

Ethical Dimensions of Advertising, Case Study on Outdoor Advertising of Legislative Candidates for the Electoral District of Yogyakarta in the 2024 General Election

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ABSTRACT

Keywords

Ethical Dimensions of Advertising
Negative Advertising
Elements of lying
Stereotyping

The ethical dimension is related to the ethics of advertising or commercials aired in outdoor media often violate the rules. Case study of outdoor advertising the general election of legislative candidates in the province of D.I. Yogyakarta which was criticized by the Provincial Government of D.I. Yogyakarta with a violation of 3,282 campaign props. The perspective of the study is the ethical dimension by Kevin Johnston and Tanya Robertson, with qualitative research method descriptive interpretative analysis of advertising criticism. The evaluative findings of advertising art criticism in this study are the ethical morality of advertising campaign props by comparing with other products verbally is still considered reasonable but the advertising dimension is negative. In the case of outdoor advertising campaign props for legislative candidates containing elements of lying, stereotyping, racial and sexual should not be consumed by the wider community, especially novice voters.

1. Introduction

Companies must adopt creative and innovative advertising strategies to capture the attention of consumers and effectively promote their products in today's dynamic digital landscape. Effective personal branding requires a willingness to think outside the box and experiment with new approaches to reach target audiences and establish a unique brand identity. According to Kottler (2005), advertisements are a form of non-personal presentation and promotion of an idea, goods or services financed by an identified sponsor (Putra, 2014). Because of the nature of advertising that seeks to influence consumers as advertisers want, advertising is important to pay attention to. Advertising is a tool that can manipulate consumers in believing something in the content of the advertisement (Junaedi, 2019). This is in line with Singh's statement Ahmed and Khan (2016) that advertising is used to influence consumers' minds to think about buying a product or service regardless of whether consumers really need the product/service. Problems like this, if not taken seriously, will eventually become commonplace, because of the demands of the media that must ensure the business must continue to run by utilizing the income from incoming advertisements (Perelló-Oliver & Muela-Molina, 2017). Ethics in advertising in Indonesia is sometimes still missed by institutions that handle censorship and the like. Advertising criticism was born that discusses some of the negative sides of advertising. Because the main purpose of advertising is to inform a product or service in order to get a good image in the eyes of its consumers. However, the path chosen by producers over time has deviated from the ethics and norms applied in Indonesia.

According to Setyowati Subroto, advertising has become an integral part of the business world and has always received attention from the public. However, there is a concern that advertisements communicated daily through mass media are generally not educational to spread low tastes. From a moral point of view, advertising has no informative value, because it is solely for the benefit of

producers (Subroto, 2011). Advertising is also seen as one of the most effective media in communicating a product and service. In addition, advertisements are made by each company to make consumers interested and hope not to turn away from other similar companies, therefore companies must make advertisements as attractive as possible (Maya Astuti 2014).

However, what is the progress of this advertising development when viewed from the point of view of Advertising Ethics. In fact, in the field there are still many advertisements that contain elements of violation in it. In the case of violation of advertising ethics, the government has actually taken precautions with the establishment of the Indonesian Advertising Council (DPI), an institution authorized to handle cases of violation of advertising ethics. DPI is tasked with enforcing the Indonesian Advertising Ethics (EPI), which is a book on the procedures and manners of advertising in Indonesia. Unfortunately, the existence of this institution is still not effective in its task of eliminating advertisements that are indicated to violate advertising ethics.

This is also one of the phenomena that the author encountered in the Special Region of Yogyakarta in the 2024 elections. It seems to be a common sight every time a democratic party begins. In fact, advertisements pasted in any place such as on trees have the potential to damage the environment. Likewise, those affixed to the bends of the highway are feared to distract road users so that they can reduce focus and cause accidents. During the campaign period, various campaign blurbs including billboards, banners and other campaign props (APK) of legislative candidates were displayed on various street corners in the Special Region of Yogyakarta. The dismantling of quips is often carried out by the Election Supervisory Committee officers in collaboration with Satpol PP because violations are found in the installation of campaign attributes. This team cleaned up along a range of roads in the Yogyakarta Special Region City Government Area, which is actually a political attribute-free zone. The phenomenon of tree candidates in 2024 has received public attention and diverse responses from the community. Various colorful instruments of tree legislative candidates have changed the color of the Special Region of Yogyakarta. The atmosphere that often occurs before the general election play on words has drawn criticism from many activists and academicians who consider the need for efforts to jointly improve public spaces that should be neatly organized and clean. Thousands of violating APKs in the city of Yogyakarta were disciplined by Satpol PP. In addition, so far from January 5, 2024 to January 9, 2024, more than 2,628 campaign props in the city of Yogyakarta have been disciplined from the total recommendation of Bawaslu Yogyakarta, which is 3,282 campaign props that must be disciplined. (<https://warta.jogjakota.go.id/detail/index/31190>).

Advertisements are made not only to sell a product, but advertisements also shape the image, values, and product concept (Kumalaningtyas and Sadasri, 2018). form images, values, and product concepts (Kumalaningtyas and Sadasri, 2018). This is able to build an image of a product that will be advertised. However, good advertising is advertising that is able to convey the truth of the product to consumers (Handriyotopo, 2021). At certain times, advertisements will ignore advertising ethics in order to increase profits. This is supported by Kevin Johnston who states that sometimes advertisements will be tempted to bend the truth about companies, products, or services. But the benefits of spreading the truth can be the customer's loss because they start to develop distrust of the advertiser's company. Distrust of the advertiser company for using deceptive advertising (Handriyotopo, 2021). From the perspective of the dimensions of ethical advertising and in relation to the analysis of the advertising case study above, advertisements can be aired on television, but often still contain negative elements such as those in the advertising case study above. but often still contain negative elements as expressed by Kevin Johnston as follows; (1) Contains lies about product features or benefits. (2) Uses racial and sexual stereotypes. (3) Promote illegal products such as cigarettes alcohol and fatty foods to children. (4) Deliberately distorting the truth.

This research focuses on violations of the Indonesian Advertising Ethics (EPI) in outdoor advertisements for legislative candidates in the 2024 elections, by looking at the dimensions of ethical advertising violations that occur. EPI are normative provisions concerning the profession, advertising business that have been agreed to be respected, obeyed, and enforced by all associations and development institutions (Indonesian Advertising Council, 2007). In other words, EPI are norms and ethics that regulate the approved advertising procedures, under the auspices of the Indonesian Advertising Council (DPI), an independent and non-governmental organization that is tasked and authorized to enforce advertising ethics (Indonesian Advertising Council, 2007).

2. Method

This research uses a descriptive content analysis method with a quantitative approach. Descriptive content analysis is an analysis intended to describe in detail a message or a particular text. Content analysis is solely for description, describing the aspects and characteristics of a message. message, the content analysis design is not intended to test a particular hypothesis or test the relationship between variables (Eriyanto, 2011). or test the relationship between variables (Eriyanto, 2011). Content analysis is a systematic and replicable examination of communication symbols, where these symbols are given numerical values based on valid measurements, and analysis using valid methods. valid measurements, and the analysis uses statistical methods to describe the content of communication, draw conclusions and provide describe the content of communication, draw conclusions and provide context, both for production and consumption (Eriyanto, 2011). production and consumption (Eriyanto, 2011).

The methodological approach used is descriptive qualitative research. interpretative qualitative research on the ethical dimensions of advertising with critical analysis. Qualitative research is considered capable of finding an objective meaning of the material object that is being studied or analyzed in advertising criticism with the perspective of the ethical dimensions of advertising from Kevin Johnston and Tanya Robertson. In addition to the theory put forward by Kevin Johnston. Material object as The material objects as purposive sampling in this research are outdoor advertisements for legislative candidacy in Yogyakarta Province which are in.

3. Result and Discussion

3.1. Result

Truth-bending of advertising is unintentionally used by outdoor advertisements for legislative candidates where the advertisements feature exaggerated jargon and away from the context of personal branding. The benefits are explained by copywriting methods with persuasive lines, which makes people have various arguments. In addition, for supporters, these persuasive sentences become slogans during the campaign.

The results section is written following the chronological order as presented in the method section. The important thing in presenting results is that the author must not include references in this section. This section is the "findings" of the author himself. However, if the results of the study are presented in a figure or table that directly compares with the findings of another person, the part of the figure or table must include the findings of that other person, without the need to discuss it in this section.

In addition, this ad contains negative advertising ethics, which negatively portrays competitors in an attempt to make the ad look superior. This can be seen in the jargon "Sudah Teruji dan Terbukti". On the other hand, the phrase "Aku Ngerti sing Mbok Karepke" indicates that the candidate already understands the wants and needs of the people in his constituency, thus negating the others. This opinion as if dropping other legislative candidates. However, negative advertising ethics are still considered ethical if they still maintain certain moral standards. This is supported by the opinion of Tanya Robertson in Criticism of Advertising.

Handriyotopo (2021) which states that negative advertising portrays competitors negatively in an effort to make the advertiser look better. competitors negatively in an effort to make the advertiser look better, this type of advertising is used in politics and the business world, although it is considered that this practice is not good. This type of advertising is used in the political world and the business world, although it is considered an unethical and irresponsible practice. ethical and irresponsible, negative advertising is still considered ethical if it maintains certain moral standards.



Figure 1. Outdoor advertising with hyperbolic sentences

This persuasive sentence can be interpreted as hyperbole and out of the context of healthy competition. Legislative candidates who have served before have an advantage in front of them and appear confident. However, this gives voters the opportunity not to vote for the candidate. This analysis is based on sentences with multiple meanings. The positive meaning is the experience that is already owned, the negative meaning is overconfidence that makes the personal branding negative.

Outdoor advertising has a big impact on the growth of social life characters with various characters in it who do not understand and distinguish between good and bad. Therefore, the BAWASLU (Badan Pengawas Pemilu) has sent a strong warning to outdoor advertisements that air outdoor advertisements and install them in places where they are not supposed to be. Outdoor advertisements of legislative candidates have not fulfilled the respect for the norms of decency that should be aired in public spaces. this will trigger many perceptions in the community.



Figure 2. Outdoor advertising with sexual sentences

The second outdoor advertisement, tends to be more vulgar in violating the ethics of pari Criticism analysis with an advertising ethics approach to outdoor advertisements for legislative candidates through Kevin Johnston's Theory as follows; Racial Stereotypes, creating a feminist point of view that women are objects in advertising. feminism point of view that women are objects in advertising. Representation of freedom a woman in an advertisement, challenging thoughts to the audience of advertisements in the outdoor world. It creates a patriarchal impression of the beauty of the female body as an object. (Anindya, Annisa, 2019). If the jargon put forward is "Barbie go to Senayan" and "it's time for widows to come to the fore" is unethical and has a negative effect on the growth and development of society, especially children. The effect caused does not reflect the capability of a

council member who will become a representative of the people but instead attributes a negative representation of widows.

3.2. Discussion

The first picture shows a space advertisement that violates Indonesian advertising ethics in terms of the dimensions of advertising ethics which can be seen from the use of sentences supporting the image of a legislative figure. The use of the words "ter" and "top" is considered a violation of advertising ethics according to EPI because it can lead to the perception of the superiority of the advertisement in an because such superiority cannot be proven in writing. By Therefore, advertisements should not use superlatives. The regulation is stated in the book of Indonesian Advertising Ethics (EPI) 2014 in point 1.1.2. page 23 which reads:

"Advertisements should not use superlative words such as "most", "number one", "top", or words beginning with "ter", and/or those with the same the same meaning, unless it is accompanied by evidence that can be evidence that can be accounted for.

Ethics are important in the presentation of an advertisement to provide clear and accountable information to the audience. information that is clear and accountable for the audience. Therefore, advertising ethics regulates how advertisements should be presented to readers and certain rules that need to be considered by ad makers. Advertising ethics tends to focus on what is considered right or wrong to carry out the function of advertising (Cunningham in function of advertising (Cunningham in Shabbir et al., 2019). Based on research, the advertisement classified advertisements that were proven to violate advertising ethics based on EPI. based on EPI. From all samples, researchers divided the types of violations into 5 categories, namely Use of Superlative Words ("ter" and "top"), Use of Warranty/Guarantee Words, Inclusion of Price (price and "free"), Inclusion of Specific Words ("100%" and "fast"), and Use of Sentence Hyperbolization.

The inclusion of the word warranty/guarantee is considered not in accordance with the advertising ethics specified by EPI because it does not indicate any specific provisions regarding the indicators to obtain a warranty. If an advertisement includes a warranty or guarantee, then the advertisement must include the basis of the guarantee that can be accounted for. This is stated in the book of Indonesian Advertising Ethics (EPI) 2014 point 1.5. page 24 which reads:

"If an advertisement includes a warranty or guarantee of the quality of a product, the basis of the guarantee must be product, the basis of the guarantee must be justified."

Based on the explanation above, the Ethics of Indonesian Advertising (EPI) explains in point, that advertisements must be presented using language that is clear and easily understood by its target audience. In addition, it also not use encryption that can cause different interpretations with the intentions of the advertiser. with the intention of the advertiser. Therefore, the existence of rules made by EPI aims to ensure that advertising messages from advertisers and advertising agencies are not understood differently or distorted by the public. differently or distorted by the public (Junaedi, 2019) (Junaedi, n.d.). This research is not perfect, because it has not been able to describe the categories of violations in detail and variety. This research is useful for readers and ad makers to know how ads should be should be presented according to ethics. This research can be used as a control tool for advertising practitioners and academics to see, evaluate and apply advertisements in newspapers according to the book of Parial Ethics. in outdoor according to the book of Indonesian Pariwisata Ethics, especially for outdoor.

4. Conclusion

Based on the above analysis of the shampoo advertisement for Pantene products advertising must also be in accordance with advertising ethics, because advertising ethics is a reference so that consumers do not feel harmed. This outdoor ad contains negative advertising ethics. Where This ad has a double meaning and actually drops its own personality from competitors implicitly but shows the shortcomings of other products clearly. This makes it fair and is still considered ethical. In addition, this ad also does not specifically drop other candidates. In relation to outdoor advertising of legislative candidates, according to Tanya Robertson's perspective, negative advertising portrays competitors negatively in an attempt to negative advertising portrays competitors negatively in an attempt to make the advertiser look better. This type of advertising can be used in the political arena as well as the the business world. Although most consider this practice unethical and irresponsible, negative advertising

can remain ethical. irresponsible, negative advertising can remain ethical as long as the business maintains certain moral standards.

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