product has entered the consumer's mind, the advertiser does not want to replace it (because of contract bond); therefore, the solution is to reedit without exposing the children to prevent the children exploitation from occurring.

Why does it occur, who does break the four components of advertising? Whether it is producer, advertising, advertisement model, or mass media? The advertising agency makes advertisement according to the customer's order, if it does not so, the customer will switch to other agency. Model is always willing to perform a product's model despite incompatibility, if

he/she is not so, he/she will no longer be employed. Similarly, the mass media always wait for advertisement coming to be published to get financial income. The producer also has strategy to make its product/service acceptable to the society, particularly using a variety of ways. It is considered as vicious cycle, all of which is controlled by money.

IV. DISCUSSION

"Growth" issue cannot be separated from the "developmental" one. Both of them has similarity and are related, all of which are a process toward one direction. In developmental psychology, the psychologist tends to differentiate it despite difficulty. The term growth is particularly defined in the term of body size and physical functions purely, while development refers to typical characteristics of visible psychological symptoms. Development is a process of constantly psychological changes (typical characteristics) toward certain direction. This developmental process occurs through learning process, and cannot be apart from growth and maturity process.

The development of children cannot be apart from three socialization processes: (1) *learning social behavior*, in this case for the children to be able to live within the society, they should recognize the acceptable behavior, adjust their behavior to the acceptable standard, (2) playing social role, that every social group has habit pattern determined precisely by its member and requires to be complied with, and (3) social attitude development, the children are required to be able to live within the society and to have good intercourse, as well as to like others and social activity. If they can do it, they will be accepted as the member of social group to which they belong.

Advertisement affects the children development either directly or indirectly. Indirectly, advertisement affects the development of actor, the advertisement model who is told to do something beyond his/her age. Through "celebrity" life, they are forced to be adult. They are considered as the money printing machine for the sake of their parent's want. Indirect effect is that the children are affected by the advertisement showed in mass media. The children consider that advertisement is a real happening, but it is merely a manipulation.

The existence of advertisement, of course, can affect the children's life. The information delivered visually in the advertisement can affect the children growth and effect, including: (1) *behavior*, the frequency of watching advertisement can generate the children's motivation to follow what they see. Sometimes the advertisement they see is intended to adult, therefore the children are drifted into the life beyond their age, (2) *speech*, the emergence of advertisement using jargon the teenager uses or "passionate" language used for

the stamina increasing product will, of course, affect the children's vocabulary. The advertisement showed continuously in television and watched by children will lead the children to uttering too further words inconsistent with their mental growth and development, and (3) thinking shortly, the advertisement show with violence scene leads the children to following the scene through style and movement they ever see. The child sees the scene in the advertisement as the reality, while it is based on the scenario frequently dramatizing the promoted product/service's advantage. Kohlberg (1901) states that wrong conduct is generally affected by situational factor, and also by two aspects relative to personality development: (1) child development is always determined by ego power, and (2) moral behavior is determined by moral consideration level or moral concept it has.

The less good advertisement can affect the children mental development. For the children not to be misled into advertisement shop window trap, there should be a consideration corresponding to their development, including: (1) When the children receives guide and help, they will make a change, (2) If certain people enter their life, they needs different way, and (3) If the children have strong motivation, they will make a change (Hidayati, 1998). Parents, as the head of family, should monitor the child life in order to become potential and useful person. It is because the child growth and development is not only in family environment, cultural environment, social class, peer group, and education environment. For the children to be interactive, the emotional relationship should be taken into account.

V. CONCLUSION

The children exploitation in advertisement model is the colonialism against children development. The appearance of children in advertisement brings freshness for those seeing, because they are funny, plain and tender. But behind it, it affects the child as the actor and the peers who see him/her. The child (actor) sometimes is forced to offer a product or a service inconsistent with his/her age growth and development. Similarly, those seeing it (audiences) sometimes imitate the role of advertisement model watched, whereas it is a trick of camera or through editing process. Therefore, in this case, the advertiser should comply with the existing rule and ethical code in order that the advertisement it creates will get praise and reward from the society. If some advertisements are considered as affecting negatively the children growth and development, the parent should accompany and explain to them about the advertisement.

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