

Abstract

The intention of advertisement is to provide a message to the targeted consumer and communicate rather than a presentation of individual expression and creativity. The core meaning of an advertisement is to transfer a key message embedded with advertising means successfully to its target receiver; furthermore, an outstanding advertisement will be able to fulfill the intention of marketing and sales. An exposition regarding consumer advertisement decoding denoted numerous variables that potentially alter the protocol of message receiver and his way of interpreting a message. This includes an individual consumer's characteristic, lifestyle, value, culture, social acceptance, social status, social circle, taste, accomplishment, and vision. Messages embedded with such variables tend to create sympathy between the message and the receiver; as a result, creates a psychological bonding in which grows more powerful whenever a new variable reaches its echo with the receiver.

Such psychological behaviors are the essential attributes differentiating the in-group consciousness from out-group consciousness of an individual. With a sentimental bonding, messages can be transmitted more accurately and efficiently. Television advertisement exercise constant implicit of this in-group conscious behavior, by repeating intimation of “desire” and “acceptance” to the receiver, continuous fulfillment of ones the necessitate aspiration, and constant creation of expectation. As the realization of the in-group consciousness continues, the purpose of communication is only fully accomplished after an individual have gone through acknowledgement, emotion, and into action.

To understand how in-group consciousness establishes and executes television ad messages and its protocols. This research suggested using content analysis; by selecting 110 Television ad clips that possesses in-group consciousness implementation in between 1980 to 2009 and analyze them in two ways—era differentiation and product type under FCB protocol. This study focused on observing and analyzing the performance of variables such as expressing element, expressing form, background, social, cultural, lifestyle, individual attributes, and other related elements.

After the compilation of results, this research suggests that most television ads exercise in-group consciousness intentionally to create a common attribute among its listeners. By establishing sensational acceptance

as the core criteria, advertisements then elaborates on other attributes such as satisfying needs, consuming behavior, and image establishment to create the basic concept of creativity. Furthermore, this research shows that a large number of advertisements exercise one or more in-group consciousness attribute within them. Some of the in-group consciousness exercised in ads is portrayed simply due to creative and plotting needs and doesn't actually create a conflict with the central in-group consciously. This research also found that the more unique or special a product or service is, the more dependant its advertisement will be on in-group consciousness.

Keywords: in-group consciousness, advertisement performance, group acceptance, advertisement requirements, group favoritism, core concept, message interpretation, emotional acceptance, attributes factor, background attribute, social attribute, cultural attribute, lifestyle, individual attribute, advertisement creativity, message tactic, persuading theory.

