

# **Ideology on Children Formula Milk Television Commercials**

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Television advertising for children's formula milk is also a text produced from a certain ideological point of view, in the sense that advertising not only functions as a marketing medium for dairy products but also conveys ideology that can influence the mindset and decisions of the audience. This study focuses on analyzing the ideology behind television commercials for children's formula milk. The research aims to find out and provide an explanation of ideology in television commercials for children's formula milk. The method in this research is qualitative, with a textual analysis approach. The primary data is in the form of recordings of ten advertisements for formula milk products aired by several Indonesian national television stations. Secondary data was obtained through observation, literature study, online data searches, and questionnaires on the public as television viewers/consumers/parents. The results of the study show that the ideology behind the ten television advertisements for children's formula milk includes the ideology of idealism and consumerism.

*Keywords: Ideology, Television Commercials, Children's Formula Milk.*

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## INTRODUCTION

Indonesia is the primary market for formula milk in the Asia Pacific. According to a study from the Global Index, the sales value of formula milk in Indonesia reaches Rp. 25.8 trillion in 2016. This market share is being contested by large manufacturers of infant formula, such as Sari Husada, Abbott, Wyeth Nutrition, Frisian Flag Indonesia, Nestle, Mead Johnson, and Danone. Several brands of children's formula milk products well-known to the public include Dancow, Bebelac, Morinaga, Pediasure, Enfagrow A+, Nutrilon Royal, SGM, and S26 Procal Gold, with various flavors and ingredients.

The sales figures for formula milk mentioned above are quite fantastic, but ironically this has had an impact on the exclusive breastfeeding campaign promoted by WHO, Unicef, and the Indonesian government. Based on data from the Ministry of Health, the recorded rate of early breastfeeding initiation (IMD) in Indonesia has not increased significantly, from 51.8 percent in 2016 to 57.8 percent in 2017. This figure is still far from the target of 90 percent. The same thing also happened to the rate of exclusive breastfeeding, from 29.5 percent in 2016 to 35.7 percent in 2017. This figure is also considered very small when considering the important role of breastfeeding in children's lives.

Chairperson of the Indonesian Breastfeeding Mothers Association (AIMI) Mia Sutanto, in the results of her interview reviewed by Tirta's editors (2 August 2016), assessed that the current presence of formula milk advertisements tends to be "stupid" and has exceeded ethical boundaries. Previously there was no formula milk market, but now they are actively creating their market. Mia Sutanto said:

*"Formula milk advertisements are packaged as attractively as possible so that the view appears that if they are given to babies, all the nutrients they need will be fulfilled and children will become smarter".*

According to Mia, the incessant advertising of formula milk through various media is the main barrier to realizing the program of Air Susu Ibu (ASI) or Breastfeeding. The West Sumatra Community Cares for ASI (KSPA) is not hostile to formula milk. However, the reality that exists

in society, related to people's perspectives, understanding, and awareness of breastfeeding for babies is still low. If the advertising of formula milk is so massive, it will make breastfeeding to babies decrease.

The above statement is reinforced by a review of Tirta's article published on August 2, 2016, the review was sourced from data from Adstensity, a digital television advertising monitoring platform, which shows that in the January-June 2016 period, total advertising spending on formula milk products for babies with the age of more than six months through about Rp. 2.1 trillion rupiah. Followed by a total ad spot reaching 73.4 thousand ad spots over the last six months.

Citra Raditha, a nutritionist and pediatrician expressed the same thing in an interview reviewed by the Vice editor (09 March 2019). Citra suspects that the high number of mothers who do not breastfeed is partly due to myths and formula milk advertisements. The myth of being fat is always synonymous with being prosperous and healthy. In addition, advertisements for formula milk aged one year and over in the mass media, always featuring healthy fat babies with above-average levels of intelligence, play an important role in shaping people's mindsets. Citra Raditha said:

*"In fact, the health of children and babies is not always measured by their weight. As long as it's ideal according to the age of growth, a baby who looks thin doesn't mean it's malnourished."*

Campaigns about breastfeeding in the media are still minimal so the public does not optimally obtain information about the importance of breastfeeding. The government's ASI campaign is limited to posters, flyers, and other printed media. Meanwhile, the ASI campaign in the form of Public Service Advertisements (ILM) on television ASI was only published once in 2012. This is not comparable to the many advertisements for formula milk from various types of companies.

Dr. Budihardja, DTM & H, MPH, Director General of Community Health Development, Ministry of Health. The World Breastfeeding Week press conference at the Ministry of Health building, which was reported by detikhealth.com, also agreed that the stagnation of breastfeeding,

one of which was due to the extraordinary advertising of formula milk to the point that it defeated the breastfeeding campaigns that had been carried out. This phenomenon can shape people's perception that formula milk is a very important baby food. Based on the problems above, the government is expected to be more aggressive in formulating breastfeeding campaigns to overcome the problems.

The explanation above illustrates how television advertisements for children's formula can influence mothers' decisions regarding breastfeeding, and how television advertisements for formula milk have become one of the reasons for the stagnation of the government's breastfeeding campaign. This phenomenon is interesting to study, to know and understand this phenomenon. The first step that can be taken is the process of analyzing how or the ideology behind television commercials for children's formula milk so that it can easily persuade the audience.

Television advertising for children's formula milk is a text produced from a certain ideological point of view, in the sense that advertising not only functions as a marketing medium for dairy products but also conveys ideology that can influence the mindset and decisions of the audience. Ideology in an ad is barely visible but is in the ad. Although the main goal of advertising is to sell the product. However, for advertisers, ideology does not only describe reality but also the reality that is constructed so that advertisers can create a certain image or image that will be instilled in the audience. Ideology is basically hegemonic, in the sense that ideology is directed to build and maintain domination relations and thereby develop an order that prioritizes dominant individuals and groups.

[Udayana \(2017: 113\)](#) argues that media with ideological content can be positioned as text or discourse containing colors, pictures/illustrations, and words/sentences which are one unit in the media concerned. This unit contains certain messages with certain jargon or maneuver cores. Therefore, to understand the ideology behind the media, media components in the form of images, colors, and sentences need to be examined carefully. Thus, as an ideological medium, television advertisements for children's formula milk are interesting to study, because,

through an analysis process, they can produce insights or knowledge, as well as understanding related to the ideology produced by television advertisements for children's formula milk, which can persuade the audience.

According to [Thomson \(2015: 79\)](#), to carry out an ideological analysis does not mean requiring a phenomenon that is said to be ideological to be shown, or to be shown as something wrong/illusive. Saying that a symbolic phenomenon is ideological does not mean that you have to force an analysis used to show that the phenomenon is in a certain sense "wrong". What is of concern is not the question of right or wrong of a form of symbol, but rather the way the form of the symbol builds and maintains domination relations. [McLellan \(2016:24\)](#) also argues that not all ideas are ideological, but only ideas that are used to hide social contradictions. That's why even though all classes, including the working class, can create an ideology, it can only really become an ideology as long as the ideology is useful for strengthening the interests of the ruling class. And because society and its class structure are always changing, the same ideas either just started, or have stopped being ideological.

## RESEARCH METHODOLOGY

This study uses qualitative research methods, with a textual analysis approach. The primary data source is in the form of 10 advertisements for children's formula milk broadcast by several Indonesian national television stations, such as Trans TV, ANTV, RCTI, Trans 7 and Indosiar. Advertisements (2015-2018) were produced by five well-known brands), originating from large producers in Indonesia, namely, Dancow, Nutrilon, SGM, Bebelac and S26 (based on the results of 2012-2020 research conducted by Top Brand organizers, showing that brands -the brand has won the position of Top of Brand for Kids in the category of children's food and beverages).

In an effort to facilitate the process of obtaining quality recordings, and considering time efficiency. Then the files or video recordings of formula milk advertisements that have been aired on television, will be downloaded from the official website of each brand, which has uploaded their material to the Youtube site, as part of the formula milk producer partnership program with Youtube. Collecting data using the

observation method, literature, online data search methods and supporting instruments in the research in the form of questionnaires. The questionnaire was made in online form, making it more effective and efficient, containing 52 questions and 10 video recordings of formula milk television commercials, which were prepared beforehand to obtain information related to answering problems, and was based on research objectives.

The theory used in an effort to find the ideology behind television advertisements for children's formula milk includes semiotics, Udayana (2018: 316) reveals that semiotics is a structured analysis in which every sign or symbol always has an underlying structure so that when it expresses a certain meaning, it is influenced by myths, ideologies, and hegemony that develop in society. The semiotics used is Roland Barthes' semiotics which explores meaning related to its socio-political significance, as signs that hide the cultural "myths" behind them (Barthes, 2017:3).

In addition, this study also uses Barthes' views which are influenced by the ideological ideas of Karl Marx. Marx (Takwin, 2015: 6) states that ideology is a false consciousness that distorts reality. Ideology "blinds" humans from real reality. Rusmana (2014: 206) also emphasizes the same thing that, like Marx, Barthes also understands ideology as a false consciousness, which makes people live in an imaginary and ideal world. Even though the reality of his life is like that, ideology exists as long as culture exists.

Marx further explained (Fiske, 2012: 239) that, awareness in this case is human awareness of who they are, and how they relate to other parts of society, and therefore their understanding of their social experience is produced by society, or individual self-awareness. determined by the society in which one is born, not by nature or individual psychology. It can be concluded that awareness is when individuals know the reasons and goals of each action taken and can control it. Meanwhile, false consciousness is an awareness that does not originate from the individual. Rather, it is the perception of a certain party that is instilled, and the individual immediately accepts it without an evaluation process or views it critically. Berger (2014: 44) adds that mass media and popular culture are very important in spreading false consciousness, in leading people to believe that "whatever it is, is true". From this

perspective, mass media and popular culture are important links between societal institutions (and the superstructure in general) and individual consciousness.

The stages in uncovering the ideology of television advertising for children's formula milk can be started with the initial stage of analyzing the main structure of the advertisement, namely the visual elements and audio elements, which aims to analyze and find the creative concept of the advertisement, along with the interpretation of the meaning. The meaning that is considered and scrutinized is the meaning that is attached and circulating in the social context. Based on the results of the previous analysis, the next analysis is directed to find the ideology behind the advertisement

## RESULTS AND DISCUSSION

Based on the results of an analysis of 10 advertisements for formula milk, from 5 different brands, it was found that there were two ideologies, namely idealism and consumerism ideology. Further explanation will be described as follows.

### **Ideology of Idealism**

Ideology is an idea, in general, its main purpose is to offer change through a normative thought process. So that people will accept it as something natural or something that is natural. Based on the results of the analysis, it is known that even though the 10 advertisements for children's formulas produced by five different brands contain the same ideological background, each advertisement represents them with a different orientation. The results of the analysis show that there are three orientation criteria contained in the ideology of idealism, namely the ideality of the child's character, the ideality of the mother's role, and the ideality of the advertised product. Here below will be described in detail.

### **The Ideology of Idealism in Dancow Formula Milk Television Ads**

The ideology of idealism in the Dancow television commercial (version: let's dare to say yes is okay for your little one's first exploration), is oriented towards the ideality of the mother's role in supporting the growth and development of children. The advertisement carries the idea of "yes, you can", by showing three different scenes, at the end of the scene shows the positive

benefits that children can feel if they are allowed to express, explore, and be creative. Footage of several scenes can be seen in Figure 1



Figure 1. Screenshot of the Dancow Television Advertisement Scene (version: let's dare to say yes, it's okay for your little one's first exploration) (Source: <https://www.youtube.com/watch?v=OIkMUbxZ2go>, accessed 10 December 2018)

It can be seen in the advertisement, Dancow is indicated as trying to offer a change, disproving the myths circulating in society, which seem to directly hinder children's creativity and freedom of expression and exploration. One of these myths is that being dirty is not good for early childhood (cleanliness is healthy), early childhood tends to be weak and susceptible to disease, etc. Through television commercials, Dancow creates a new idealism, associated with how the ideal role of parents supports children's development. This was confirmed by Rusijo, Area Sales Manager of PT Nestle Indonesia, as reported by [batampos.co.id](http://batampos.co.id), said:

*"Nowadays, we meet many mothers who often say 'no' to their children when they ask permission to do something new. In fact, saying 'no' can close the maximum potential of the baby to develop and learn many new things. Therefore, Nestlé Dancow Advanced Excelnutri+, wants to support mothers and fathers to say 'yes, you can' more often. So that children can freely explore and develop five important potential characters, namely brave, smart, creative, caring, and a leader"*

If you look closely, you can see that this piece of information shows that Nestle (producer of the Dancow brand), indirectly states the phenomenon of wrong parenting in society, and provides an idea of what the ideal role of a mother is for the growth and development of children. Based on the results of the analysis, it is known that the idea "yes you may" offered by Dancow, is in accordance with the questionnaire data, to 77 respondents consisting of parents. The results of the questionnaire can be seen in Figure 2.

Apakah konsep "iya boleh" dari Dancow di atas menurut anda menarik & Edukatif (mendidik)?  
77 tanggapan

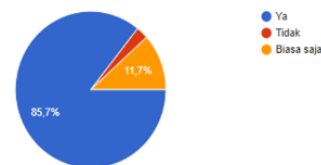


Figure 2. Percentage of Respondents' Assessment of the Dancow Advertising Concept (Source: Dewi Documentation, 2020)

Figure 2, shows the data generated after parents watched a Dancow advertisement (version: let's dare say yes is okay for your little one's first exploration). As much as 85.7% of parents agreed that the "yes you can" idea offered by Dancow advertisements was interesting and had educational (educational) value. This proves that the ideas created by Dancow which are disseminated through television advertisements have succeeded in building what is known as a common sense among the audience.

The results of the analysis also show that the ideology of idealism in Dancow advertisements is not only oriented towards the ideality of the mother's role but also the ideality of the advertised formula milk product. Dancow's television advertisement (version: let's dare to say yes is okay for your little one's first exploration) shows the idealism of its product through a linguistic message, which can be analyzed from the audio element, which reads "Don't be afraid to say yes mother, because your little one is protected" (second to 00:25 -00:29). The sentence in the form of a convincing statement ended with the appearance of Dancow products. The relationship between the audio and



visual elements represents the idealism of a formula milk product, which is created by the advertiser, the view or idea is then "transferred" to the audience. The meaning of the linguistic message can be interpreted that Dancow with its nutritional content can protect (fulfill nutrition) children from bad influences (related to children's health) that may occur during activities or exploration. This is also confirmed through information from online articles published by [dancow.co.id](http://dancow.co.id), information that can be quoted reads,

"So that Mother doesn't feel anxious about allowing her little one to explore, of course, her health condition needs to be protected. Support the protection of children's health by providing complete and balanced nutritional food intake. Dancow Advanced Excelnutri + contains vitamins A, C, D, selenium, iron, zinc, and Lactobacillus rhamnosus to support the optimal growth and development of your little one"

In contrast to Dancow's television commercials (version: let's dare to say yes, it's okay for your little one's first exploration), the idealism of Dancow's television advertisements (version: different eras, mother's love is always the same), after being analyzed, it is found to be oriented towards the ideality of the child's character, and the ideality of the product. This can be seen in Figure 3.



Figure 3. Screenshot of the Dancow Television Advertisement Scene (version: different times, mother's love is always the same) (source: <https://www.youtube.com/watch?v=xoQgECKY3sA&t=6s>, accessed 10 December 2018)

The ideal benchmark for a child is reproduced by showing the child's character in general at the beginning of the scene and ends with the character that parents want, namely a daughter who is polite, creative, forgiving, compassionate, and so on.

In addition, the commercial broadcast also shows the loving harmonious relationship created through the acting of each actor. This is illustrated when the grandmother plays who wants to help look after her grandson when her parents leave her. The emotion created between the grandmother and mother actors, both of them remember each other and tell about the good things that exist in the child actors, as well as remember the meaningful moments between them.

Idealism is also oriented towards the ideality of advertised formula milk products. This can be analyzed in ad impressions in minutes 02:55-03:00. Dancow's advertisement shows its products in packaging, from the past to the present, there is also a text visualization that reads, "Different times, Mother's love is always the same". This relationship creates an interpretation that Dancow indirectly claims that its products are always present, being part of a family from time to time. The idealism of a children's formula product, for Dancow, is a product that has always been used from time to time or can be called a cross-generational product.

### The Ideology of Idealism in Television Commercials for Nutrilon Formula Milk

The ideology of idealism in Nutrilon television advertisements (version: one step ahead) is oriented towards the ideality of the child's character, the ideality of the mother's role, and the ideality of the advertised children's formula milk products. As can be observed in Figure 4



Figure 4. Screenshot of the Nutrilon Television Advertisement Scene (version: one step ahead) (source: <https://www.youtube.com/watch?v=hrga7wqR1Y8>, accessed 23 December 2018)

The idea of the ideality of child characters can be analyzed in the visual elements of advertising, visualizing myths circulating in society into advertisement impressions, to provide a certain appeal to the audience. Myths related to the ideal child, namely a child who is diligent in practice, and in the end can achieve success/success/champion.

Meanwhile, the ideality of the mother's role is demonstrated by Nutrilon advertisements, by always presenting a mother figure in every advertisement scene. The mother figure is presented as an important figure, an inevitable part of the child's process of achieving success. A similar argument was also conveyed by Augustine (2022: 11) that the mother figure generally plays a major role and dominates advertisements featuring children's products, including dairy products. The discourse on the *good mother* shows that a mother is also constructed as a person who is fully responsible. on child development and family harmonization.

In the Nutrilon advertisement, besides trying to show an appreciation of the mother's role in supporting children's success, it also instills the idea in the minds of the audience that the ideal mother is a mother who is intense and focused on educating and training children so that they become a superior generation. This statement was also emphasized by Mediana Herwijayanti, Digital Marketing Manager of PT Nutricia Indonesia Sejahtera, who was quoted from mix.co.id, said:

*"The campaign targets two segments at once, mothers and children. Departing from the understanding of Nutrilon Royal, that behind a child's success there is a mother's full support. The role of the mother as an "architect" plays an important role in the success of the child in the future".*

There are also myths that Nutrilon seems to ignore, namely feminine myths. If you look closely, there are implicit contradictions that can be interpreted in ad impressions. Instead of depicting the figure of a girl with a feminine image. Nutrilon advertisements prefer to build the image of a girl who is "free", in the sense that the activities carried out by girls are not based on a feminine image, namely, girls must be gentle, graceful, and so on. This can be seen in advertisements, where the figure of a girl is

illustrated practicing horse riding and taekwondo, which are activities that tend to be carried out by boys (masculine). Michael Kimmel (Ernawati, 2020: 299) reveals that masculinity is not universal and applies to all men in all social societies. On the contrary, it varies, even the diversity of masculinity that is embraced and believed by men is more diverse than the differences in societal roles. unlucky between men and women. So it can be interpreted that equestrian and taekwondo activities in advertisements tend to represent the image of a "free" girl. The selection of children's activities that are displayed in Nutrilon advertisements is also a marker for the middle and upper-social classes.

The ideality of advertised infant formula products can be analyzed from visual elements (second to 00:34) and audio elements. Nutrilon advertisements (version: one step ahead) are indicated to mark and claim that an ideal milk product is a formula milk product with a blend of advanced nutrients, which is the result of research (research-based). This is also supported by the sentence uttered by the narrator which reads, *"We conduct in-depth research on child development. Backed by 100 years of leading research in the Netherlands. Nutricia developed, nutrilon royal with pronutra+. A blend of advanced nutrition to support future success. Nutrilon royal, one step ahead"*.

The scientific/research-based idea that is visualized through the Nutrilon advertisement seems to have been recognized by the audience in giving more trust in the quality of the product or brand. This was reinforced by the results of calculating the questionnaire to the respondents, which consisted of 77 parents from various professions. The results of the questionnaire are presented in the form of Figure 5.

Apakah daya tarik scientific/research based (ilmiah/berdasarkan penelitian), dalam iklan Nutrilon membuat anda memiliki kepercayaan lebih (kualitas) pada produk/merek di atas?  
77 tanggapan

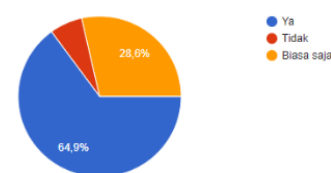


Figure 5. Percentage of Influence of Scientific Attractiveness on Brand/Product Trust (Source: Dewi Documentation, 2020)

The data obtained, as many as 64.9% of respondents, acknowledged that the scientific/research-based idea of the Nutrilon advertisement provided assurance of the quality of the Nutrilon product or brand. Meanwhile, 28.6% said that scientific/research-based appeals were normal. Advertising is not only present as a conveyer of information on the advertised product but also as an ideological builder by creating a certain reality. Likewise, with the Nutrilon advertisement (version: raise them ready), the reality that we want to create is the ideality of the child's character and the ideality of the mother's role which is related to the child's upbringing. This can be observed in the ad snippet in Figure 6.



Figure 6. Screenshot of the Nutrilon Television Advertisement Scene (version: raise them ready) (source: <https://www.youtube.com/watch?v=hrga7wqR1Y8>, accessed 01 January 2019)

Ideality is represented by the child actor who is described as a character who never gives up in facing challenges and obstacles, is resourceful, and adaptive. Meanwhile, the ideal mother, depicted in the Nutrilon advertisement (version: raise them ready), is a mother figure who can provide inspiration and motivation. Patrisia Marlina, Head of Brand Lactamil and Nutrilon Royal, as reported by mix.co.id, said:

"Through this raise them ready campaign, we want to invite mothers to adopt a different parenting pattern, invite their little ones to learn

and interact directly with the outside world so that they can form strong characters and be ready to face challenges in the future"

If you look closely, you can see that the information excerpt above shows that Nutrilon,

through television advertisements, gives parents an idea that can shape them as ideal parents (mothers). Raising awareness that learning cannot only be obtained from books, gadgets, or other sources that are passive but learning can be achieved through experience and real relationships with children, one of which is by inviting children to learn and interact directly with the outside world. So that it is expected to form a child's character that is strong and ready to face challenges in the future. This is also supported by the statement made by the narrator in the Nutrilon advertisement (version: raise them ready), which reads "The most valuable life lessons are obtained from experience, especially when he gets to know the outside world. Be persistent by being ready to fall and get up again. Be brave by facing her fears. Be resourceful by tackling problems. Become adaptive by learning to deal with unfamiliar situations.

### The Ideology of Idealism in Television Commercials for SGM Formula Milk

The ideology of idealism behind the SGM advertisement (version: complete nutrition and make the world his friend) and SGM television advertisement (version: complete nutrition, make the world his friend with SGM Explore), after being analyzed is known to be oriented towards the ideality of the child's character, and the ideality of the advertised product, This can be observed from Figure 7



Figure 7. Screenshot of the SGM Television Advertisement Scene (version: complete nutrition and make the world his friend) (source: <https://www.youtube.com/watch?v=717QJNh4SQ>, accessed 25 December 2018)

SGM through television commercials, links the idea of an ideal child character, to persuade the audience. The two SGM advertisements above build the myth that the ideal child is a child who has a confident character, is intelligent, independent, and is easy to socialize with. [Hasyim \(2014\)](#) also found the idea that advertising constructs mythical and ideological



meanings in products that are promoted by creating something that means "us". Advertising is a sign of selling something else (socio-cultural function) other than commercial objects (use value). Something else is the meaning of socio-cultural values that exist in a society which are then transferred into products.

Ideology plays a big role in building what is known as common sense, like the two advertisements above, the ideas in the advertisement are not forced, they are not offered in a firm or harsh way to the audience, but in a subtle way so that the audience does not notice it. So before an idea is offered by an advertiser, the audience actually wants or thinks about the idea. Ideology emerges as a collective consciousness of a society. When viewing and evaluating advertisements, audiences will perceive these ideas as natural, reasonable, and unquestionable. This was reinforced by the results of a questionnaire of 77 respondents, which consisted of parents with different professional backgrounds. The results of the questionnaire can be seen in Figure 8.



Figure 8. Percentage of parents' desire to have children's characters similar to SGM advertisements  
(Source: Dewi Documentation, 2020)

the data generated after parents watched SGM advertisements was, as many as 98.7% of parents admitted that they wished to have children's characters like those played by child actors in SGM advertisements. The ideality of the child characters visualized in SGM advertisements seems to be in accordance with the desires or expectations of parents regarding the main character that a child should have. This can be interpreted from the data from the questionnaire results, which can be observed in Figure 9,

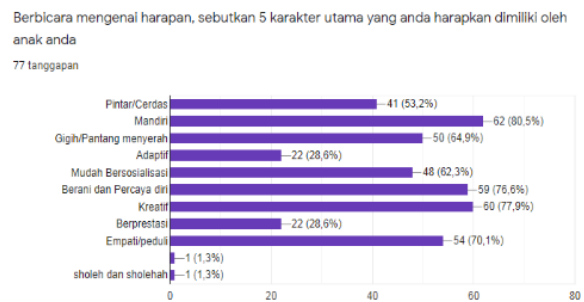


Figure 9. Percentage of Parents' Expectations Regarding Children's Main Characters  
(Source: Dewi Documentation, 2020)

the data obtained is that 80.5% of parents want independent children's characters, 76.6% of respondents want children who are brave, confident and creative, and as much as 62.3% want children's characters who are easy to socialize.

The two SGM advertisements, apart from the ideality of children's characters, also underlie the ideality of the children's formula milk products they advertise. The ideality of SGM products is visualized through both ad impressions. The SGM advertisement at 00:24-00:27 seconds, shows clearly and in detail, the four nutritional contents in the product, this is also communicated by the voice coming from the narrator (audio element) which reads, "Help complete the nutrition with SGM explore presinutri+, with fish oil, omega 3, plus other important nutrients". SGM created an idea about the ideality of children's formula milk products. For SGM, the ideal formula milk product is a product that contains four nutrients, which are claimed to be able to complement children's nutrition. Senior Brand Manager of SGM Eksplor, Astrid Prasetyo, quoted from Bisnis.com, said:

*"SGM Eksplor realizes the importance of social skills in children, so it launched a campaign to complete their nutrition, make the world a friend, so that mothers can provide growth milk products that are both nutritious as well as the right stimulation and education to support their little one to grow optimally and be able to have good social skills. also".*

If observed, the quotation above indicates that SGM indirectly claims its product as a growth milk product that is well nourished, and ideal for children. In addition, in the SGM advertisement (version: complete the nutrition, make the world your friend with SGM explore), you can observe it in Figure 10.



Figure 10. Screenshot of the SGM Television Advertisement Scene ((version: complete nutrition, make the world a friend with SGM explore). (Source: <https://www.youtube.com/watch?v=c0tcjepmVcM>, accessed 05 January 2018)

emphasized also that the ideal formula milk product is a milk product that has a good taste. This is interpreted at 00:23 and 00:27 seconds, depicted by the child actor who drinks a glass of SGM milk until it runs out, then smiles with satisfaction.

### The Ideology of Idealism in Formula Milk Television Ads S26

Fiske explained that ideology works in the presence of preferred meaning, which is produced by the text and the reader. In this collaboration, the reader is constituted as a person with a certain set of relations with the dominant value system, and with other societies (in [Piliang, 201:88](#)). The dominant value attached to a child who is recognized as an ideal is a child who has achievements in the academic field. So a child who does not excel in academics is considered not smart. This can be interpreted based on the collective views resulting from a questionnaire of 77 respondents. The results of the questionnaire can be seen in Figure 11.



Figure 11. Percentage of general views regarding children. (Source: Dewi Documentation, 2020)

Based on the calculation of the data obtained, it is known that as many as 64.9% of respondents know that there are several general views circulating in the community. One of them is, the nickname "smart kid" is only obtained if the child has achievements in the academic field. Advertising does not only offer products, but also "sells" the system of forming ideas, advertising offers a culture, an image by attaching certain images to the product. As was the case with the S26 advertisement, after analysis it can be assumed that S26 refutes the views circulating in society, by offering a new idea namely, "different children, different smarts". The idea is visualized by advertisement S26 (version: gold multi excel swimming, math, violin), which can be observed in Figure 12,



Figure 12. Screenshot of S26 television commercial (version: gold multiexcel swimming, mathematics, violin). (Source: <https://www.youtube.com/watch?v=2VuLW79Ljw>, accessed January 25 2019)

The S26 advertisement shows that every child has their own abilities, talents, and intelligence, and every child has the opportunity to achieve achievements. This is represented in advertisements, through the depiction of three child actors who excel not only in the academic field but also in music and sports. Advertisers hope that through this S26 advertisement, a new view of the ideal of children will be formed in the minds of the audience.

The ideology of idealism in the advertisement is not only oriented to the ideality of the child's character but also oriented to the ideality of the role of the mother (parent), as well as the ideality of the advertised children's formula milk product. The ideality of the role of parents is represented in advertisement S26 through the depiction of parents who are able to interpret the quality, or type of ability, or intelligence possessed by their children (seconds 00:02-00:08). Guiding, and directing, until finally making it a foothold for children to achieve achievements. PT Wyeth Nutrition Indonesia's Head of Marketing Services, Ika Nursantini Noor, reported by *Republika.co.id*, said:

*"Through this #BedaAnakBedaPintar campaign, we hope to help give understanding to parents that every child has a different type of intelligence. And there are many ways to identify their intelligence and make it shine."*

When this quote is examined, it is indicated that S26 does not only promote its products but also tries to shape the ideal of the mother's role in relation to child development. S26 through television commercials instills ideas in the minds of the audience, the idea that children's education is not only about academic achievement because it must be realized that every child has different multiple intelligences. So the main role of parents is to oversee and help develop children's abilities and intelligence optimally. Meanwhile, the ideality of the advertised product is represented in the advertisement visualization (second to 00:13). S26 created an idea that the ideal formula milk product is a product that contains an enhanced formula, called the multi excel  $\alpha$ -lipids system. This is communicated through the audio element, in the form of a sentence uttered by the narrator, which reads "New, S26 procald gold, with improved formula multi excel".

Meanwhile, the ideology of idealism in television commercial S26 (version: Mama's smart way to support your little one's learning foundation) is also oriented towards the ideality of the child's character, the ideality of the mother's role, and the ideality of the advertised product. It can be observed in Figure 13,



Figure 13. Screenshot of the S26 television commercial (version: Mama's smart way to support your little one's learning foundation). (Source:

[https://www.youtube.com/watch?v=F0\\_-uwkM8k](https://www.youtube.com/watch?v=F0_-uwkM8k), accessed 25 January 2019)

The ideality of the child character in the S26 advertisement is represented through the depiction of a boy who is persistent and never gives up in realizing his desires. S26 also tries to create a new ideal value for a child who can be recognized as an ideal child, namely by relating it to one of the symbols of Indonesian culture.

Advertisement S26 represents one of the cultural symbols through the depiction of the character Gatot Kaca, which is visualized in the form of a costume for children. S26 planted an idea in the minds of the audience, that the ideal child is one who is not only persistent and never gives up, but also knows and loves the symbols of his own culture. This is interpreted in advertisements, through the depiction of a boy who prefers to wear a Gatotkaca costume, rather than wearing a superhero costume from a foreign character, as is done by children in general.

The ideal of the mother's role, by S26 is described as a mother figure who is able to inspire, stimulate and provide nutrition to children. This was stated in the S26 commercial, communicated through an audio element that reads, "Mam always has a clever way of giving him inspiration, stimulation, and nutrition according to his age and development. S26



procald with nutrissential. Mom's smart way to support your little one's foundation" (narrator). Based on the description above, S26 seems to instill the idea that the ideal mother is someone who does not only give all the best for her child. But also able to introduce, and provide insight into the symbols of their own culture. So that children can grow a love of their country.

Unlike the S26 advertisement (version: gold multi excel swimming, mathematics, violin), the S26 advertisement (version: a smart mama's way to support your little one's learning foundation) represents the ideality of the advertised product, only through audio elements. The S26 advertisement claims that the ideal formula milk product is a product that contains a formula that is referred to as nutrissentials. Another idea attached to the ideality of the product is that the S26 product is a mother's smart choice in supporting her child's foundation. This is communicated through an audio element, in the form of a sentence uttered by the narrator, which reads *"S26 procald with nutrissential. Mam's smart way to support your little one's foundation."*

### Ideology of Idealism in Television Commercials for Bebelac Formula Milk

Bebelac through television commercials (version: proud of achievement or magnanimity), constructs the reality of the ideals of the child's character. As can be observed in Figure 14, Bebelac created the idea that the ideal child is a child who is not only measured by his achievements but also by a big heart. The values that represent magnanimity are visualized by the three child actors in the commercials, who show big-hearted, responsive, and high-caring characters. The meaning of the ideal of children seems to have been redefined.



Figure 14. Screenshot of the Bebelac television advertisement (version: proud of achievement or magnanimity). (Source: <https://www.youtube.com/watch?v=z2Z05pHY0FU>, accessed 05 March 2019)

Bebelac, through television commercials, wants to instill the idea that a child's good character is more important than achievement. Parents should value good qualities more than the achievements their children have achieved, and want their children to be compassionate, helpful, and caring individuals. This was also confirmed by Bebelac Brand Head Deska Hapsari Nugrahaini, who was quoted from [tribunnews.com](http://tribunnews.com), saying:

*"Bebelac believes that a child who has a big heart that develops, along with his thinking power will grow into a great child with complete responsiveness, who has a sense of care, is responsive and responsive in socializing"*

The idea of the ideality of children constructed by Bebelac seems to agree with the views of several audiences who have watched the advertisement. This is evidenced by the results of the questionnaire, for 77 respondents with different professional backgrounds, which can be seen in Figure 15.

Apakah anda setuju dengan konsep dari Bebelac, ("Hebatnya anak tidak hanya diukur dari prestasi, tapi juga kebesaran hatinya") ?  
77 tanggapan



Figure 15. Percentage of Respondents' Assessment of the Bebelac Advertising Concept  
(Source: Dewi Documentation, 2020)

Based on the calculation of the data obtained, it is known that as many as 96.1% of respondents agree, or agree with the concepts offered in Bebelac advertisements. The data above can prove that the ideas created by Bebelac which were disseminated through television advertisements, have succeeded in building what is known as common sense among the audience.

Meanwhile, the ideal ideology of Bebelac television commercials (version: reaping goodness) is oriented towards the ideality of the mother's role (associated with child-rearing), and the ideality of the advertised product. Unlike other formula milk advertisements, which are more oriented toward showing the ideal child character. Bebelac's ad (version: reap goodness) emphasizes more on how the ideal mother figure. The idea of the mother figure is constructed by

Bebelac advertisements, then represented through the depiction of the role of the mother who is always able to improve the quality of the child, by always placing positive values, and becoming a role model (role model) in the family. This can be observed in Figure 16, visualized in several scenes in advertisements, among others, the figure of a mother teaches her child how to respect elders, by giving salutation (second 00:53). The mother figure teaches her child to share (minute 1:36), and supports children to be brave and confident in appearing in public (minute 1:13, 01:16).



Figure 16. Screenshot of the Bebelac television commercial (version: (version: reaping goodness). (Source: [https:// www .youtube.com/watch?v=dWKihrgdG7c](https://www.youtube.com/watch?v=dWKihrgdG7c), accessed 05 March 2019)

Ade Umiyana Savitri, Bebelac Marketing Manager, PT. Nutricia Indonesia Sejahtera, as reported by [newsdetik.com](https://newsdetik.com), said:

*"Through the Bebelac Grow Them Great campaign, mothers are invited to understand how to develop intelligence and cultivate children's empathy through recognizing the value of kindness in daily activities. This is done so that mothers can develop empathy for their children from an early age so that they can perform great actions in their family and surroundings."*

The quote shows that Bebelac indirectly states the criteria for an ideal mother's role (ideality of the mother's role), namely the figure of a mother who escorts, helps, instills, and develops the character and character of the child, which naturally should have been obtained first at home. If the mother plays this role well, in the future she will be able to form the ideal child's character. This is also represented by the Bebelac

television advertisement (version: reaping goodness), through the portrayal of the child actor who applies the good values he has learned from the mother actor. This depiction can be observed in several scenes, among others, at 00:42 it is seen that the child actors want to share what they are watching with their peers. At 01:34 and 01:02 minutes, it appears that the girl already knows how to be ethical when meeting older people (Salim), the child is also shown to have developed into a brave and confident person by appearing in a dance performance with other children. another child (minute 01:21).

### Consumerism Ideology

Ideology forms beliefs in humans that cause people to see reality from a certain perspective, and see reality uncritically, to regard things as natural and not to be questioned (Piliang, 2018: 90). That trust plays a big role, in keeping the audience open to new ideas, and new boundaries. This is exactly what advertisers take advantage of, thus triggering the creation of a consumerist culture. Based on the results of the analysis, it is known that the 10 advertisements for children's formulas produced by five different brands contain a consumerist ideological background, but each advertisement presents differently. The results of the analysis show that the ideology of consumerism contained in formula milk television advertisements can be categorized into three characteristics, namely consumption as a solution, consumption as a marker of difference, and consumption as an imaginary embodiment. Further explanation regarding the ideology of consumerism in each formula milk television advertisement, will be explained as follows

### Consumerism Ideology in Dancow Formula Milk Television Ads

Based on the results of the analysis, it is known that the Dancow television advertisement (version: let's dare to say yes is allowed for your little one's first exploration), creates the idea that "consumption as a solution". Advertisers encourage audiences to make choices on Dancow formula products, through visualized gimmicks. Dancow advertisements use visual and audio elements to define themselves and their status, as formula milk that can be a solution to a problem (concern).

Advertisers instill ideas in the minds of audiences, that Dancow products are solutions to problems. This is emphasized in the audio



element, in the form of a sentence from the narrator, which reads "Don't be afraid to say yes, you can mother because your little one is protected" (second 00:25-00:29). The implied meaning in this sentence is that mothers do not need to worry about giving their children freedom of expression and exploration. Dancow with its nutritional content can protect (fulfill nutrition) children from bad influences (related to health) that may exist in their environment.

Unlike the Dancow television advertisement (version: let's dare to say yes it's okay for your little one's first exploration), the consumerist ideology of Dancow's television advertisement (version: different eras, mother's love is always the same) falls within the criteria of "consumption helps make the imagination come true" (figure 3). Through television advertisements, Dancow encourages audiences to evoke nostalgic imaginary memories, recalling the beautiful memories that have been passed on with the mother figure. Dancow is also indicated to instill confidence, that its products are always "present", accompanying the audience from time to time, which is represented in the advertisement (minute 02:55-03:00). This is also supported by visualizing ideal child characters that match the expectations of the audience. so that in the end it will create a feeling of pride as well as happiness. It is hoped that this feeling will trigger the audience to associate it with the Dancow brand/product so that a deep and long-lasting relationship (loyalty) is formed.

### Consumerism Ideology in Television Commercials for Nutrilon Formula Milk

Ideology is a continuous process of creating meaning. When someone wants to show their social class, they can represent it through clothes, cars, chosen school, lifestyle, etc. Thus people will continue to create meaning to continue to differentiate themselves from others (Piliang, 2018:89). Likewise with the Nutrilon ad (version: one step ahead). After being analyzed, it is known that there is an ideology of consumerism in the advertisement. Consumerism is an understanding that makes a person or group carry out and carry out the consumption or usage process.

The ideology of consumerism can be analyzed from the depiction of activities carried out by child actors (equestrian, piano concerts), which represent certain social classes. Nutrilon

advertisements seem to create an idea of "consumption as a marker of social class differences". It can be assumed that this idea aims to encourage the audience to take consumptive actions, as a confirmation of differences in lifestyle or social class. So that audiences who claim to be from the upper middle class will feel appropriate. The audience will make their choice on the Nutrilon product/brand, as is natural, because of the similarity in carrying the middle and upper social class.



Figure 17. Visualization of Children's Activities as Markers of Middle and Upper Social Class in the Nutrilon Advertising Scene (version: one step ahead)  
(source: <https://www.youtube.com/watch?v=hrga7wqR1Y8>, accessed 23 December 2018)

Ideology represents the imaginary relationship of individuals with real conditions of existence. All ideologies recruit, invite or appeal to concrete individuals as concrete subjects. Like the Nutrilon television advertisement (version: raise them ready), it seems to create the idea of "consumption as an imaginary embodiment". Jeannette Giovani as Brand Manager of Nutrilon Royal, reported by [nutricia.com](http://nutricia.com), said:

*"In today's world, the toughness of your little one does not only depend on the physique but also requires proper stimulation and strong character development. Nutrilon Royal believes that the most effective learning process is hands-on practice so that it can hone your little one's tough character, learn how to accompany children to be persistent by being ready to fall and get up again, to be brave by facing their fears, and learn to deal with unfamiliar situations"*

The information quote implies that Nutrilon shows the criteria for good upbringing for children so that when the audience sees it, evaluate the advertisement, followed by buying the advertised product. Then the audience has assumed themselves as the ideal parent because they have a commitment similar to what is

visualized by the Nutrilon advertisement. Audiences can also assume that they will have children with similar characters, or approach the actors in the ad. The subjectivity of the audience is formed by the ideology of consumerism.

### Consumerism Ideology in Television Commercials for SGM Formula Milk

Herbert Marcuse (in Fiske, 2012: 145) explains that the ideology of consumerism encourages false needs and that these needs work as a form of social control. According to Marcuse, advertisers encourage false needs, such as the desire to be a certain type of person, wear a certain type of clothing, eat certain kinds of food, use certain items, and so on. Advertisements tend not to reflect actual reality but instead construct reality by representing images that are likely to have high appeal and selling value. Advertising summarizes dilemmas or aspects of social reality, then assembles and makes it the basis or reason for the audience to behave consumptively. In this regard, based on the results of the analysis, it is known that SGM through television advertisements is indicated to create an idea of "consumption as an imaginary embodiment, and as a solution". The idea is represented by the two advertisements by visualizing the ideality of the child's character. The figure of a child is described as a child who is brave and confident, easy to socialize, dares to express, and is independent.

The way ideology works is to create binary opposition, this can be analyzed in SGM adverts (version: complete the nutrition, make the world your friend with SGM explore). The ideals of children are contrasted or compared indirectly with children in general. This is also mentioned in the excerpt of an article published by Sarihusada.co.id, which states that social skills have a close relationship with fulfilling proper and complete nutrition because nutritional status has a relationship with the socio-emotional development of children in the growth and development period. Children who are nutritionally complete will be children who are healthy and able to do activities well and have the potential to have better social skills than children whose nutrition is inadequate.

In advertisements, ideal children and children who have the characteristics of children in general are shown, juxtaposed in one frame. As seen in the second 00:07, it shows a child who is

shy and lacks confidence, as if he is reluctant to part with his mother. Seconds to 00:13, showing two children who are passive, not daring to express themselves. The characters that are juxtaposed seem to be taken from the collective awareness of society, especially the experiences of parents when dealing with children with various characters.

This assumption is reinforced by the questionnaire data on 77 respondents (parents). The results of the questionnaire can be observed in Figure 18.



Figure 18. Percentage of General Problems Related to Children's Character (Source: Dewi Documentation, 2020)

The data obtained was that 66.2% of respondents acknowledged that the main problem faced was the character of children who were not confident, 59.7% of children who were difficult to socialize/shy, and as many as 61% had problems with the character of children who were less independent. These three main problems seem to have been visualized by SGM advertisements and are also indirectly juxtaposed with ideal child characters. In this case, the ideal child character actor in the advertisement is a representative of the child who consumes SGM products.



Figure 19. Comparative Visualization of Child Characters in SGM Advertisement Scenes (version: complete the nutrition, make the world his friend with SGM explore). (Source: <https://www.youtube.com/watch?v=c0tcjepmVcM>, accessed 05 January 2018)

Advertisers expect that when the audience watches and evaluates SGM advertisements, ideas will form in the minds of the audience. An idea (imaginary) that through the role of SGM milk as fulfilling nutritional needs can optimize children's characters, so that children will have similar characters, or approach the characters in advertisements.

### **Consumerism Ideology in Formula Milk Television Commercials S26**

Ideology is used by advertisements to represent a certain image of the reality of society, that representation is not something real, but an imaginary relation. These representations tend to be used by advertisers, to become the basis for or encourage audiences to behave consumptively. Just like the S26 ad (version: gold multi excel swimming, math, violin) and the S26 television commercial (version: Mama's smart way to Support Your Little One's Learning Foundation). S26 through television commercials, seems to create an idea of "consumption as an imaginary embodiment". The idea is represented by both advertisements by visualizing the ideality of the child's character (figure 12-13). The figure of a child is described as a child who practices diligently and hones his various abilities until he achieves achievements (ad S26, version: gold multi excel swimming, mathematics, violin). Apart from that, the figure of a child is also portrayed, not only as a child who is persistent and never gives up, but also knows and loves one of the symbols of his own culture (television ad S26, version: Mama's smart way to support your little one's learning foundation).

Ideology always requires a concrete subject as the maker or sender of ideology. Also at the same time, it always requires concrete subjects to be summoned or invited to follow an ideology. Individuals will become the subject of ideology and see the world in a way that is unique to that ideology (Piliang, 2018: 102). Related to this explanation, in this case, the subjectivity of the audience is formed by the ideology of consumerism. For example, audiences who give their children the S26 product will shape themselves according to the idealist ideology visualized in the S26 advertisement.

### **Consumerism Ideology in Bebelac Formula Milk Television Ads**

The prominent concept in ideology is the concept of subjectivity. Ideology will transform

individuals into subjects, by presenting certain positions. Ideology will place individuals in a position where they will see the world in a certain way (Piliang, 2018:101-102). Like the Bebelac advertisement (version: proud of achievement or magnanimity). Advertisers create the idea that "The greatness of your little one is not only measured by achievement but also by the greatness of his heart", this forms the audience to transform themselves into people who not only judge their children on achievements but also other positive values. Advertisers also seem to want to create an imaginary mind in the audience, assuming their children to be as advertised so that they meet the expectations (audience's desires) and finally create a feeling of pride and happiness, the subjectivity of the audience mentioned above is formed by the ideology of consumerism. Audiences who give their children Bebelac products will shape themselves according to the idealist ideology visualized in the ad.

Marx (in Takwin, 2015: 6) states that ideology is a false consciousness that distorts reality. Ideology "blinds" humans from real reality. Like Marx, Barthes also understands ideology as a false consciousness, which makes people live in an imaginary and ideal world. Even though the reality of his life is like that, ideology exists as long as culture exists (Rusmana, 2014: 206).

In connection with this explanation, it can be assumed that when ideology is used to construct reality (reality has been distorted), to represent certain images about the world, this is what ultimately forms "false" consciousness. Like the Bebelac television advertisement (version: reap the goodness), it creates the ideal idea of the product it advertises, in an effort to persuade the audience to take consumptive actions (figure 13). This can be interpreted from the audio element, which reads ".....*With proper nutrition, for great children with complete responsiveness. Bebelac, grow them great*". Andi Airin, Bebelac Marketing Manager, PT. Nutricia Indonesia Sejahtera, as reported by nutricia.co.id, said:

*"Bebelac believes that great children are children who are not only smart but also have a sense of care. Therefore, stimulation and nutrition are needed according to the child's growth and development period. Bebelac contains fish oil and linoleic acid as well as vitamins and minerals to support children's*



*growth and development so that children can easily receive stimulation from their parents."*

The quote indicates that Bebelac is trying to convince the audience, to construct the reality that is in the minds of the audience. Indirectly instilling a new belief that the nutrition that the audience has given to children is "less" appropriate. Through television advertisements, it seems that Bebelac leads the audience to interpret the reality visualized by Bebelac's television advertisements (version: reap the goodness). Bebelac implicitly creates the idea of "false needs", then simultaneously offers its products to meet those needs, by claiming that its products contain nutrients that are "more" suitable for children.

### CONCLUSION

The Ideology behind the 10 television advertisements for children's formula milk, from 5 different brands, namely the ideology of idealism and the ideology of consumerism. The ideology of idealism is represented by each advertisement with a different orientation, namely the ideality of the child's character, the ideality of the mother's role, and the ideality of the advertised product. Meanwhile, the ideology of consumerism can be categorized into three characteristics, namely consumption as a solution, consumption as a marker of difference, and consumption as an imaginary embodiment.

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