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Cigarette Advertisements: More Than Just Re-Constructing and Re-Creating Words

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Abstract

This article aims to describe *Sampoerna* U Mild's cigarette advertising strategy that can impress viewers. Advertising is an integral part of the production process to socialize and promote products in the form of goods or services. One of the characteristics of advertising is suggestive. Cigarette advertisements focus on national and international regulations. They intend to inspire cigarette advertisement creators in formulating beautiful and attractive advertising. This advertising discourse research used a multimodal discourse theory. The data provision is undertaken through listening to and recording the discourse units, which are conveyed orally and verbally. A nonverbal/visual text is placed in the context of a related verbal co-text. The data interpretation is based on the contents of lingual units by taking into account their relationship to the nonverbal/visual context as a whole to get a comprehensive conclusion. The results show that the bilingual pattern of *Sampoerna* U Mild's advertisements contains the song lyrics commonly well-known in the 1970s. Visual texts support the contents of poetry through the activities of young people in groups doing rock climbing, hunting, touring, performing music, and relaxing together. The message reflects that *Sampoerna* U Mild accommodates all the joys and achievements of young people, and the use of the song *Sepanjang Jalan Kenangan* [a Walk Down Memory lane] has inspired the youth of the 1970s who are currently entering their senior years. This cigarette advertisement emphasises the spirit of cooperation in social life and the family environment.

Keywords: advertisements, regulations, re-constructions, re-creation, suggestive functions.

Introduction

Cigarette advertising faces some challenges because of international and national regulations. Regulations are in response to findings that tobacco contains addictive nicotine detrimental to general public health. The regulations are limited to the advertisement of products made of tobacco, especially cigarettes.

Various agreements and regulations have been signed at the international level. The Master Settlement Agreement (MSA) was signed by 4 tobacco companies in America with the Attorney General of 46 countries in 1998 (Baek & Mayer, 2010:747). Three years later marked the signing of the Framework Convention on Tobacco Control (FCTC) by 192 countries that are members of the World Health Assembly (Shafey et al., 2004:1744). Previously, the World Health Organization (WHO), which was involved in the health sector, 2011 prepared and organized a Tobacco Advertising Promotion and Sponsorship (TAPS) training package (WHO, 2011; Prabandari & Dewi, 2016:13).

At the national level, Indonesia issued Government Regulation (PP) No 81/1999, which four years later was revised with PP No. 19/2003. The effectiveness and implementation of the two regulations have been studied by (Triastuti, 2004). Furthermore, in 2009 there was the enactment of Law (UU) No. 36/2009 on health, which was then complemented by Government Regulation No. 109/2012 on Safeguarding Materials Containing Addictive Substances in Tobacco Products for Health, which among others regulates cigarette advertising. PP No. 109/2012 responds to the TAPS program and revises the findings of Henriksen (2011:148) regarding cigarette advertisements in Indonesia which have not implemented a ban on domestic and international newspapers, outdoor advertising (billboards/transit), direct mail, sales places, packaging places, and branded products.

Another provision is the obligation to include the threat of smoking cigarettes to health. These two provisions are imperative for cigarette advertisement producers to innovate and be creative intensively. The spirit to innovate and be creative is in line with (West, 2012:222) view which states that advertising creativity is said to be a combination of originality and relevance that surprises the audience. In advertising, the risk is an important part of innovation with definite results. Therefore, it is necessary for the agency of creative teams to offer risky innovations with other low-risk alternatives.

Apart from restrictive regulations, the anti-smoking movement in society is mainly concerned with new smokers from getting along among young people and women.



Figure 1: The state's movement to ban cigarette advertisements by the state (Left) (republika.co.id). Various movements to prohibit cigarettes and anti-smoking advertisements in the community (Right) (Internet source).

The challenge that squeezes cigarette products is a big challenge that fosters the creation and innovation of interesting, impressive, and suggestive advertising products. One of the resulting methods is a way of presenting narratively and exploring the potential of the movement, which is in great demand by young people. One of the narrative advertising products is the focus of this paper, namely Sampoerna U Mild's cigarette advertisement, the episode "Sepanjang Jalan Kenangan". The mention is based on an advertising narrative that uses the chorus of the song "Sepanjang Jalan Kenangan" which was popularized by Tetty Kadi in the 1970s.

Narrative Advertising

Advertising language is part of a variety of commercial businesses and includes a variety of creatives. Advertisement represents a creative variety that aims to suggest the said partner choose the products or services offered. As a marketing medium, advertising is designed with a creative concept that is effective and inspires consumers (Subakti, 2005:17). It is stated that advertising is a means of persuasive communication to influence and persuade the public to use the goods or services offered (Rosa, 2014; Wicaksono & Mukaromah, 2017; Setiyanto, 2018). Using the multimodal discourse theory Hidayat, Abrizal, and Alek (2018) examined advertisements on television media. Ad suggestions have the potential and are designed to change the viewer's attitude in determining the choice of the products or services offered. Petty and Cacioppo (Schumann, Kotowski, Ahn, & Haugtvedt, 2012:50) by using the elaboration likelihood model (ELM) presented have become the attention of individuals and organizations in understanding changes in attitudes and persuasion.

One of the findings is that an attitude can be formed, changed, or strengthened as a result of a high level of thinking or a relatively low level of thinking (2012: 53). It was conveyed that attitudes that are formed and changed with high thinking are more resistant to contra-opinion. This view demands high-thinking creativity so that the ad leaves a strong impression on the viewer. One way to leave a strong impression is to be short and beautifully formulated. This is in line with what (McQuarrie & Phillips, 2012:229) stated that some formal properties are widely available in the media. What stands out the most is that advertisements, regardless of medium, tend to be short. Therefore, in theory, advertising can be said to be a theory of short communication. A short language is a form of advertising rhetoric so that it is easy to remember and leaves a strong impression on viewers. Other advertising rhetoric is formulated according to the target, form, and environment of acceptance as differently faced by the commercial mass media advertisers in the market (McQuarrie & Phillips, 2012:239).

Targets are the intended targets for advertisements, such as children, adolescents, youth, men, or women. Forms include verbal (spoken, written) and nonverbal (sounds, colors, lines, shapes, pictures, motion). The environment of acceptance of geographic location has characteristics related to ethnicity, language, customs, and culture. Rhetoric will accept by adapting to the target, form, and environment of acceptance. The development of electronic and digital technology has penetrated the advertising media, which creates narrative advertising. Narrative advertising can take the form of drama, transformation, or bits of life. Drama ads (transformations or

fragments of life) present the characters talking to each other without narrations. The audience observes product-related events that take place through the experiences of the characters. Drama advertising is a narrative ad subtype that includes all advertisements that feature plots and characters (Chang, 2012:244).

At the national level, such as in Indonesia, which is ethnic and multicultural, the diversity of spaces that are tourist destinations becomes a medium for socialization and promotion of cultural tourism. At the international level, advertising has the potential to become a space for cultural diplomacy, which (Hurn, Brian J. & Tomalin, 2013:237) said includes language and education, broadcasting, national airlines, arts, science and technology, gastronomy, sports, national heroes, and heroes and the immigrant diaspora. Cigarette advertising research may vary. (Henriksen, 2012) highlights the application of cigarette advertising restriction regulations in 10 (ten) countries, namely Australia, Brazil, China, India, Indonesia, Japan, Russia, England, and America. (Faturahman, 2017) focuses attention on the semiotics of visual communication in the U Mild cigarette advertisement version of "Sepanjang Jalan Memangan".

The results showed that there was synchronization between verbal narrative and visual impressions related to the togetherness of the "Cowo U Mild" community. Virga's research deals with cigarette advertising literacy efforts and teenage consumptive behavior through empowering mosque youth. He said that the desire to smoke is an excuse to be accepted in his social environment. Meanwhile, (Qadafi & Wahyudi, 2014) use a pragmatic approach concerning the use of advertising language to operate smoothly at the level of cognition and understanding to persuade smokers. At the international level, many studies have also been undertaken in various countries, such as that of Paek, Reid, Choi, & Jeong, (2010) in America, (Shafey et al., 2004:1744) in Spain, Hickling & Miller, (2008) in South Australia, and Goel (2011) in America. Hanewinkel et al. (2010) researched three regions of Germany (Schleswig-Holstein, Hamburg, and Brandenburg) that concluded that there was a relationship between cigarette advertisements and smoking behavior in adolescents.

Re-construction and Re-creation

Lexically, Kamus Besar Bahasa Indonesia (2018: 1387) mentions two meanings (1) return as before, (2) arrangement (return) back. In this article, the term re-construction refers to the second meaning. Re-construction assumes that there has been a complete construction previously. Re-construction means to re-construct from existing materials. Re-creation is a re-creation that refers to the previous creation. The re-construction and re-creation are reminiscent of the creative process that shows a continuous outcome in response to the symptoms that appeared beforehand. A collection of poetry Orang-Orang Rangkas Bitung (Rendra, 1993), who was inspired by the novel Max Havelaar by Multatuli. Rendra did the reading and interpretation and then did the re-construction and re-creation. Rendra constructs the sub-theme in Max Havelaar's novel into a complete poetry theme. In this process, it also acts as a new creation from novel to poetry. In this article, re-construction and re-creation are a unit that refers to the production of new forms based on existing elements. In terms of advertising, as seen in the story of Malin Kundang, a child rebelled when he returned home from abroad because he did not recognize his mother. This phenomenon is reconstructed into an Avian paint advertisement with a different version of the story, namely Malin Kundang giving up his intention of leaving because he missed his beautiful house after using Avian paint. Another advertisement is the story of Timun Emas chased by a giant. When it was used for the Marjan syrup commercial, the giant who drowned in the mud was saved by Timun Emas, and finally, the two of them lived peacefully and forgave each other while enjoying Marjan syrup. In cultural reality, the practice of re-construction and re-creation becomes a space for cultural correction and resistance. Hasnan Singodimayan made corrections in defense of the gandrung dancers who received a negative stigma from the community, especially scholars. The stigma is reasonable because the stage for an infatuation with telescopes or professional infatuation is accompanied by the sale of liquor that is not in line with religious teachings. Hasnan made corrections as defense through the novel Kerudung Santet Gandrung. Hasan Ali, a cultural observer of Banyuwangi, fought the culture by re-constructing and re-creating a Menakjinggo figure who received a negative stigma in the Javanese Kulonan (Mataraman) version of the traditional kethoprak art (Anoegrakerti, 2014:119; Mariati et al, 2014:1128). In the Javanese version, Kulonan Menakjinggo is positioned as an antagonist, rebellious, madwoman, and drunk with power. Meanwhile, from a physical perspective, Menakjinggo has lame legs, a pockmarked face, hunchback, nasal voice, and has a habit of talking. Hasan Ali re-constructed and re-created the figure of the Menakjinggo figure who was handsome and a king who was just, wise, powerful, and loved his people.

Method

Research on advertising as a medium of communication and public information begins with reading library data in the form of news, articles, research reports, and books that discuss advertising in general and cigarette advertisements in particular. Sources of literature are also carried out by reading the regulations regarding cigarette products. The research data source uses ad impressions via https://www.youtube.com/watch?v=5lnaYk-JV_c. The

provision of verbal data was carried out using the listening method with advanced techniques of listening without proficient involvement (Sudaryanto, 2015:204) and the results transcribed. Visual data were obtained by using the observation method, namely observing video advertisements and capturing a scene using the screenshot facility. The data were analyzed and interpreted as intellectually and contextually as possible. Texts consider lexical and grammatical meanings. Contextual (Subagyo, 2009:93-98) data take into account the context of activities in videos highlighting verbal and non-verbal data. The data interpretation considers the overall relationship between data and complete conclusions.

Results and Discussion

Responding to pressure from the government, world health agencies, and the anti-smoking community movement, cigarette advertising companies develop various creations in advertising. Djarum 76 re-constructs the story of one thousand and one night episodes of "Aladdin Lamp" that is present and offers a request that will be granted by Jin who comes out of the magic lamp. The ad contains humor that is entertaining and ends with a tagline that reads, "The important thing to consider is hepiiii" [happiness]. Gudang Garam International cigarettes, among others, are re-constructing the spirit of young people who love adventure. The adventure represents the strength, courage, and toughness of men in facing various terrains. However, adventure actors are able to handle work using advanced technology. The ad ends with a tagline that reads Gudang Garam International Men Have Taste. The verbal text of Men Has Taste is also displayed visually in a frame as a form of emphasis. The following describes the re-construction and re-creation used by cigarette advertisers Sampoerna U Mild in the episode "Sepanjang Jalan Kenangan". The verbal text that was reconstructed was the lyric of the song "Sepanjang Jalan Kenangan" which was popular in the 1970s by Tetty Kadi. The re-construction part of the verse is refracted as shown in the following quote.

*Sepanjang jalan kenangan kita slalu bergandeng tangan
Sepanjang jalan kenangan kaupeluk diriku mesra
Hujan yang rintik-rintik di awal bulan itu
Menambah nikmatnya malam syahdu*

Contextually, the quote from the song above expresses people who remember the journey they have taken. The journey lived out as a memorable event. Construction hand in hand, you hug me intimately, light rain, the joy of the serene night that represents a deep impression so that the details of the incident are remembered and interpreted as a pleasant situation. The nominal phrase of light rain when it accompanies an atmosphere of sadness and grief can certainly not be lived up to add to the joy of a serene night, but it may add to the cold and paralyze my nerves.

Re-Construction and Re-Creation


The four chorus lines of the song are divided into 4 scenarios accompanied by video shows of activities carried out by young people. The lyrics and videos that display visually are shown in the following explanation. The impression construction is following the accompanying song verse. In each scenario that presents a group of men who are active in each scenario.

Table 1. Youth Group Practicing Rock Climbing

1	Throughout the memory lane, we always hold hands		The video represents a group of rock climbers. A rock climber helps his friend by reaching out to grab him.
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Verbal data represented as visual creation is a hand-held construction. However, the hand that is represented is when doing a rock climbing adventure. When a friend is about to fall, his hand is caught and accompanied by a verse that says holding hands. Rock climbing requires strength, courage, accuracy, and vigilance. Re-construction and re-creation occur from a pair of dating young people who explore memory lane in an intimate and romantic atmosphere to an adventure that is full of challenges and demands courage and physical and mental strength. Re-construction and re-creation also occurred in the next screenplay which visually displayed a group of young men hunting in the forest. The target is a forest duck that is captured using arrows. The activity of cuddling underwent a re-construction to hold another new friend while showing several ducks that were in hand.


Table 2. A Group of Young Men Hunting in The Forest

2	Throughout the memory lane, you support me fully.		The video represents a group of young people hunting in the forest. A hunter shows his game while embracing his friend.
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Going back to the memory lane, you support me fully to experience a re-construction and re-creation. From walking and affectionate hugs between men and women to become a way of hunting and a representation of achievement for successfully capturing game significantly. A friendship hug is a new creation that represents pride for achievement through impressive game results. Meanwhile, other group members set up a fireplace to burn prey while warming themselves. The body feels the cold air because it is in the open space. Re-construction and re-creation occur from an intimate and romantic atmosphere into a hunting room in the forest as an open nature requires courage in the dark, vigilance against the possibility of wild beasts. Hunting fields also require strength to face extreme terrains such as ravines, hills, poisonous plants, and venomous animals.

The next show featured a re-construction and re-creation of activities of young people who travelled by motorbike. Accompanied by the drizzle of the motorbike parade which is a favourite of young people who enjoy the adventure with vehicles. For motorcyclists, drizzle is certainly a threat because it causes the road to becoming slippery. However, an experienced rider would know how to handle slippery terrain. Driving in groups over long distances and challenging terrain requires reliable strategy and courage.


Table 3. A Group of Youths Parading On a Motorbike

3	It rained lightly at the beginning of the month		The video represents a group of young people going touring accompanied by a drizzle.
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Light rain is a threat and demands physical toughness and a strategy to deal with slippery terrain. The night journey is even more challenging because it requires visual acuity. Meanwhile, water droplets that fall from above will form a prism that interferes with the eye. Raindrops experience a re-construction and re-creation of an intimate and romantic atmosphere to be a challenge that must be faced cautiously and carefully.

The last scenario that represented the verse verbally showed the activities that were of interest to young people. Band music performances are one of the performing arts favoured by young people, as shown in the following chart. The expressions when singing the serene evening poetry show the crowd, and the crowd of the audience's expressions follows the tone and rhythm of the music being sung.

Table 4. Youth Group Playing Band Music

4	Adding to the pleasure of a beautiful night		<ol style="list-style-type: none"> 1. The video represents young people playing in a band. 2. This scenario shows a warning.
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The fourth scenario represents the lyrics of the song, focusing on the lyrics (to add to the enjoyment) of a beautiful night. The poetry coincided with a visual display of the activities of young people playing band music. A verbal discourse visually shows a paradoxical state. It is said to be a serene night, but the activity shows a frenetic state

by the music and large audiences. The construction of the phrase *malam syahdu* [a beautiful night] undergoes re-construction and re-creation from a calm, silent, serene atmosphere to a frenzy by the sound of music and the presence of a large audience. This screen shows a warning that says smoking kills you in a verbal form. The emergence of this warning shows that U Mild is a cigarette brand.

The last scenario was conveying verbal and verbal written utterances accompanying a group of young people huddled and relaxing in the room that presented the Brothers' verbal information about feelings placed on the youth meeting place. Accompanied by the upper right, a poster that reads, “*Sampoerna, Cowo U Mild knows it better*”. The composition or layout of the accessories for the youth represents a gathering space, as seen in the following figure.

Table 5. A group of youths gathers for a "hangout"

5	U Mild men know it better.		The video represents a group of young people who are "hanging out casually".
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This last scenario presents the Cowo U Mild verbal text that knows better which is also displayed verbally written in the upper right corner of the screen. Oral and written verbal appearances are one indicator of the emphasis of intent, namely that Cowo U Mild knows better (that) siblings are a matter of taste. The narrative outlines brotherhood emerged in scenarios 1-4, and scenario 5 is a conclusion of activities in scenarios 1-4. At the same time, scenario 5 shows that gathering is part of the representation of the spirit of brotherhood.

The pattern of re-construction and re-creation of the discourse of Sampoerna U Mild's cigarette advertising shows changes in terms of content, while in terms of formulation, the lingual units are the same. The following chart is the overall pattern of re-construction and re-creation.

Chart 6: Construction and Re-Construction of the Sampoerna U Mild Advertising Scenario

No	Lyrics	Verbal	Construction/Creation	Re-construction/Re-creation
1	Throughout the memory lane, we always hold hands.	Oral	1. Lovers 2. Intimate relationship 3. Romantic atmosphere	1. Rock climbing boy group 2. Save friends 3. An atmosphere of mutual encouragement
2	Along the memory lane, you hug me intimately	Oral	1. Lovers 2. An intimate hug 3. Romantic atmosphere	1. Boy group hunting in the jungle 2. Pat the shoulder to show the game results 3. Cheerful working atmosphere
3	It rained lightly at the beginning of the month	Oral	1. Lovers 2. Romantic atmosphere	1. Boy groups parade on motorbikes 2. Cause the road is slippery and dark 3. Cold and distracted eyes
4	Adding to the pleasure of the night	Oral	1. A pair of lovers 2. Delight and beauty	1. Frenzied music 2. The bustle of cheering the crowd in large numbers
	Warning: Smoking kills you	Written	Once gave rise to the lexicon of smok(ing)	-
5	U Mild men know it better.	Written	The guy (who consumes) U Mild knows it better	-
	Being brothers is all about taste.	Written	(that) siblings are a matter of taste	-
	Sampoerna Cowo U Mild knows better.	Written	Sampoerna, the guy (who consumed) U Mild know it better	-

The chart above shows that scenarios 1-4 represent a group of young men engaging in activities that young people love. The first three activities are adventurous, which offer various challenges and require excellent physical and

mental strength. Scenario 4 presents a group of young people who represent abilities in the field of entertainment, namely band music. Meanwhile, the last scenario featured a group of young people gathered casually. Scenario 5 contains various sports, adventures, and entertaining activities that have been carried out previously. Concerning Sampoerna U Mild cigarettes, the advertisement shows that all activities carried out together require a spirit of brotherhood, which is interpreted as a matter of taste. The taste is interpreted as one of the mental forces, in addition to creativity and intention. However, the taste can also mean a sense, as a soul force needed to build brotherhood. Brotherhood requires a spirit of understanding and maintaining feelings. Taste as taste also has the potential to strengthen the brotherhood. The same taste has the potential to strengthen brotherhood because it is united by taste. This can be seen in voluntary associations, which are familiar with sports lovers, art lovers, and collections of objects. In this advertisement, the taste unites "guys" in various activities replete with a similar flavour for the Sampoerna U Mild brand of cigarettes.

Advertisements as Indonesian Language Learning Materials in Schools

Learning Indonesian in schools is directed at improving students' abilities in communicating, both orally and in writing. Language learning does not only rely on learning about rules but is more focused on communication skills. One of the materials in Indonesian language learning emphasises that students can be skilled in communicating both orally and verbally through advertisements. Advertising is news or messages to encourage, persuade the general public to be interested in the goods and services offered; notification to the public regarding goods or services being sold, posted in the mass media (such as newspapers and magazines) or public places (Amalia, 2018:625). Dunn and Barban are quoted by (Widyatama, 2007:15) explaining that advertising is a form of non-personal communication activity conveyed through the media by paying for the space it uses to convey persuasive (persuasive) messages to consumers by companies, non-commercial institutions, or personal interests. If it is related to learning Indonesian in schools, advertising discourse seeks to promote learning in elementary school, junior and senior high schools. In elementary school learning activities, advertising materials are used for the fifth graders in semester 2, namely, Theme 9 Sub-theme 3, core competence 3.4 Analysing the information conveyed by the exposure of advertisements from print or electronic media and core competence 4.4 Re-displaying the information conveyed by advertising exposure from print or electronic media with oral assistance, written, and visual.

In learning Indonesian in junior high school, advertising materials are in grade 8 semester 1, regarding advertising text, slogans, and posers. Advertising materials are in KD 3.3 Identify information on advertising text, slogans, or posters (which make you proud and motivate) from various sources that are read and heard and KD 4.3 Summarize the content of advertisements, slogans, or posters (boast and motivate) from various sources.

Advertising discourse can also be applied to advertising learning in high school, especially in class XII. This advertising material contains core competence 3.4 Evaluating historical story texts, news, advertisements, editorial/opinion, and fictional stories in novels both orally and in writing and core competence 4.4. Abstracting the text of historical stories, news, advertisements, editorial/opinion, and fictional stories in novels, both orally and in writing.

Advertising in learning Indonesian in elementary, junior high, and high school applies steps in stages, namely: 1. Explaining the concept/meaning of advertising. 2. Identify the types of advertisements, 3. Describe the structure of the ad, 4. Distinguish advertising language or not, 5. Determine the meaning of the implicatures contained in the advertisement. The advertising material starts from concept to implementation.

Advertising as Learning Media

Learning media can be interpreted as a tool that can be used by teachers to trigger students to learn to gain knowledge. Learning media is anything that can transmit messages, stimulate thoughts, feelings, and willingness so that it can encourage the creation of a learning process in students (Suryani & Leo, 2012:137). Learning media is one of the learning components that have an important role in the learning process to create effective learning so that learning objectives can be achieved. This is in line with Brown's opinion (Suryani & Leo, 2012:137). that the learning media used in learning activities can affect the effectiveness of learning. The use of learning media aims to make learning run effectively and efficiently, thus making it easier for students to absorb or accept and understand the material presented by the teacher.

One of the media that can be used in learning Indonesian is advertising media. Advertising is a form of conveying messages in marketing whose language is persuasive so that it can invite or influence people who read or hear the advertisement. Advertisements that are used as media in learning can be observed or read by students. The use of learning media also has an impact on student activity during learning. This is because by using advertising media, students are immediately confronted with clear examples of persuasive words so that students are easier to understand. Through advertising media, students can communicate both verbally and in writing. They can write paragraphs, review materials, and re-express ad content orally. Besides, they can listen to the content of advertisements and read advertisements in newspapers or the internet.

The use of advertising media has been implemented in the classroom with collaborative learning in the form of advertising classes. Advertisements used as a learning medium have succeeded in improving speaking skills. Learning to speak is applied collaboratively with other subjects. In this case, advertising serves to learn about real life. More than that, advertising can be a critical means of phenomena in society (Setyaningsih, 2009:21). Through advertising media, students can capture the messages in it. Through advertising media, students can be skilled in listening, speaking, reading, and writing. Students can master such competencies in learning Indonesian both in elementary school, junior, and senior high schools.

U Mild cigarette advertisements generally prioritize togetherness and cooperation, which are divided into 5 types, namely: (1) rock climbing, (2) hunting, (3) vehicle parades, (4) playing music, and (5) hanging out. These various types of cooperation have the potential to be developed as a theme for language activities, such as developing writing skills (scientific, creative, and travel / journalistic reports) and speaking (speech, debate, and campaign themes). The use of these various types of cooperation provides opportunities for learners to understand and live the kinds of competencies required in living together in the environment of family, community, and work. Collaboration is a dimension of human sociality in an atmosphere of interdependence with one another.

Conclusion

The description of the results and the discussion in this article shows that the Sampoerna U Mild cigarette advertisement "Sepanjang Jalan Kenangan" was designed by re-constructing / re-creating based on the chorus of popular songs in the 1970s. Re-construction / re-creation is carried out by changing the context of the song from telling the memories of a couple, intimate relationships, and a romantic atmosphere to representing the brotherhood of youth groups who carry out activities that are challenging and hectic. Rock climbing, hunting in the forest, motorbike parades, and band music performances are the result of re-construction / re-creation of content that is represented visually in the form of video shows.

The end of the advertisement formulating the spirit of brotherhood is a matter of taste. A sense of brotherhood is built through Sampoerna U Mild which has been proven through 4 (four) activities, namely rock climbing, hunting in the forest, motorbike parades, and musical performances that require a spirit of brotherhood. Furthermore, these activities will simultaneously strengthen the spirit of brotherhood.

The use of the song "Sepanjang Jalan Kenangan" as a space to raise the spirit of brotherhood among young people in the 1970s has a strategic position. The young generation is currently entering the age of 60-65 years. Thus, indirectly, this advertisement has the potential to have an impact on the generation who are currently entering their early years as the elderly.

U Mild cigarette advertisement generally presents cooperation for sports purposes (rock climbing, hunting and motorcycle carnival), music (band), and hanging out together. This collaboration theme has the potential to be a focus on language, writing, and speaking activities. The use of these themes opens up space for understanding or appreciation that eventually becomes the behaviour needed in living together in the family, community, and work environment.

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