

ANALYSIS OF VISUAL ELEMENTS AND RESPONSES OF GENERATIONS Z ON COCA-COLA "THE GREAT MEAL" ADVERTISING VIDEO

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ABSTRACT

Since this COVID-19 pandemic, many companies are trying to make advertising videos related to the current situation, one of them is a big company that produces soft drinks, Coca-Cola. This research aims to analyze the visual elements of Coca-Cola's "The Great Meal" advertising video (2020). The visual analysis was conducted by using Kress and van Leeuwen's theory of visual grammar from the point of view, angle, and narration of the video. Subsequently, the authors compare the analysis with the responses from four participants (Generation Z) using the video elicitation interview method to see if Indonesian Generation Z participants fully understand the messages or moral values conveyed by Coca-Cola's "The Great Meal" advertising video. From this study, it can be concluded the Coca-Cola advertising video has fulfilled the cognitive purpose that it seeks to convey and hoped to be able to increase the awareness of other people regarding the brand.

Keywords: video advertising, visual elements, generation Z, visual grammar, Covid-19 Pandemic

1. Introduction

In the current era, humans have started to think creatively and innovatively, especially in the world of advertising. Advertising is an important thing for a company to introduce their products and services, to increase sales of the products and services they offer. To be effective, advertising seeks to be noticeable and memorable, and to encourage certain action or behaviour. (Clow & Baack, 2010)

Many media that can be used as advertising, physical media such as newspapers, magazines, all things that are printed, and can be with audiovisual media such as social media, websites, television and others. In this modern era, advertising is often applied through audiovisual media. This media is more effective to use because the advertiser provides a visual display as well as sound that can attract potential consumers to watch, and understand what they want to convey. Nowadays, we often see video advertisements or TV commercials that are covered with stories about human life (storytelling) and follow current trends. One of the big producers of soft drinks also uses the storytelling method which is made

professionally according to real human life in its advertisement entitled Coca-Cola The Best Meal.

Therefore, in this paper, the researchers aim to analyze the visual elements in this advertising video along with the responses from consumers who watch this video, especially from the Z generation.

2. Methods

The researchers applied the descriptive qualitative method. There are two stages in this study, first, the researcher interviewed four participants consisting of two females and two males who are able to speak English and were born in 1998 – 2010 used photo-elicitation interviews. In the second stage, the researcher analyzed the visual elements in the video used the theory of Kress and van Leeuwen.

3. Findings and Discussion

Coca-Cola The Great Meal is an advertisement video to promote its Coca-Cola soft drink that concepted like story-telling about the pandemic situation. This video was made by the Coca-Cola company which was uploaded on July 1, 2020, which has been watched by 883.403 viewers so far in December.

The advertisement video started with scenes showing situation outside the house and also on the public street, that looks so quiet and no activity is shown.

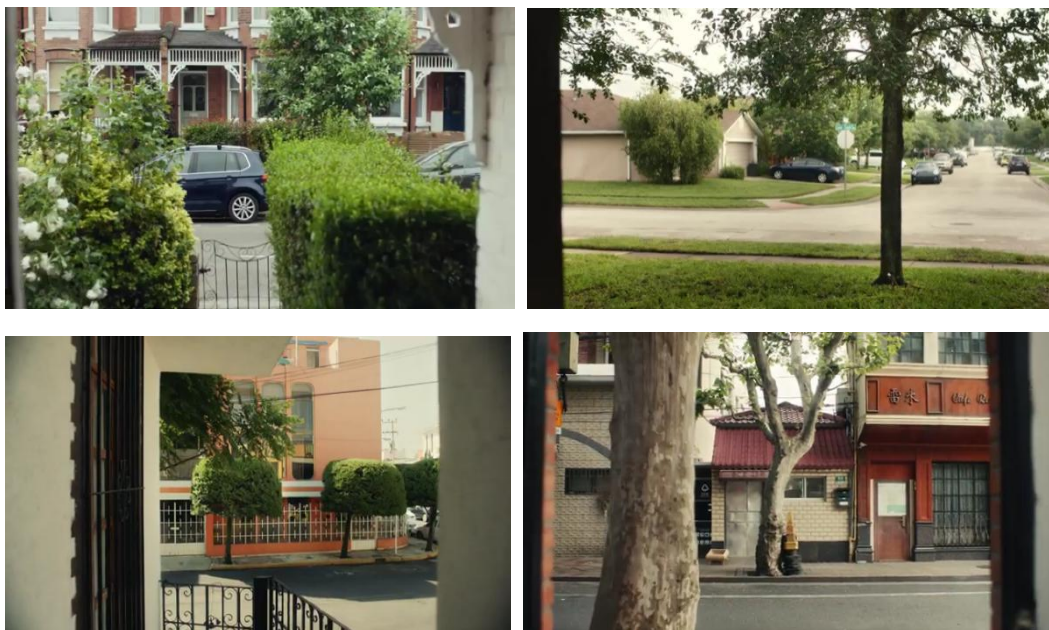


figure 1

Based on interview results, some participants react by starting to understand the theme used in the video, but they haven't realized that this is a promotional video. In this scene, the director tries to show more space and a wider viewing distance using medium shot, but still provides frame space on the left and right side so that the viewer feels like they are seeing through inside the house.

The writer sees that it might be likely that the director or the scriptwriter of the ad want to show the scene as something that is wide but claustrophobic in a sense of their framing of the advertisement. Some of the clips show a “Frame between a frame” shot. It not just gives the impression of said “claustrophobic wideness” but also gives the impression of anxiety and loneliness.



Figure 2

In the next scene, the director tries to show the sad and confused expression of the model in the video (close up shot). On the other hand, the model also looks like they are not aware of the camera (offer). It means there’s no interaction with the viewer. This scene also gives the in depth view of the character's state of emotionality because of their closeness to the camera as if the character doesn’t have any private space, it also gives the audience the impression of intimacy and helps the audience to sympathize with the character's condition.



Figure 3

In this section, the director begins to reveal the purpose of making this video, by inserting coca cola products but not so clearly. From the questions that have been asked, participants still haven't realized that this is a coca cola promotion ad.

This Scene also showed the clever transition through vague product placement. It also serves the purpose of guiding the audience's psychology so that the coming of the next scene seems natural and doesn't feel so sudden.



Figure 4

At these scenes all of the participants start to realize that it's a promotional video. The video shows a man drinking a bottle of coca cola, and someone cooking with coca cola. One of them said "why doesn't he drink mineral water, and why do they cook with coca cola?", that's why they started to realize what this video meant.



Figure 5

In these four video clips, people from various races gather with their family and friends to eat together, also coca cola drinks are provided. All participants feel a significant increase in mood while watching this scene.

These clips also showed it's contrast with the first scene. There are some similarities in the framing, shots and some elements that are being changed in this scene. The ad keeps the consistent framing style by utilizing the same framing as the first scene but also keeps the close ups shot that is not apparent in the first scene.



Figure 6 (closing)

The end of this video closed by showing watermark logo of Coca-Cola and attached with the tagline "TOGETHER TASTES BETTER". When the participants finished watching the video, then the researcher asked some questions about how the success of this promotional video affected the audience. All participants answered with the same intention, that the coca cola company was successful in presenting stories that relate to the current situation, but this video was not effective in increasing coca cola sales.

4. Conclusion

The conclusion of this study is that generation z gave almost the same response in responding to the promotional video for Coca-Cola "The Great Meal". They agreed the video is very relatable to the current situation, the Coca-Cola company can show sadness with a happy ending through the right visual elements. The limitations of this study can be used as recommendations for further research, because this study only used 4 participants of Z generation (two males and two females) and the scope of the research is still lacking.

5. REFERENCES

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