

Research Article

Public Service Advertisements on the Dangers of Consuming Alcoholic Beverages on Youtube: Ads without Dominant Power of Attorney

Redi Panuju*, Yenny, Farida and Iwan Joko Prasetyo

Faculty of Communication Science, Dr Soetomo University, Surabaya, Indonesia

Address correspondence to Redi Panuju, redipanju@gmail.com

Received 02 January, 2020 ; Revised 22 January, 2020; Accepted 29 January, 2020

Copyright © 2020 Redi Panuju, et al. This is an open access article distributed under the terms of the Creative Commons Attribution License, which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited.

Abstract

Aim: This article aims to analyze the ability of public service advertising videos on the dangers of alcoholic drinks on a Youtube channel.

Method: Using discourse analysis with the power relation theory from Michel Foucault. The research focuses on knowledge and discourse. The object under study is a public service advertisement about the dangers of alcohol use in the form of videos uploaded through a YouTube account.

Result: Public Service Video Ads lack credibility to distribute knowledge about the dangers of alcoholic drinks. This can be seen from the number of people watching the video, which is less than the video audience of the manufacturer of alcoholic drinks. Thus, in terms of quantity and quality, the public service Advertisements video does not have enough credibility to spread knowledge about the dangers of alcoholic drinks; neither does it have the power to influence the attitudes, thoughts and behavior of people consuming alcoholic beverages.

Conclusion: Government efforts to socialize the dangers of alcoholic beverages to the public are still very minimal. Public Service Advertisements that should be an effective media to counter the trend of alcoholic beverage consumption have not been done on a large scale. Youtube media that provide video upload services are apparently dominated by videos made by the general public and high school students. As a result, this Public Service Ad video is less authoritative compared to the manufacturer's alcoholic beverage advertisements. In terms of message content, story and cinematography, this Public Service advertisement is of very low quality compared to the manufacturer's alcoholic video advertisement

Keywords: dangers of alcoholic beverages, public service advertisements videos, without dominant power, Youtube

1. Introduction

The behavior of consuming liquor or alcoholic drinks in Indonesia is a habit formed by tradition and lifestyle. Some villages, for centuries, have a habit of drinking *Tuak*, which is a kind of alcoholic beverage made from the fermentation of sap, rice or beverage ingredients from fruit that contains sugar. In addition to sap, other

raw materials are taken from nipah, palm or *legen* (from siwalan tree). In the Tuban area, East Java, *Tuak* from legen is served when they gather. Tuban people make *Tuak* a communication tool. The Tuban community also believes that *Tuak* can cure several diseases such as diabetes and kidney stones [1].

In Bali, there is a *Makincang-Kincang* tradition [2], which was held at Pura Batusari Barambang Village, Jembrana Regency, Bali. This ceremony is intended as an expression of good always winning against evil. In South Minahasa Regency, traditional alcoholic drinks *cap Tikus* are the people's favorite beverage, even though they know that this drink can cause hypertension [3]. Thus, the presence of alcoholic drinks in the middle of the community is interpreted by the user as one of the media to strengthen social relations. Through this drink comes a familiar feeling as a group. The model forms social solidity through alcoholic beverages, not only by adults, but also by minors (under 7 years of age). Ferdi Dwi Bastian discovered the habit of consuming alcoholic drinks among underage children in Ponorogo sub-district, East Java. Their goal is to consume alcoholic beverages to maintain the solidarity of friends and to forget the various problems they are facing [4].

Traditional alcoholic drinks are a problem in society, because they have various impacts, namely biological, psychological and social. Liquor is disturbing people's lives, because in addition to endangering the consumer, it can also have an indirect impact on others who do not use it. Loss of self-control due to decreased awareness when consuming alcohol is believed to be one of the causes of criminal acts, as well as the beach of norms and values adopted by the community. This cannot be separated from the fact that it is so easy to obtain access

to liquor in the community. Ikhsan Fami (2016) found a contradiction in some regional regulations with existing social realities, such as; Non-compliance of some people with Regional Regulation No. 7 of 2012 Sukoharjo Regency, Central Java; the relevant parties assume that alcohol policies interfere with their livelihoods. The third problem is the assumption of some people that the existence of traditional liquor is a legacy from ancestors that must be preserved, which contradicts the contents of Regional Regulation No. 7 of 2012 Sukoharjo Regency [5].

The habit of consuming alcoholic drinks differs between those who have money and those who do not have money. People from the lower middle class consume alcoholic beverages made by home industries, with simple technology and from low quality ingredients. They can obtain this from a shop, which is usually sold secretly. However, for those who have a lot of money, alcoholic drinks can be obtained at entertainment venues, which are usually imported and expensive.

In the national capital, Jakarta, for example, alcoholic drinks can be easily purchased at entertainment venues. Drinking places that are relatively inexpensive, for example at Up in Smoke (RDTX Tower, Lobby Floor, Kuningan), Bistro Baron (Plaza Indonesia Extension, 1st floor Tamrin), Paulaner Brauhous (Grand Indonesian Mall 2nd floor Tamrin), J Sparrow's (Noble House Building, Ground Floor, Mega Kuningan Barat Street, Kuningan), Fat Shogun (BTPN Tower, Rooftop Floor, Dr. Ide Anak Agung Gde Agung Street, Kuningan), McGettigan's (BTPN Tower, Basement Floor 1, Dr. Ide Anak Agung Gde Agung Street, Kuningan), Lara Djonggrang (Teuku Cik Ditiro Street No. 4, Menteng), Kila Kila By Akasya (Lot 4, 7th floor, Jend. Sudirman Street Kav. 52-53, SCBD, Jakarta), Bier & Flugel (Boulevard Raya Street Blok WD1 No.30, RT.11/RW.16, Klp. Gading) [6].

Likewise, many places such as discotheques and bars provide alcoholic drinks at high prices. Not only are the prices of drinks expensive, but the price of admission is also expensive, from Rp 200,000- to Rp 500,000.-. Places of entertainment that provide alcoholic drinks at expensive prices are often called "dunia gemerlap malam (nightlife world)". There are Dragonfly Discotheque and Night Club Graha BIP (Ground Floor Lobby, Jendral Gatot Subroto Street Kav. 23, RT 02, RW 02, Karet Semanggi, South Jakarta), Jenja Jakarta Discotheque and Night Club (Cilandak Town Square Street, RT 02, RW 01, Cilandak Barat, Cilandak), Immigrant Discotheques and Night Clubs (Plaza Indonesia, 6th Floor, MH Thamrin Street Kav. 28-30, RT 09, RW 05, Gondangdia, Menteng, Central Jakarta City), Colosseum Diskotik and Night Clubs (Kunir Street No. 7, Central of Jakarta), Velvet Jakarta (Velvet Lounge And Bar) Discotheques and Night Clubs (Pecenongan Street No. 72, RT 09, RW 03, Kebon Kelapa, Gambir, Central of Jakarta), FABLE Jakarta Discotheques and Clubs Malam (Fairgrounds

2nd floor, Jendral Sudirman Street, Kav. 52-53, Lot 14, Senayan, Kebayoran Baru, South of Jakarta), X2 Discotheque and Night Club (Plaza Senayan 4th-5th floor, Asia Afrika Street No. 8, RT 01, RW 03, Gelora, Central of Jakarta), Musro Huge Club Discotheque and Night Club (Lapangan Banteng Selatan Street No. 1, RT 12, RW 02, Pasar Ba ru, Sawah Besar, Kota Jakarta Pusat), there are many more nightclubs that combine music, prostitution, and alcoholic drinks in Jakarta there are many more nightclubs that combine music, prostitution and alcoholic drinks in Jakarta [7].

One of the factors that encourage the habit of drinking alcoholic beverages is the easy access to get these drinks. Even with the advancement of communication technology, now people can order alcoholic drinks through Instagram, online shops and online shopping. Through blibli.com, for example, consumers can choose from 956 alcoholic beverage products. This site displayed images of beverage products complete with the price. In fact, purchases through this site are not subject to shipping charges. Goods are delivered to the buyer's address without any additional costs [8].

Channels of communication such as word of mouth communication, reporting in mass media and advertising on social media are factors that foster public interest in consuming alcoholic beverages. This article aims to analyze liquor ads on YouTube's social media from a communication perspective. The choice of Youtube media is because this media is the most widely used social media in Indonesia, is watched by people from the lower and upper classes and can be interactive between users. Ramzam Sama's research (2019) of 529 respondents in India indicated that advertisements on Television and the Internet could lead to knowledge, interest and awareness of products [9].

In the case of Indonesia, the interest of the public to consume alcoholic beverages has reached students. For example, the North Jakarta Metro Police are investigating videos uploaded on social media that show a student consuming alcoholic beverage, while teaching and learning activities take place [10].

The results of a study conducted by the Center for Criminology Studies at FISIP University of Indonesia in five cities (2017) found patterns of consumption of alcoholic beverages, among others; Ages between 12-15 years (junior high school students), high school-aged between 16-19 years and teenagers graduating from high school (19-21 years). Types of alcoholic drinks consumed for the first time include wine, kolesom wine, tuak, cap tikus (traditional), Beer and Wisky (manufacturer). The first reason to consume alcoholic beverages is because of the invitation by peers who consume them first. Costs incurred by joint ventures for each person are between Rp. 20,000 to Rp. 100,000, There are also those who spend Rp. 500,000 to drink at the café [11].

The assumptions of this study are that the formation of interest in consuming alcohol caused by advertising in mass media and social media has implications for the behavior of alcoholic beverage consumption, ie consuming beverages that produce less attention to hygiene and health, the composition of beverage ingredients that do not follow the standards of alcoholic beverages and no quality control. This is because economically, they cannot afford to buy the manufacturer's alcoholic drinks. This consumption pattern tends to potentially endanger itself and others. Some people try to counter alcohol advertisements with Public Service Ads. This study attempts to describe the characteristics of the public service announcements.

2. Methods

Using discourse analysis with the power relation theory from Michel Foucault, the research focuses on knowledge and discourse. The object under study was a public service advertisement for the danger of alcohol in the form of videos uploaded through a YouTube account. In the video, there are a number of meanings of visual, verbal narrative and text. According to Foucault, the meaning of language contains the existence of power (power), which constructs the realities that are created subjectively. The reality of language creation is communicated to society into a truth, which is then believed as knowledge. The relationship between power and knowledge has certain objectives [12].

Racmah Ida stated that the production and reproduction of knowledge and truth circulated to the public actually depends on how this knowledge and truth is conveyed. Knowledge and truth ultimately only belong to the dominant power [13].

The assumption in this research is that cyber media is basically a medium that can produce and direct a discourse, in large communication, the possibility of discourse because communication mostly relies solely on text. This text will later distribute the message to be conveyed as if speaking and the recipient of the message will bring up its own discourse. The discourse spread by the sender is not necessarily the discourse received by the recipient. The text in the cyber media allows for interpretation and then the text emerges from events around the text creator [14].

This research uncovered how the power of public service advertisements about the dangers of alcoholic beverages produces truth as a way of shaping lifestyle.

3. Results and Discussion

3.1 Object of research

The object of the Public Service video examined is as follows:

The characteristics of public service advertisements (known in Indonesia as ILM) can be distinguished from commercial advertisements. Commercial advertising

aims to influence the audience to like the product and then choose it for consumption. However, according to Tinarbuko (2007), Public Service Advertisements or ILMs are a tool to deliver social messages to the public. This kind of media is often used by the government to disseminate its programs. As a social media, ILM generally contains messages about national and environmental awareness [15]. The nature of ILM is independent, containing social messages aimed at audiences to follow or avoid everything that is communicated by the makers of ILM.

The purpose of ILMs, is for the public to follow, for example, calls for orderly traffic, maintain hygiene, dispose of garbage in their place, pay taxes and regulate child birth, while ILMs whose purpose is for the public to avoid, among others, ILM about staying away from narcotics, stay away from cigarettes, and stay away from alcoholic drinks as we are discussing this.

In general, the government uses ILM to socialize development programs such as taxpayer advertisements [16], while public service advertisements in Table 1 are videos made by people (amateurs), who are moved to counter alcoholic drinks' advertisements on YouTube that are commercial. Commercial advertisements of manufactured alcoholic beverages generally have good quality in terms of advertising rules; high resolution image quality, good message packaging and systematic message content. On the other hand, public service advertisements are made by the public (amateurs); the picture is unclear because it was taken using a cellular camera; the contents of the message are less systematic, so it is less interesting.

3.2 Reproduction of knowledge

Public Service Advertising is the construction of the community in shaping knowledge to be convinced as a truth. YouTube is a media that is only as a link between the truth referred to by the author and the public as the audience. This is different from the mainstream media, which still applies control over the contents of the message by the editor or the owner. Messages spread through television, newspapers or over the radio have gone through filters which Kurt Lewin (1947) called the gate keeper. Nuruddin limited the term to individuals or groups of people who monitor the flow of information in mass communication channels. If the meaning is extended, what is called a gatekeeper is a person who plays an important role in the mass media, namely reporters, news editors and capital owners [17]

Thus, in the context of YouTube as a medium, the gate keeper's position is almost non-existent, because it is taken over by the user. On YouTube, everyone is free to ride the video they made, without significant obstacles. The only obstacle is the legal system in their respective countries. In Indonesia, the prohibition on uploading is

Table 1: List of observed public service advertising videos on YouTube.

No	Title	URL	Duration
1	Public Service Advertisement Videos (Stay away from Liquor)	https://www.youtube.com/watch?v=V46DfgjjzI&t=62s	02:48
2	Liquor Advertisement (iPhone)	https://www.youtube.com/watch?v=ODR1IpCrAVY	02:07
3	Public Service Advertisement: The Danger of Liquor	https://www.youtube.com/watch?v=blCiAxzfn8o	05:39
4	Public Service Advertisement: The Danger of Liquor	https://www.youtube.com/watch?v=C_PnL0oGeTs	00:44
5	The Danger of Liquor	https://www.youtube.com/watch?v=5dMdp7DkeI	01:06
6	The Danger of Liquor	https://www.youtube.com/watch?v=KBOT2ld_vXU	06: 47
7	4 Super Expensive Alcoholic Beverages (Comparative video)	https://www.youtube.com/watch?v=rzGSVmvYe-E	04: 40

not regulated in the legislation, but it is prohibited from uploading videos containing hate, pornography and material degrading the teachings of religion, ethnicity and race. Therefore, the power over the reproduction of knowledge rests entirely with the uploader. What kind of knowledge is constructed in these videos?

Table 2 shows the construction of knowledge from some public service video advertisements about: the dangers of consuming alcohol that exceed the threshold; cause an effect in the form of loss of consciousness.

When an individual is unconscious, then riding a motorcycle results in loss of self-control and thus, a crash, risking harm. Alcoholic drinks also cause death. Individuals who consume liquor in the video are teenagers, shown by uniforms that are still worn. How to consume it in groups while playing cards. Some videos show playing cards accompanied by betting or gambling. Also interspersed with eating beans and smoking. In the adolescent group, there were no older people, such as parents. This teenager reflects the generation that was uprooted from its social roots, namely the loss of control of the more senior generation. This situation is similar to the situation of young people in Europe in the early 19th century. According to Kirk Curnutt, author of several books on "The Lost Generation", many young people who fled to Europe ended up uprooted and alienated from the culture of their new place. They became a generation that is abandoned [18].

Similar to the young people depicted in the Public Service Advertisement video under study, young people are affected by new civilizations consuming liquor as a lifestyle, but on the other hand, are unable to put the style of consuming liquor with existing traditions. In the tradition of consuming that already exists, the aim is to tighten (homogeneity) the ties of its community so that consuming alcohol is done proportionally, with low alcohol content.

The situation of the lost generation is also seen in children who are separated from the care of their parents because their social interactions are now based on communication technology. The parents who are demoted to work outside the home tend to feel overcome by providing new toys in the form of gadgets. Children after school or during holidays (Saturday and Sunday) spend time interacting with friends, playing online games and opening sites that are not appropriate for their age. They gather in places

around their houses, such as Warung Kopi (Coffee shop). These places have recently mushroomed in Indonesia; besides offering coffee, there is also free internet that is offered. Children interact with friends without any control of their environment. Even many parents no longer care what is accessed by them, so they often open sites that contain pornographic content [19].

3.3 Dominant power

Does knowledge, similar to that of the one constructed by the Public Service Ad video above, have the power to gain public trust? The public trust is ultimately followed and obeyed by the public. The lack of trust in knowledge, according to Foucault, will lead to different perceptions of the message contained in the text.

According to Foucault, the discourse of science trying to find true and false is basically driven by the will to power. The will to reveal the truth is an expression of will to power. [20] In the context of this study, the power to be obtained from Public Service Advertisements is to influence people to stop consuming alcoholic drinks because they have negative effects on themselves and others. The problem is whether people believe in the message contained in it.

Developing trust through messages and communication is the foundation of a transaction. If people believe, they will buy (follow what the message wants). Yousfazai, as quoted by Ainurofiq (2007), proves that trust has been considered as a catalyst (awakening factor) in various transactions between sellers and buyers [21]

An indication of the strength or weakness of the message power in the Public Service Ad video can be seen from the attributes of those who deliver the message (who), the nature of the message (content) and visitors (viewers).

Source: youtube, noted on 2019/19/9

Table 3 shows that some of the messengers in the Public Service Ad video about the dangers of consuming alcohol, are students, perpetrators or victims of alcoholic drinks. They come from the middle to lower socioeconomic circles shown from the residence occupied, vehicles used in the form of motorbikes, a social environment that tends to be slum. It is different from those who come from middle to upper strata, which is shown from places of consumption such as cafes and nightclubs and factors such as luxury cars and expensive beverage prices.

Table 2: Knowledge establishment.







No	Video title	Knowledge construction	Main Message Table 2: Knowledge establishment
1	Public Service Advertisement Videos (Stay away from Liquor) 	Describes four teenagers. One person is praying, three people are playing cards (gambling) and while consuming liquor until drooping unconscious.	Teenagers who gather to gamble and consume alcoholic beverages are far from God
2	Liquor Advertisement (iPhone) 	Describes a student who is doing school work. Suddenly there was an offer of a bottle of water, but was refused. Then there is the offer of Vodka drinks, accepted with pleasure. Not long after, this teenager collapsed and died	Alcoholic drinks cause the death of a teenager. Never try liquor, because it will be fatal in the future.
3	Public Service Advertisement: The Danger of Liquor 	A teenager who is heartbroken (left by his girlfriend) wants to have fun with his friend. They also consume liquor. An Ustadz came to give advice, but they ignored. One person died due to consuming too many alcoholic drinks	Religious leaders (ustadz) are ignored by adolescents. Ustadz lost his power to change the behavior of others.
4	Public Service Advertisement: The Danger of Liquor 	Three teenagers still wearing school uniforms playing cards while consuming liquor. In these advertisements all three died.	The wrong association can cause teens to be involved in binge drinking. As if they were asking where their parents were?
5	The Danger of Liquor 	A drunk teenager riding a motorcycle. In the middle of the road his consciousness disappeared ending with crashing into an electric pole.	Do not ride a motorcycle when drunk because it can harm yourself and others
6	The Danger of Liquor 	Describing a group of teens who have the habit of playing cards while consuming alcoholic drinks. Peanut shells appear to show long enough they played rummy. One of them felt unwell and went to the doctor. And as a result, many organs in his body were damaged. Tears running down the cheeks (symbol of regret)	Stop consuming alcohol before alcohol consuming yourself!

Table 3: Characteristics of messengers, nature of messages and viewers. Source: youtube, noted on 2019/19/9

Sr. No.	Video Title	Messengers	Nature of Messages	Number of views
1	Public Service Advertisement Videos (Stay away from Liquor)	A student who diligently prayed said "Astagfirullahaladhiim" (Forgive our sins O Lord) when he saw three of his boarding friends unconscious after getting drunk. At the end of the video, there is a text that says "Stay away from liquor"	The message delivered was informative about three students who were consuming alcohol while playing cards until they were drunk	4.117
2	Liquor Advertisement (iPhone)	There is no messenger (individual) on this video. The message is in the form of text that is inserted in the story of a student consuming Vodka, who then falls (dies). The text reads: "Never try liquor, because it will be fatal in the future."	The message is descriptive, describing the effects of consuming liquor that results in lives lost.	361
3	Public Service Advertisement: The Danger of Liquor	A young Ustadz, when he met three teenagers who were consuming alcohol, gave advice, "Repent, son ... Astagfirullah .." One of them answered, "This is none of your business! Why interfere? " "Well, if you can't be advised!"	The message is descriptive, describing the advice of a Ustadz, who was not heeded.	168
4	Public Service Advertisement: The Danger of Liquor	There is no actor in the video as a messenger. The message is delivered by Anomin with the phrase "Harm, kill you, alcohol (liquor) self harm!!! Don't Get Drunk!!! And Always- Positive Thinking."	The nature of the message in this video is persuasive, indicated by the number of exclamation points (!) In the text.	3263
5	The Danger of Liquor	There is no actor delivering the message. The message conveyed through the text reads: "Avoid liquor (alcohol) because it can endanger ourselves and others!"	The nature of the message is a warning for drunks not to ride a motorcycle, because it can result in crashing into electric poles.	1759
6	The Danger of Liquor	The messenger is a person who regrets consuming alcoholic drinks after being sentenced by a doctor whose kidney is severely damaged.	The nature of messages tends to give a warning about the dangers of consuming alcoholic drinks	1383

Characteristics of such a messenger do not have the power to influence others, so as to avoid alcoholic drinks. Aryo Sudiantoro's research (2011) proves the effectiveness of the 3D version of Public Service Ads on Bank Indonesia, determined by three factors, namely the attractiveness of the message, the quality of the message and the frequency of views [22].

The messenger in the Public Service Advertisements about the Dangers of Alcoholic drinks has no appeal, because it is against logic. How is it possible for someone who consumes alcoholic drinks to advise others to stay away from alcoholic drinks? Unlike the messenger in the manufacturer's alcoholic beverage advertisements, there is a person who consumes and depicts the classy community.









Analyzed in terms of message quality, the Public Service Advertisements video on the Dangers of Alcoholic Beverages did not go through a good production process, such as a solid story structure, editing and compilation of message content. Overall, the video is made using a cell phone camera without going through the editing process, so the story seems slow. Poor aspects of the story and poor image quality give the impression that the video is not through good planning, such as data research and field observations. This strips the video of the power to influence the audience because it does not have enough

appeal. As a result, it appears from Table 4 that it is not very popular. The most watched videos were 4117 times in a period of 5 years, 4 months or 64 months [23].

The video was first uploaded on June 12, 2014. When calculated with an average of 64 months from 4117 times, then in one month, on average it was watched only 64 times. Calculated per day, it was only watched 2 times daily. Judging from the number of visits, the video does not have the potential to be watched by a massive audience. Thus, following Foucault's power relations approach, this video does not become part of a message that strongly influences audiences.

Judging from the status of the messenger, he does not have the authority relating to the misuse of alcoholic drinks. If you want to make a credible video campaign about the dangers of alcoholic drinks, the status of the messenger should come from individuals who have authority in the field, such as; officials from the Ministry of Health of the Republic of Indonesia, Republic of Indonesia Police officials, Drug and Food Control Agency officials or at least formal authorities such as Regents / Mayors, Governors, Health Ministers, Ministers of Education, Youth Ministers and perhaps public figures who are concerned about the problem of eradicating alcoholic beverages.

Table 4: Dominant power of manufacturing alcoholic beverage videos.

Sr. No.	URL	Messenger	Message Quality	Viewer
1	https://www.youtube.com/watch?v=rzGSvmvYe-E	 <p>the winston cocktail</p> <p>Suit and tie as a symbol of individuals who are rich, educated, modern</p>	 <p>Has a price of US \$ 12900</p> <p>Or around IDR 125,000,000 / glass</p>	<p>8,618 since March 20, 2018</p> <p>Compared to the Public Service Advertisement video about the Dangers of Alcoholic Beverages; the manufacturer's alcoholic video ad has far more viewers. That is, the video is more attractive to YouTube users.</p>
		 <p>Rich elderly people spend their time drinking at alcoholic parties accompanied by young girls</p>	 <p>A luxurious nightlife spot with the availability of beverage manufacturers from famous brands</p>	
		 <p>Urban youth toast alcoholic drinks at entertainment venues</p>	 <p>The meaning of luxury is caused by the symbol of the price of one glass of alcoholic drink being similar to that of a luxury car</p>	
		 <p>Bartender is concocting alcoholic drinks</p> <p>Using sophisticated equipment</p>	 <p>Certain brands of drinks are made from grapes that are hundreds of years old and are put in fancy bottles; some are decorated with diamonds</p>	

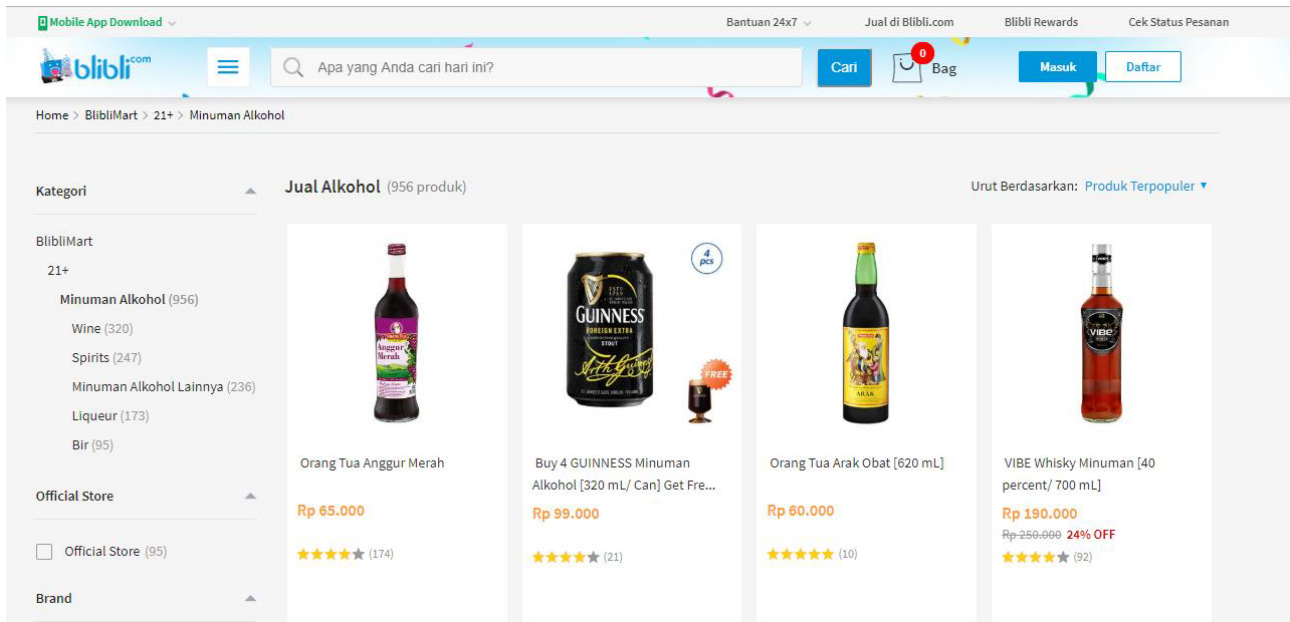
These videos do not have the dominant power that should exist in communication work to influence the audience. Without dominant power, causing video only functions to entertain and has no impact on attitude changes.

3.4 Comparison videos

The weak dominant power in the Public Service Advertisement videos on the Dangers of Alcoholic Beverages can be compared to the dominant power possessed by the manufacturer's alcoholic beverage videos. For the purposes of analysis, a comparative video is presented that has a dominant power character in terms of the message delivery, message quality and number of visits (viewer).

Source: Youtube <https://www.youtube.com/watch?v=rzGSvmvYe-E> accessed at 2019/09/25

The visualization of messages in the manufacturer's alcoholic beverage advertisements generally has an appeal from several aspects, namely: (1) message delivery. His figure shows rich, educated and modern people. The clothes worn show the elite's dress style (Figure 1). The habit of "established" parents throwing parties accompanied by beautiful young girls, represents that these elites have money to mobilize other people in large numbers. Another visualization is that urban youth spend their time in luxurious nightclubs. Another messenger is a male waiter (bartender) who is good at concocting alcoholic drinks with a dynamic style accompanied by music, a representation of a joyful lifestyle; (2) Judging from the quality of the message, the manufacturer's alcoholic beverage advertisement describes the drink as something fancy, for example compared to the price of



Source: <https://www.blibli.com/c/3/minuman-alkohol/MI-000104/53400?page=1&start=0&category=MI-1000104&sort=>

Figure 1: Sales of alcoholic beverages through the online shop

a glass of a particular brand of alcoholic beverage that costs the same as a luxury car. Not to mention the raw materials made from grapes that are hundreds of years old and put (packaged) in fancy bottles (decorated with diamond beads); (3) views of the public accessing the video are twice the number compared to the Public Service Advertisement video on the dangers of alcoholic drinks.

As a medium for delivering messages, by comparing the video characteristics of the manufacturer's alcoholic beverage advertisements, the public service advertisement videos about the dangers of alcoholic drinks have less power to be watched by the public. This is indicated by the comparison of the number of viewers between the manufacturer's alcoholic video adverts and the Public Service Adverts video on the Dangers of Ore. The number of visitors to the manufacturer's advertising video is double the amount on the Public Service Ad video.

In the context of the power relations of a message, two types of advertisements about alcoholic beverages show that the credibility of the manufacturer's beverage-treated video is far more dominant than public service video advertisements. It is, thus, natural that the manufacturer's alcoholic beverage video is superior to the Public Service Advertisement video. In the context of discourse battle, the effectiveness of carrying alcoholic drinks as good, is more dominant than advertisements that carry warnings so as not to consume alcoholic beverages. Here, there is competition for discourse over public sympathy between those who call and those who forbid; and the caller (the manufacturer of alcoholic drink advertisers) won the fight.

Manufacturers' advertisements of alcoholic beverages are made seriously with intent to influence the audience

to be consumers of its products. Although the price of manufactured alcoholic beverages tends to be expensive, it does not make consumers fade. High interest causes consumers not care about expensive prices. The brands of several alcoholic beverage manufacturers are getting stronger because of wrong advertising on social media, increasingly reinforcing certain brands as symbols of identity, such as social prestige. Whereas the Public Service Adverts for alcoholic drinks whose purpose is to reduce the consumption of alcoholic drinks, do not attract attention among the upper and lower classes of society.

Research carried out by the Institute of Human Resource Study and Development (Lakpesdam) of the DKI Jakarta Nahdlatul Ulama Regional Management (PWNU) together with the Regional Autonomy Strengthening Center (PPOD), show that consumption of mixed alcoholic beverages by minors is quite high at around 65.3 percent. The research itself involved 327 adolescent respondents aged 12 to 21 years in the Jakarta area of Bogor, Depok, Tangerang and Bekasi. [24] Mixed alcoholic beverages are drinks that are a mixture of alcohol ingredients, which are mixed with other ingredients speculatively. This drink is very dangerous because it can cause death.

Not only teenagers and students aged 12-21 years become victims of drinking and illegal drugs in Indonesia, but also elites such as among artists [25]. The control and supervision of alcoholic drinks as outlined in the Regulation of the Minister of Trade No 06 / M-DAG / PER / 1/2015 has not resolved the problem of the circulation of alcoholic drinks in the community.

This is due to the absence of comprehensive, continuous socialization and not utilizing social media as a means

of disseminating knowledge about the dangers of authoritative alcoholic drinks. No video advertisement on Youtube has been found about the dangers of alcoholic beverages made in collaboration between various parties responsible for this field, such as the Ministry of Health, the Ministry of Trade, Police, Drug and Food Monitoring Agency (BPOM) and others.

4. Conclusion

The laws and regulations enforced in Indonesia include alcoholic drinks, which can cause intoxication and lead to criminal offenses. Anyone who consumes alcoholic beverages in excess is at risk of drunkenness and endangering other people, which is punishable by imprisonment. Starting from the production process has been controlled by the Republic of Indonesia Drug and Food Control Agency (BPOM). Every Food and Beverage product must obtain a marketing authorization from this Agency. At the distribution level, the police and health offices have the responsibility of overseeing alcoholic beverage awareness. The high price of manufactured alcoholic beverages causes people to mix drinks with a composition of alcohol content that can be categorized as dangerous for health and can even cause death. The process of concocting alcoholic drinks carried out speculatively by the community is often called "oplosan (mixed)" drinks.

This research found that the Indonesian government's efforts to socialize the dangers of alcoholic beverages to the public are still very minimal. Public Service Advertisements that should be an effective medium to counter the trend of alcoholic beverage consumption have not been done massively. YouTube media that provide video upload services are apparently dominated by videos made by the general public and High School students. As a result, this Public Service Ad video is less authoritative compared to the manufacturer's alcoholic beverage advertisements. In terms of message content, story and cinematography, this Public Service advertisement is of very low quality compared to video advertisements for manufacturer's alcoholic drinks.

Public Service video Ads lack credibility to distribute knowledge about the dangers of alcoholic drinks. This can be seen from the number of people watching the video, which is less than the video audience of the manufacturer of alcoholic drinks. Thus, in terms of quantity and quality, the Public Service Advertisements video does not have enough credibility to spread knowledge about the dangers of alcoholic drinks, or the power to influence the attitudes, thoughts and behavior of people consuming alcoholic beverages.

Acknowledgement

This research funding by DRPM Ministry of Research and the Higher Education Republic Indonesia with Grant Number: 005/SP2H/LT/K7/KM/2019.

References

- [1]. M. A. Saputra, *Komunikasi Masyarakat Tuban dalam tradisi Minum Tuak*, Thesis Surabaya: Universitas Islam Negeri Sunan Ampel, 12 (2019), 21.
- [2]. M. K. Adnyani and I. K. Sudarsana, *tradisi makincang-kincang pada pura batusari dusun munduk tumpeng di desa berangbang kecamatan negara kabupaten jembrana*, Jurnal Penelitian Agama Hindu, 12 (2017), 225-232.
- [3]. J. K. Komaling, B. Suba, D. Wongkar, *Pengalaman Seksualitas Perempuan Menopause*, Jurnal Keperawatan, 1 (2013), 1-7.
- [4]. F. D. Bastian, *Studi Tentang Perilaku Mengonsumsi Minuman Beralkohol pada Anak di Bawah Umur di Kecamatan Ponorogo*, Jurnal BK Unesa, 6 (2016), 1-9.
- [5]. Fahmi, *Implementasi Peraturan Daerah Nomor 7 Tahun 2012 tentang Pengawasan, Pengendalian Peredaran, dan Penjualan Minuman Beralkohol Kabupaten Sukoharjo*, Yogyakarta: Electronic Theses & Dissertations (EDT) Gadjah Mada University (2016).
- [6]. Anggraini, *10 Tempat Dapetin Minuman Murah di Jakarta Pas Happy Hour*, Nibble: Foodies Guide To F&B Industry, (2017).
- [7]. Dutagemerlam, *16 Tempat Diskotip dan Club Malam di Jakarta*, (2019).
- [8]. <https://www.blibli.com/c/3/minuman-alkohol/MI-1000104/53400?page=1&start=0&category=MI-1000104&sort=>
- [9]. R. Sama, *Impact of media advertisements on consumer behavior*, J Creative Commun, 14 (2019), 1-14.
- [10]. <https://www.cnnindonesia.com/nasional/20190823193554-12-424195/polisi-usut-kasus-murid-tenggak-miras-saat-di-kelas>
- [11]. M. Foucault, *Power/Knowledge: selected interviews and other writings, 1972-1977*, France: Pantheon Book, 2 (1980), 30-97.
- [12]. S. Runturambi, *Alcohol related crime characteristics in Indonesia: study in five cities*, 11 (2017).
- [13]. Kencana, *Metode penelitian kajian media dan budaya*, Surabaya: Airlangga University Press, 76 (2011).
- [14]. R. Nasrullah, *Teori dan Riset Media Siber (Cybermedia)*, Jakarta: Kencana Prenada Mediagroup, (2014) 196.
- [15]. T. Tinarbuko, *Pajak dan Pemerintah*, Yogyakarta: Rasist Book, (2007), 2.
- [16]. R. Shahab, *Studi efek iklan layanan masyarakat tentang anjuran membayar pajak melalui tvri kaltim*, eJournal Ilmu Komunikasi, 1 (2013), 311-323.
- [17]. D. Adnjani and M. Mubarak, *Analisis pemberitaan tentang unissula di media cetak (analisis isi pemberitaan harian suara merdeka dan jawa pos)*, Jurnal Ilmiah Komunikasi MAKNA, 2 (2011), 33-42.
- [18]. <http://www.thehemingwayproject.com/2018/08/14/hemingway-the-fitgeralds-and-the-lost-generation-an-interview-with-kirk-cumrutt-3/>
- [19]. R. Panuju, *Behavior access internet in coffee shop access internet in coffee shop*, Jurnal Socioteknologi, 16 (2017), 259-264.
- [20]. K. Afandi, *Konsep Kekuasaan Michel Foucault*, Jurnal TEOSOFI, 2 (2012), 131-150.
- [21]. Rofiq, *Pengaruh dimensi kepercayaan (trust) terhadap partisipasi pelanggan e-commerce*, Thesis, Malang: Universitas Brawijaya, (2007), 30.
- [22]. S. Aryo and S. Sutopo, *Analisis faktor-faktor yang mempengaruhi efektifitas iklan layanan masyarakat bank indonesia versi ingat 3d dan pengaruhnya terhadap sikap khalayak di kota semarang pada periode januari hingga oktober*, Universitas Diponegoro, (2011).
- [23]. <https://www.youtube.com/watch?v=V46DfgjjzI&t=62s>

[24]. <https://www.pikiran-rakyat.com/nasional/2017/08/15/653-persen-remaja-konsumsi-minuman-beralkohol-oplosan-407472>

[25]. Panuju, *The motive of using dumolid among Indonesian artist*, J Drug Alcohol Res, 8 (2019), 1-4.