THE LANGUAGE CONSTRUCTION OF CHILDREN PUBLIC SERVICE ADVERTISEMENT ANIMATED VERSION *WASPADA CORONA* IN ONLINE MEDIA AND THE CONSTRUCTION OF THE SOCIETY IN SEMARANG CITY

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Abstract

This research is motivated by the presence of advertisements in online media dealing with the worldwide Covid-19 pandemic. Advertisement with children as the endorser to convey the message on Waspada Corona aired in animated version of public service advertisement. this advertisement is very intriguing seen from the emerge of children in educating the public dealing with the enormity and serious impact of the epidemic. How online media construct the children animated advertising language on waspada Corona and how the Semarang society reconstruct language message in the media.

This research purposive media text selection as the data collecting method and media text analysis in its analyzing technique as analyzing advertisement method. While the construction of the society, the data were analyzed by mans of Miles and Huberman's interactive and constructivist qualitative analysis. The paradigm used is constructivism and is completed with Peter L berger's social construction theory.

The result of this research are expecyed to show the full form of construction of children advertisement in online media and the construction of the society in responding the online media advertising messages.

Keywords : Animation, Children advertisement, Construction, Online Media, Public Service Advertisement.

1. Introduction

The animated version of children public service advertisement *"Waspada Corona"* is an advertisement sponsored by the Indonesian Ministry of Health. This 4-minutes advertisement shows an endorser of a 10-years old boy at a house as the setting. He is delivering message about the dangers of Covid-19 and its preventive measures to the online media viewers.The scenes shows the role of mother and father in the family. The preventive practices are shown with animated illustration. In principle, the appearing of this advertisement is related to the Covid-19 pandemic and it is aimed to educate the society dealing with the importance of preventing Covid-19 in order it will not transmit broader to us. This advertisement is shown in online media, *Youtube*, which is very easy to find and children are also easy finding it when they are searching video game in this portal. This advertisement has also been broadcasted by some regional government sponsors in several areas.

The advertising language used is by choosing simple words and sentences. The style in delivering is also identical, the style commonly used

addressed to children, for example persuasive accent, raising intonation but not high intonation. The following picture is the excerpt of the advertisement storyboard.

Figure 1: Story board Episode Public Service Advertisement *Waspada Corona*

Public service advertisement in online media have been appearing since the beginning of the Covid-19 pandemic worldwide. According to the purpose, advertisement is divided into several type. One of them is understanding the advertisement purpose of the care function, namely the commercial function. Furturmore, based on its purpose, advertisement is divided into two, they are commercial advertisement and public service advertisement. Commercial advertisement is advertisement in which the primary purpose is to deliver profit sales messages, for example advertisemenet of a product or services and corporate advertisement. Whereas, one of the type of non-commercial advertisement is public service advertisement.

Public service advertisement is advertisement which aim at conveying social messages. This advertisement is usually sponsored by governments, social institutions and NGOs. The purpose of public service advertisement is to create knowledgeable awareness, build attitude and motivate behavior. The example of public service advertisements are general election ads, advertisement *Berani Melapor* from Indonesian's Corrupation Eradication Commission, advertisement *Waspada Corona* from the Indonesian Ministry of Health.

Companies producing commercial products also create public service advertisements with the aim at Corporate Social Responsibility (CSR). For example, a cigarete advertisement with very creative message to maintain health by reducing smoking. There are also tea advertisement with the special message, not to drink tea after having meal.

Dealing with the Covid-19 pandemic, Indonesian government trigger some organization which concerened in conducting the socialization by educating the society to avoid the virus. Indonesian Ministry of Health is the government's right hand man. It was appointed to be most responsible for all the efforts to maintain the health of the entire nation. One of the way is to

educate the society using online media by creating public service advertisement. There are several public service advertisements created and socialized through various media, like radio, television and online media. The public service advertisements are also created in several type, one of them is animation. Moreover, children are chosen as the endorsers. Uniquely, in choosing the language, message delivered, word choice, sentence structure and style in delivering in the advertisement, it has different language taste.

This version of advertisement is very interesting, moreover the advertisement is presented in an animated version and it uses children endorser to convey the information. Public service advertisements are generaly delivered by adult endorser, because the nature of the advertisement is serious. Public service advertisements are the representative of the government that must maintain the informarion credibility. This is the particular uniqness, there is something different. This public service advertisement is specific.

Another uniqueness of the advertisement is also displayed with the animated version. Animation is identical to children because they will like its attractive visual form very much. Advertisement put the children as the target. This is difference, children are shown as endorsers and it is presented in animation form.

Covid-19 pandemic is a worldwide global pandemic and the most frightened epidemic. This powerful virus is proven to be the most deadly virus and it can kill everybody indiscriminately even doctors and other health workers. Covid-19 is a very dangerous because the world now shows a very serious condition caused by the virus.

The latest data of Covid-19 victims worldwide on April 18ᵗʰ 2020.

Penulis: **Gloria Setyvani Putri** | Editor: **Gloria Setyvani Putri**

KOMPAS.com - Jumlah pasien kasus corona di dunia, hingga Sabtu (18/4/2020) pukul 17.23 WIB mencapai 2.261.425 kasus.

Dalam rentang waktu kurang dari 24 jam, jumlah kasus terkonfirmasi bertambah lebih dari 69.000 kasus.

Pasalnya, pada Jumat (17/4/2020) pukul 16.09 WIB, kasus terkonfirmasi mencapai 2.192.187 kasus.

Dari 2.26 juta orang yang positif terinfeksi Covid-19, 154.734 pasien meninggal dunia dan 579.212 dinyatakan sembuh.

Terdapat 210 negara dan wilayah di seluruh dunia yang telah melaporkan Covid-19.

Selain itu, pandemi juga menyebar di dua transportasi angkut internasional, yakni Diamond Princess yang bersandar di Yokohama, Jepang dan Kapal pesiar MS Zaandam Holland America.

The data of Covid-19 victims in Indonesia on April 18ᵗʰ 2020.

There is an interesting thing in Indonesia, a country included as the top 4 country in the world with population around 268 million people supported with a reliable ministry of health, it must educate the society with children animated character as a messanger of *Waspada Corona*. Eventhough the purpose of the advertisement is to put the target on children, can the children understand the message? How the society reconstruct the language of the online media advertisement messages. How the media reconstruct the language of children's message in the public service advertisement?

Advertisement construction is undertood from the meaning of the media construction. Media construction with all aspects has significant influence towards the social construction and it become a reality in a society. The mass media has been influential in building people's perspective on how to view the universe from their perspective. Mass media is also deeply influencing human life, especially in behavior pattern in responding to media messages.

The construction of social reality is the foundation or basic undestanding that give a background on people having unique point of view of the world and mass media has almost dominating role in forming human view of the world. It can be said that subjective element becomes important because the construction of reality accept individual perspective differences in looking at something. Likewise in viewing the media content or the media itself because the media and the content are a complete unity.

Research on advertisement and society construction has been conducted by previous researcher that highlight the construction of the children's intelegence reality where dairy milk product advertisement has constructed the society that drinking certain milk will make children become the champion, super, and excellent in learning and achieving goals (Rahman Asri, 2018. 43-65). As for the television, a research on the construction of women;s body shape in Television commercial on diet milk product, The result showed that the construction of lifestyle and women appearance, women are energic and became career women (Endah Muwarni, 2010, 16-117).

The novelty of this research is showing the novelty in animated advertisement as the medium for public service advertisement. The elements of language construction in online media is seen by looking at the nature of the

online media and its global nature. Online media advertisement as a new media shows a newness compared to the television as public servise advertisement.

2.   Literature Review

2.1. Knowledge and Legitimacy

Petel L Berger stated that meaning is legitimacy. Legitimacy is socially objectified knowledge that act to explain and justify a social order (Berger, 1991, 36). Legitimacy is a meaning objectivation and it is a knowledge that has cognitive and normative dimensions because it involves not only explanations but also moral values. In a fundamental sense, Legitimacy is pearching what should be or happened. Berger shows the example, it is kinship norms (Beger, 1991: 37). In social life, it is said that it is wrong or even sinful if it violates the social norms, for example it is too intimate to dicuss with the members of the opposite gender, especially those who are not his/her *Mahram.*

Sociologically, understanding meaning requires a statement of reality and knowledge. These two statements form the core of Berger's thought, namely social construction theory. "Reality" is a quality in a phenomena that have excistence (being) which do not depend on the excistence of individual. "Knowledge" is the certainty that phenomena are real and they have specific characteristics. "Reality" is the result of the externalization of the human internalization and objectification of knowledge. Externalization is influenced by its stock of knowledge.

Social reserve of knowledge is the accumulation of common sense knowledge. Common sense is knowledge shared by individual along with other individual in a normal routine activities and it has been clear by itself in everyday life (Berger, 1991: 34).

2.2. The Basic knowledge in daily life

Daily life has saved and provide reality, as well as knowledge that guide behavior in daily activities. Daily life shows objective reality interpreted by individual or had objective meaning. On the other side, daily life is a world that comes from individual thoughts and actions. It is maintained as a "reality" by those thoughts and actions. These knowledge base are obtained through the objectivation of subjective processes (of meaning) that build intersubjective world of common sense (Berger, 1991:29). Common sense knowledge is knowledge shared (by individuals with other individuals) in daily routine activities.

Daily life reality is taken of granted, although sometimes it is forced but it is rarely questioned. Moreover it is demanded its excistance, for example, the excistance of Islamic university in Sultan Agung Islamic University which has been implemented Islamic learing Society Policy for a long time, the preparation of Islamic time, *Thoharoh,* and Islamic dress for the academic community. The policy may not all be approved by the members of the organization which include the lecturers and students. Since it has been implemented for years, the new academic community never questioning it. Unless they have important cases that can shake the excistance of the policy.

In principle, daily life reality is a unique reality and individual is impossible to ignore it, while the totality is ordered, bounded and structured by the space, time and objects that follow (Samuel in Aimie, 2016: 5). Besides, the reality of daily life is filled with the subjectivation it also contained significance. Significance or the making of signs by human are specific objectivation which already has an intersubjective meaning that sometimes it has no limitation between the meaning

of subjectivation and significance. The sign system includes a signature system, a patterned body motion system, a sign system of various material artifacts and other (Aimie, 2016: 5).

Language is as a voice sign syatem. In everyday life, language is the most important sign system. The past objective language reality can be passed down from generation to generation. Language also makes it possible to transfer values into the future. Language is able to bring reality into a face to face situation (Aimie, 2016: 6) for example, as a Javanese, a young man who is also a university student, has never seen a puppet show directly. While the puppet themselves are attractive Javanese dance performance that most preferred by the people in the world. With the language of the puppet stories, puppet images and visualizations in motion can be told for generations.

Human live in a society bouded by norms and values to maintain the harmony of the social life. The values created from the result of human-cultured interaction which are called social order. Berger stated that social order is a continuous outpouring of human selfhood into the worldm whether physical or mental in nature (Berger, 1991, 4). The core and the continuous process are called as social order. Today, social boundary in society have been influenced by ethical factors, namely eligious rule. In Indonesia, the framework of religious thought has dominated the order of life for the past twenty years. How a young woman can be said as good in Islam if she applies Islamic dress. A man is good if he has been praying five times a day although in reality and in some cases it is not necessarily.

Society as objective reality implies an organized life with institusionalization start with an externalization process that is repetitive so that the pattern is seen and understood and agreed upon together so that it produce habit. Habit give deposition and tradition which will be passed down from generation to generation through language.

At the media level, mass media construct institution through the content of the event. Advertising is a part of the event content. In constructing advertisements, the media do not work alone but they are assisted by creative advertising people who also contribute to the construction of the advertisement. For creative people, in creating advertisement they still rely on the professionalism, namely creativity. A work for constructivist is not free of value. Viewers, in this case the community, are very legitimate to build new construction of content from the mass media.

As an example, soap advertisement main purpose is to convey commercial messages. The viewers are able to reconstruct the message into something beyond reason and the will of the product owner and advertisement creator. Soy sauce advertisements are constructed to build a celicious and pure image of soy sauce, but the society recinstruct the advertisement carrying the value of harmonious family.

Social construction theory is also proposed by Delia. In his discussion, Jesse Delia, in constructivist research, they relate our ability to communicate effectively with our mental construction. The level of our cognitive complexity, they way we process information, and the way we form the impression of others. Theorists then describe the advantages of compiling a person-centered message that is designed to be achieved with several goals (Griffin, 2019 :168). It is known as relationship development. Human need to think about our close relationships, our personal relationships, whether strong, often experience a variety of dependencies. And it lasted long time. Including positive ties-usually romantic, friends, and family.

Intimacy can give pleasure, trust, share respect, mutual assistance and spontaneity. The question is how we develop close relationship?

One of the experimental approach is proposed by humanistic psychologist, Carl Roger. Roger described three condition that are necessary and sufficient for relationship growth. When a patner feels (1) congruence; (2) positive things without condition; and 93) understanding emphaty with each other. They can and will approach. Congruence is a match or conformity between individual's inner feeling and external appearance. Congruent people are genuine, real, integrated, whole, translapent. People who do not like to try to impress, play a role, put up a front, hide behind a facade(Griffin, 2019 :168).

Constructivism builds communication theory. Constructivism is used as the basis for how human create the order of knowledge functioned in pragmatic life, making phenomena understood in various ways and how knowledge brings humans to make life. Constructivism teaches knowledge as a product of symbolic interaction from various social groups. Reality is social construction, as a product of groups and cultural life(Peter l Berger in Santana , 2017:85).

Viewed from Islamic value, every communication action is a reflection of Islamic value. In Islam it is called Akhlaq. Human akhlaq is reflected through behavior and action. Communication and all action in it are part of Islam. Rachmat showed an analogy about the content of the scriptures mentioned as science. The example of questions about the world. Is doomsday scientific? Judgemment day is scientific because it contains all the theories of the truth of that science. The doomsday phenomenon is not only a metaphysical truth, but it also cotain truth, correspondence, concistency and pragmatic. Muslim believe in two types of doomsday, namely the big (kubro) and the small (Sughro) doomsday. (Rachmat Kriyantono, 2019:1-2)

A small apocalypse, namely death (Surah Al Hijr, 15: 5, 99: An-Nahl: 70) or no creature that lives forever because every souls will feel dead (Surah Al-Anbiya', 21" 34-35; Al-'Ankabut, 29: 57) and humans were created and killed (Surah Al-Hajj, 22: 5-6),natural disaster or calamities such as the distruction of the previous people, namely Noah, 'Ad, Samud and others(Surah Ibrahim, 14:9; Al-Furqan, 25: 35-40; Asy-Syu'ara', 10-190)are a correspondence (real proof) with verses about doomsday and it has concistency between verses about the truth of doomsday (like surah 14:21:people are gathered in Mahsyar; Surah 15: 85:Doomsday is come surah An-Nahl: 27-34; Al-Isra' 17: 13-15 dan Al-Kahf: 49 concerning the opening of records of the human behavior in open in the doomsday to be counted; surah Al-hajj, 22: 1-17: telling the evidence of the truth of the Judgement day, Al-Qiyamah, 75: 1-40: telling about the story of what will happen to human on the judgemnet day, Al-Qari'ah, 101: 1-11 telling about the process of resurrection; Al-'Ankabut, 29:5 about the end of the world is the time of meering Allah and it must come); We created you from the land and to him we will return to be buried and from it we will raise you up at another time (Surah Thaha: 55). (Rachmat Kriyantono, 2019: 2)

3.   Research Methods

3.1. Informans and Documens
The most important data or information to be collected and studied in this research is qualitative data. Informans were selected in detail according to the purpose of the study. The advertisement is selected based on the criteria that have met the

problems, objectives and analysis of the research. Primary data were obtained from several data sources and type od data sourceswhich include:
Primary data.
Primary data n this research were obtained from:
1) Advertisement documents
2) Informants or interviewees, the informan is choosen based on several criteria, educated and watching advertisements.

Secondary data
Secondary data i this research were obtain from:
1) Documents, supporting reference from the media research institute in Indonesia.
2) Archeives and supporting documents from external sources.

3.2. Sampling Technique

Qualitative research tends to use selective sampling techniques. It is done based on the theoretical concepts used, researchers' personal curiousity, empirical characteristics, etc. Therefore, it used purposive sampling or criterion basen selection Goetz & LaComte in Sutopo, 2002, p.185). In this case, the researcher will choose the informant who is considered as the most knowledgeable, so that the possibility of the informant's choice can develop according to the needs and stability of the researcher in obtaining the data (Patton in Sutopo, 2002, p.185). This sampling is more likely to be the internal sampling (Bogdan & Biklen in Sutopo, 2002, p.185) which give opportunity that decisions can be taken once the researcher has a general thought that arises about what is being learned, to whom will speak, when the right time to have observation or time sampling and also the number of documents examined.

3.3. Instrumen
3.3.1. In-depth interview

The interview is flexible and open, unstructured questions, not in a formal situation, can be done repeatedly on the same informant (Patton in Sutopo, 2002, p.184). The questioned raised can be more focused so the information gathered is more detailed and in-depth. The flexibility will be able to obtain the honesty of the informant in providing true information.

3.3.2. Direct Observation

Observation in this qualitative research will be conducted by direct observation in which the researcher chooses direct observation to play the passive role (Spradley, in Sutopo, 2002, p.185). The observation is done by visiting the events, the presence of the researcher will show the passive role, because the presence as a stranger will be clearly known to be observed adn it influence on what is observed (Sutopo, 2002, p.65). The direct observation will be carried out informally (Sutopo, 2002, p.66). Direct observation aimed to directly observe a variety of group member interaction activities in traditional groups.
Informally, the researcher will visit a family, socializing in informal interviews with women of members of traditional group relate to their activities in various activities within the group.

3.3.3. Content analysis

This technique will be done to collect the data from documents and archieves about regional data, socio-cultural. The data taken from related institution are the number of people infected the viruses in Indonesia.

3.4. Procedure

Based on the problem raised in this research, how the construction of the online media advertising in terms of media and social media, the type of research with the best strategy is qualitative research observing participant. This model develops previous research where there is a distance between the researcher and the investigator. The relationship between the researcher and the investigator are unified and holistic. Jorngensen (1986), agrues that observation method is based on 7 criteria, they are:

- Special interest in human meaning and interaction based on the member's perspective or members of certain situation or circumtances.
- The foundation of research and its method is the presence and present day-to-day life.
- The form of theory that empasize the interpretation and resolution of human existance.
- The logic and process of research that is open, flexible, opportunistic and demands redefinition of what is problematic, based on facts obtained in real situations of human existance.
- In-depth, qualitative approach and case study.
- Applaying the role of participants which demand direct contact with the people
- The use of direct observation and other methods in gathering the information.

Becker (in Deddy: 162) suggested that observation involved are observation made while participating more or less in the lives of people under the research. Observation involved follow the people studied in their daily lives, seeing what they are doing, when, with whom and under what circumtances, and asking them anout thier actions. According to Denzim (in Deddy 163) observation is a field strategy that simoultanouesly combines document analysis, interviews the respondents ans informants, participation and direct observation and introspection.

3.4. Data Analysis

Analysis technique was done using interactive analysis model (Miles & Huberman, in Sutopo, 2002, p.186). In this model, there are three analysis components, they are data reduction, data presentation, and drawing conclusion or verification. It is done interactively and data collecting process done in cycle. Data reduction is in the selecting process, focusing, simplifying and avtracting data from the field notes. This process is done during the research periode. Data reduction is done by making a summary of the field notes. The researcher also makes the code, focuses the theme, sets the limitation of the problem and write memo. While data presentation is a group of information organization, the description in the form of narrative that allows the conclusions of the research can be done.

Data presentation are not only in the form of narrative sentences, but also matrices, pictures or schematics, networks of interrelated activities and tables. The conclussion and verivication are done since the beggining of data collection by recording the rules patterns, statements, possible configurations and directions of

cause and effect and various propositions. Conclussions need to be verified so that they can really be accounted for by repetition activities for the purpose of strengthening, fast retrieval of data discussion.

In carrying this cycle process, the researcher keeps working on the components analysis and data collection. Afterward, the researcher works only in three analysis components after the data collecting process completed. After all the data colleted, the next step is doing contructivist analysis by Peter L Berger and Lucman.

Furthermore, the data in the form of advertisement document are analyzed using discourse analysis with constructivist paradigm as the framework and perspective for analysis, while the construction of viewersis analyzed usind constuctivist qualitative analysis.

The strategy used is based in the steps proposed by Seiddel (Sutopo, 2002, p.33), they are as follow:

NO	DESCRIPTION
1	Taking notes that produce field notes, put the code so that the data source can be traced;
2	Collecting, sorting, classifying, syntesizing, summarizing, and making index;
3	Thinking, by making meaningful data category, looking and finding the patterns and relation; and
4	Make general findings

4. Result and Discussion

4.1. Media and Advertisement Construction

Language description of the message in 4 minutes five seconds advertisement is as follows: " What is corona virus. This school holiday is totally different. We are prohobitted to play with friends, go to mall, and visit friend in their house. My father and mother are also at home. But, sometimes my mother have to go to market. Then my father said to my mother, "Mom, don't forget to keep the physical distance in the market". Keep the distance. Like a car. And when my mother gets home, I run to her. But my mom say "keep the distance with me". I am so sad, what happened to these people?

But finally I understood. Keeping distance is important. Because we are trying to avoid corona virus. *Corona virus is newly discovered virus. In Latin, "Corona" menas crown. Once the corona virus enter the lungs, it starts to damage our body . We get sick, fever, sneezing, coughing. When one cough, splashes of saliva come out of our mouth. By riding the spit splashes, corona virus transmited into other people's body and then go through the lungs. Although not all people get sick, but corona virus can stick anyone. Because viruses are everywhere. On the bookshelves, in the playgrounds, in toys, event in lift that look clean and shiny. If someone presses the button the he touches his mouth, the corona virus can enter right away. Corona virus is really ridiculous.*

But, I know how to avoid it. One way is to wear mask. When the virus rushes towards us, the mask immediately blocks them. I also wash my hands more often with soap. I like to make a lot of foam to kill the viruses. And once they die, I immediately rinse with clean water. Weeeee, I guess... I guess... But there are also people who cannot get away from corona virus, namely health workers such as

doctors and nurses. Wearing personal protective equipment, they fight against the corona virus everyday. They are not immune, but they are brave, sincerely helping. All region are also fighting together againnst the virus. The government made regulations so that we are all safe. Health workers work day and night for our health. Let's concuer the Corona Virus together!!! Hmmm.... But what can I do? Oh I know! As long as we stay indoors, the virus will not spread. So, I play it at home. While adults fight the Corona virus in their own way. We wait when Corona virus recognizes eternity! Mwuahahahaha!!!! So, I can play again. Hehehe....

There are three parts to the type of advertisement language disclosures in this advertisement. First is the expressiom of confussion the child seeing the current situation of the Covid-19 pandemic. The children are confused and wonder, it shows the curiosity of the children presenting using children language. The children need to understand the problem and it is revealed fro the words and sentence uttered that the children finally know the situation dealing with the virus. The three children conveyed suggestion to avoid the virus by staying at home. This public service advertisement conveys a message that the society understand, behave and change the beahvior according to the purpose of this advertisement.

In principle, the broadcasting advertisement in mass media especially online media is a tool for product marketing. Advertising is a part of marketing. Advertiesment functioned to inform the products, persuade by communicating the product to the purchase, the advertisemnet also reminds consumers loyalty to keep on remembering the product and do not move to other products. In the next stage, advertisemnets should be able to educate potential consumers to be influenced by the positive impression of advertisements.

Through advertisement, consumers are affected socially, economically and psychologically. The social impact ilustrates how consumers perceive a certain position when consuming certain products. Product selection and usage behavior has become a lifestyle. The selection of certain brand is a symbol of social status. Advertising alsi has economic impact where advertising is able to stimulate the needs and desires to some into contact with certain products and brands. Advertising also has a psychological effect because the appearance of a brand in a particular advertisement is able to make potential consumers persuaded constantly by the display of the advertisement repetedly.

Advertisements do not appear by themselves, when it is airing on online media, typically this 30 seconds advertisement have been passing a long process. There are professionals who work behind advertising. These professionals work with great creativity to solve client's very complex problems. The creative team plays an important role in creating advertisements. Clients come to get supports of their problems, namely marketing problems. Advertisement for marketing is one of the mixing part in supporting marketing success.

Children advertisement in online media appear to meet the market demand. The children animated advertisement on *Waspada Corona* is sponsored by the Indonesian Ministry of Health. This public service advertisement includes non-commercial advertisements or non-profit advertisements. The purpose of non-commercial advertising is to convey information and educate the public dealing with the government programs. This advertisement is displayed in online media and it has been published with sharing methods to Local Government Portals. This advertisement sells ideas or is called social marketing. Social marketing is a way designed to motivate people to be able to change behavior (which is considered

less profitable for themselves, society and the environment) towards a better life by staying based on the use of the marketing mixing. (Chasanah, 2013: 19)

Social marketing is the use of marketing principles and techniques in influencing the target audience to voluntarily accept, reject, modify, and abandon a behavior for the benefit of individuals, groups and society as a unity. Social marketing seeks to influence people to abandon addictive behavior, adopt new behaviors and receive unexpected experiences. (Chasanah, 2013: 19)

The reality of media in conveying advertisment is advertisement to fulfill the advertising function. The choice of advertising language is presented to communicate a purpose namely *Waspada Corona*. The advertisement language used in *Waspada Corona* is said as fine and there is no problems. The consideration is that this advertisement uses children's endorsers because the target audience is children. The sentence structure used is simple language with familiar terms that are easily understood by children. In this advertisement there are no scientific terms which are difficult to understand. The choice of scientific terms is explained eloquently and in detail. The accent and delivery method is also simple, with a rising intonation that inspires a unique spirit directed to children. Choice of words, arrangement of sentences, style of delivery arebusing methods with children as the target. From communication the point of view and the language of choice, it is said right.

This children advertisement is animated version, this version reveals an attractive method using images and funny scenes. It is preferred by children. Animated shows are identical to children, although in this advance high-tech era, the animation shows are not only for children. But animation is still an attractive viewing choice for children. Animation has many advantages in explaining the circumtances changing every time. This is helpful in explaining the procedure and sequence events. (Utami, in Simarmata, 2019: 13) Animation is suitable for creating reality from artificial thing, something that cannot be captured by reality in visual images. (Simarmata, 2019: 13) Because of its excelence, animation technology has been able to increase the number of fans showing animation in the world such as in developed countries like America and Japan. The animated version is able to create fictional characters such as Bathman, Superman, Doraemon and Disney characters.

Furthermore, seeing from the media, advertising chooses the advertisement language solely as an effort of social marketing strategies so that the advertising message can be easily understoond, communicated well and it can achieve the objectives as intended by the owner of the message (Government). The creative team in the advertising industry has no interest in choosing the language either ideologically, politically, and political or group interests. As creative people, advertising messages in the form of language are designed to meet client demands, so messages are designed and organized to "sell" by informing, and persuading. Sometimes clients have special marketing problems, for example to hold the pace of competitors' products. For this reason, the draft message must support the marketing interests.

4.2. Semarang Society Construction

Media and social reality are not always similar moreover for the researcher, it must be different. Semarang society saw that the composition of the language of animated children advertisement *Waspada Corona* is trully shocking.

Natural Construction

Children's language is built naturally. Children have a typical character, It is curious. The begining of the advertisement express the questioning message. The question why? Why is a proof that there is something they do not undestand and the children wants to know the answer. In the millenial era, children have high curiousity. They explore ther curousity in online media. They have their own gadget, choose and sort information they prefer.

Intellegent and Smart Construction

Word and sentence choice in the disclosure of advertising message builds a perceptions that children are intelligent and smart. Intellegent means clever and competent in thinking. Smart and intellegent are also called as hodiernal. That is the picture of advertising language. On the second part, children are constructed as they understand the problem very well. It shows that the children know Covid-19 very well and they can explain their knowledge and understanding fluently and communicatively. The style choosen is a typical style aimed at children with simple sentences and rising intonation. It is the typical style of children communication.

Expert Construction

The delivering of health messages in advertisement creates an image of a health expert. Because a health expert understand the health message wholy and detail as shown in the advertisement.

Scientist Construction

The use of scientific word which are explained again in easily understood language also shows scientist impression. Some languages messages choose scientific language. The message was delivered by a scientist.

Cleric Construction

The advertising language expresses behavioral suggestions, an attempt to advise that they are obeyed, in religious sense called fullfilling the function of cleric.

Islamic Values Construction

Delivering kindness and inviting goodness to look after self, family and society are part of the values of pierching in islam. Sincerity in sacrifice, volunteering, helping others witout expecting rewards. In social reality, the messages implied have been able to build the social life in the society.

4.3. Discussion

Online media advertising has the main function to support the process of marketing. For product or service owner, purchasing duration with high price is not a problem as long as it is able to boost product and service sales. However, sometimes there are obstacles during the marketing process such as less competitive prices, inadequate places, substandard distribution, ineffective promotional campaign and so on. In overcoming those problems, field research is needed to help answering and solving the problem. Practical reserach such as marketing research and advertising research is expected to able to support good marketing.

In the era of the rising media text studies, academics are also interested in conducting the research in advertisement. However, the study of media text often aimes specifically and does not directly support the success of marketing. Media

text study is study using semiotic method discourse analysis, framing and hermeneutics. Likewise, more global paradigms in studying mass media advertising. For example, the constructivism paradigm in addition to the critical and interpretive paradigm.

Reserchers prefer to interpret existing message to designing their own advertising messages, or measuring how effective the message is conveyed. This research is often seen as not helpfull in supporting the effectiveness of advertising and marketing. Understanding the advertisement message especially in terms of language is very interesting. Researcher do not intend to criticize or assess whether it is the same or right but it give more value that advertising message compiles with creative advertising strategies have possitive values that are easy to remembered by the viewers.

Is it true that mass media constructed advertisement? How mass media construct advertising content in the media, and is it true that the media survives on the vision, mission and ideology of the institution? Does the media have priority interests in the companies image and bussiness dynamics?

5.   Conclusions and suggestions

The Media is not the only institution that participates in constructing advertisments. Advertisements work is a team work, it need many parties to create an advertisements. Advertisement is designed for the main purpose to support marketing. The media air the advertisements on behalf of the owners products and services. The construction of the media on advertising is the construction of market.

Society has freedom in building mass media advertisement construction. Society has a unique way of constructing media messages, construction comes naturally when they consume media content. Society grows and develops together and integrates with the social, psychological, cultural and religious environtment. This environment put colours in the indset and way of thinking of the commuity towatds a phenomenon. It is including the phenomenon of advertising content.

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