

The Perceived Meanings of Thailand Tourism “Pad Thai” Video Advertisement by Thais and Indonesians

May Magnolia Ongky Wijaya NRP. 11413068
meemagnolia@gmail.com

ABSTRACT

This thesis is a study about observing the perceived meanings produced by Thai and Indonesian respondents as respondents from different national identities can produce different perceived meanings. The process of analysis is that the writer analysed the differences between Thai and Indonesian respondents' perceived meanings after finding out the perceived meanings from both of the respondents. The writer also analysed how meanings are perceived in Thailand tourism “Pad Thai” video advertisement used Process of Signification using The Peircean Model as well as denotation and connotation. The study uses descriptive qualitative approach. The writer of this study found out several findings. The finding is that in perceiving, Thai respondents tend to relate the data with their personal experiences based on facts while Indonesians respondents' perception tends to relate their emotion. From this study, the writer believes that the result will help readers understand the influence of national identity in perceiving meanings from an advertisement.

Key words:

Advertisement, Perceived Meaning, Denotation, and Connotation.

INTRODUCTION

Advertisements are not only the words given but also the message conveyed in these advertisements by providing an exciting experience for the prospective tourists, such as culture diversity, cuisine and tourist destinations. As Thailand, they have tourism video advertisement which is with their global campaign “Discover Amazing Stories” in Amazing Thailand. In general, different audiences surely have different perceptions toward the message in an advertisement. In order to determine perceptions among customers toward the advertisement, the writer chose to analyse how the customers perceive the information and messages given in the advertisement. To distinguish one destination or tourist attraction from another, one should develop a firmly and clearly defined touristic identity (tradition, culture, and beliefs). As the writer analyses to do a research about audiences' perceived meaning in Thailand's tourism video advertisement due to the fact that audiences from national identity can perceive completely different meaning from each other.

This research seeks to find out the Thai and Indonesia Audiences' perceived meanings of Thailand Tourism Advertisements. There are three problems. The first problem is what the perceived meanings produced by Thai audiences of Thailand Tourism “Pad Thai” video advertisement are. The second problem is what the perceived meanings produced by Indonesia audiences of Thailand Tourism “Pad Thai” video advertisement are. The last problem is what the similarities and differences of the perceived meanings produced by Thai and Indonesia audiences of Thailand Tourism “Pad Thai” video advertisement are. Therefore, the writer analysed perceived meanings formed by Thai and Indonesia audiences of Thailand's tourism video advertisement.

In answering the questions the writer set in this study, the writer uses process of signification as her main theories as well as denotation and connotation from written by Chandler, D. (2007). In Peircean Model as the process of signification, it offered a triadic model. For Peirce sign consists of three elements, which are: the interpretant, the object, and the representamen. The representament is the form the sign takes and it is not necessarily material. The object determines the sign. Object here is the subject matter of the sign, it can be words, phrases, sentences, pictures, etc. Interpretant is the interpretation of both the representament and the object. The interpretant provides an interpretation of the representament,

allowing us to have a better understanding of the sign's object. In addition, Peirce classified three modes of relationship between signifier and signified: symbolic, iconic, and indexical. The first mode which is symbolic mode is a mode in which the signifier does not resemble the signified at all. The second mode which is the iconic mode is the most fundamental aspect of iconic mode. In addition, denotation and connotation perform at the level of signified meaning. Denotation refers to literal meaning of a sign or words, something observable. In contrast, connotation refers to things that are considered as personal depending on an individual's point of view and associated with a person's socio-cultural..

For the review of previous studies, the writer used Nicholas Wibowo and Melita Leo. As the writer reviewed Nicholas Wibowo's research was to reveal how meaning which could affect perceptions toward the product was created by the advertisement in the process of signification. Meanwhile, the writer also reviewed Melita Leo's research as this study was about how young adult and older viewers' perceived the meaning in the Coca Cola's "Anthem" video advertisement. These two related review are similar in a way to the writer's research as well. That is why the writer used these as her related studies for her thesis.

METHODOLOGY

To do the research, the writer used the descriptive qualitative research approach which written by Schreir, M. (2012). As source of data, the writer picked up one video advertisement ('Pad Thai') of The Tourism Authority of Thailand released on February 2016, which is used to advertise Thailand Tourism campaign: 'Discover Amazing Stories'.

In this research, the writer chose twelve respondents consisting of six Thai and six Indonesia respondents. The interview was conducted by Skype video call for Thais and face-to-face for Indonesians. Before analysing, the writer came up with these steps in order for her to collect the data needed which are gathering source of data, selecting specific verbal data and non-verbal data, setting the interview questions, interview session, and transcribing the data.

ANALYSIS AND FINDINGS

This chapter discusses the analysis and findings for perceived meanings of Thai and Indonesian respondents.

1. The analysis of perceived meanings by Thai respondents

In order to answer the first research question, the writer started the analysis on Thai respondents' perceived meanings.

1.1. The analysis of perceived meanings from the verbal data

The writer started her analysis with the perceived meanings from the verbal data in "Pad Thai" video advertisement.

1. "Pad Thai has been famous since World War II"

The first analysis, it might be seen that the utterance interpreted as a situation which Pad Thai is known, existed and famous among the respondents. The second analysis, some of the respondents did not mention any interest on the importance of the word "World War II" as the sign of historical approach but more into the food itself. As well as for the respondents, Pad Thai is already a sign of the icon of Thailand cuisine through its iconic taste of Thai flavours which are salty, sweet and sour at the same time without involving the utterance. For Thailand tourism, it also stated from the respondents that the utterance has no relation whatsoever to Thailand tourism. The respondent did not find any relation between the utterances itself with Thailand tourism.

2. "Local believes that tamarind tree is holy and uses it to ward off evil spirits"

In this first analysis, half of the respondents said that it did not make any sense to show this utterance. The belief has been interpreted as nothingness due to the fact that for the respondents it did not show any significant advantage for the profit as well as it did not happen to the respondents. As the second of analysis, the respondents believed that as the interpreted this belief was the characteristic of a particular social or ethnic group in Thailand. Although for some respondents could relate the utterance

with Thailand tourism, the majority responds showed that it did not have any relation with Thailand tourism at all.

3. “Order Pad Thai anywhere on the street or in a fancy restaurant, eat it on land or on water”

In this part, half of the respondents thought that the different feeling that it is shown to eat in different places was interesting. The respondent thought that eating Pad Thai on water is the best feeling for emotional engagement and foreign tourist look at the culture of floating market like what Thai people used to use it. For some of Thai respondents, foreigners who eat on street can see how Thai locals do their daily activities in Thailand and it is also seen as down to earth to eat on the street rather than other places. Secondly, most of the respondents thought that the utterance as part of daily life. For the respondent, the utterance also showed that it is part of daily life as it claimed there is no boundary to eat Pad Thai anywhere. In addition, most of Thai respondents said, eating on fancy restaurant or in floating market is wasting money, unnecessary, and more convenience to eat on the street.

4. “There are thousands of other stories to discover”

Most of the respondents agreed that Pad Thai in the video is representing Thailand as a service. They imagined that Pad Thai story is interesting due to the fact that the main idea of the video is to bring Pad Thai as representing Thai cultures, destination, people, festival and life. More than half of Thai respondents believed that the importance of displaying the utterance is to invite people in order to explore and find other Thai culture which is not been told in the video. From the last analysis which related to Thailand tourism, most of the respondents agree that the utterance in the video shows encouraged people to travel around Thailand. By the time people travelled around Thailand, some unknown places in Thailand would be tourist destination one day which it boost Thailand tourism. At the same time, the respondent thought that it is one of a way in order to promote Thailand by Thai cuisine.

5. “Discover your amazing stories in amazing Thailand”

The first analysis, half of the respondents agree that the utterance show “visiting Thailand can find new experiences”. The utterance itself as the sign actually intended to invite people to create their unique story along with visiting and discovering Thailand and its cultural heritage as the object’s view. For the respondent, the importance of the utterance showed that Thailand is the perfect place to find oneself stories to be discovered. Most of the respondents agree that the utterance is related to Thailand tourism due to the fact that from the utterance tourism authority of Thailand tries to invite more tourists to visit and explore Thailand.

1.2 The analysis of perceived meanings from the non-verbal data

After analysing Thai respondents’ perceived meanings from the verbal data, the writer continued with the perceived meanings from the non-verbal data.

1. PICTURE 1

At first, all of the respondents thought that the first impression is the picture itself. The respondent described the picture of smiling foreign girl gave thump up with a big smile on her face and thought that this girl was happy which made her think the girl liked her food. For the respondents, it could be interpreted as the feeling of admire Thai cuisine and Thailand as if Pad Thai is a delicious food that might represent the taste of Thai people. Secondly, in fact most of the respondents agreed that the picture shows the girl liked Pad Thai. The respondents felt that the girl in the picture as the sign was happy and liked Pad Thai by showing her smile and her thump up as the object. In the relation of Thailand tourism, most of the respondents agreed that the picture as the sign has been interpreted on giving recommendation to try Pad Thai and to visit Thailand for other foreigners/tourist.

2. PICTURE 2

All of the respondents agreed that the picture is the picture of Thai local person. For the respondent, the picture showed the warmth welcoming from the smile of Thai local in order to show foreigners that Thai people are friendly. Not only does the picture is attractive for Thai respondent, but it also proved Thailand as land of smile in order to invite tourists to come to Thailand. For the respondent, it is proven that Thailand is land of smile because the video provided the friendliness of Thai people through that

picture. The respondent assumed that if the picture showed a foreigner instead of Thai local, he would not think that the picture will be effective enough to invite tourist. Due to the fact that what makes tourist will be willing to come to Thailand knows Thailand is a friendly country, which is why in here Thai respondents agreed that the essential part is the smile of Thai local people.

3. PICTURE 3

In this picture, most of the respondent the respondents focused on the picture itself as a situation which showed “how awesome Thailand is under the sea”. This thought also was been proved by the respondents that Thailand’s ocean is clear and clean, there are lots of colourful coral reef, and it was also implied the whiteboard written “awesome” by the foreigner in the picture. In here, the picture was less attractive for Thai respondents, there was only a respondent that could related the picture with any shared meanings. The respondent thought that the picture showed diving activity which the foreigner like to do. However, it did not work so with other respondents. The respondents thought that the picture does not have any relation to Thailand Tourism due to the fact that the respondents thought it was just random underwater picture and did not sure what it was it about.

4. PICTURE 4

For the first analysis, all of the respondents were aware that the picture is a picture of Loy Krathong festival. Thai respondents agreed that showing Loy Krathong in the video is a form of evidence which the festival known as one of the biggest festival in Thailand. Nevertheless, in second analysis the respondent did not think that the festival in the picture is famous anymore. It is indeed well-known until now but not as much as popular like it was. Moreover, the respondent also specifically mentioned “five years ago” as a proved that there is a changing perception toward the festival and the locals. As the third analysis, most of the respondents thought that the importance of the video is to invite people to participate in the festival. This opinion of the respondent might lead to how foreigners will get attract and want to participate into this festival in order to gain new experience about Thai culture as part of Thai beliefs. For the fourth analysis, the picture could also relate to Thailand tourism in order to invite foreigners to know the festival and to come to Thailand. The respondent thought that the festival as the attraction of Thailand tourism can bring curiosity to tourist in order to figure out what the picture is all about.

5. PICTURE 5

For the first analysis, all of the respondents know that the picture as the object is a picture of Muay Thai by the pant which used by the person in the picture. Most of the respondents thought that the picture symbolised that Muay Thai is the famous Thai martial art as the form of the sign. The respondents only thought that the cause of the popularity of Muay Thai is been shown in the picture. Nonetheless, the respondents did not have similar opinion toward the importance of the picture. The respondents thought that Muay Thai represents Thailand. The other respondent thought that Muay Thai is unique due to the history in the ancient time. In here, it could be seen that the respondent thought that the picture of using banana tree to practice can represent Thailand as developing country. The respondents did not relate the picture itself but they merely put it as Muay Thai itself. The respondents also did not manage to relate the picture with Thailand tourism despite of how they related it with Thailand.

2. The analysis of perceived meanings by Indonesian respondents

In order to answer the second research question, the writer also did her analysis on the Indonesian respondents’ perceived meanings.

2.1. The analysis of perceived meanings from the verbal data

Below are the analyses for Indonesian respondents’ perceived meanings from the verbal data.

1. “Pad Thai has been famous since World War II”

For the first analysis, most of Indonesian respondents only agreed that the utterance meant a situation which Pad Thai has been existed and famous. Not only did that the popularity of Pad Thai is the matter, but also in the second analysis showing that Pad Thai is the icon of Thailand cuisine is also important. In the respondents’ perception, it might be thought that Pad Thai has more Thai flavour which only Thai has. For the respondent, Pad Thai has already the sign of Thailand due to its name which is Pad Thai. With involving the country name which is Thai, it might be seen that choosing Pad Thai as

the rising topic of the video as the symbol of Thailand cuisine would be appropriate due to the name. As the third analysis, the respondent disagreed with the utterance. The respondent thought that due to his clueless toward the utterance whether the utterance really said the truth or not. The fourth analysis is the relation of the utterance and Thailand tourism. It is only half of Indonesian respondent who thought that the utterance as a way to promote Thailand. For the respondents they solely thought that the purpose of the video is promoting Thailand and its possible tourism and so does the utterance.

2. “Local believes that tamarind tree is holy and uses it to ward off evil spirits”

The first analysis is a situation which the respondent thought that the utterance is similar to Indonesia culture. The respondents have been aware that the utterance is genuinely typical for Indonesians. In order to prove that the belief in the utterance is essential for the video as part of Thai culture, the respondents tend to compare this Thai local belief with Bali’s belief as an essence of the clarity to be reserved by westerners. In the second analysis, most of Indonesian respondents agreed that this belief is a part of Thai culture as the local belief. The sense of culture in Thai belief has been seen as to distinguish the civilizations from the society since it has been built from the society. The third analysis is a group which thought the relation of the utterance and Thailand tourism. The respondents agreed that the utterance could help Thailand tourism in order to attract western tourists since it might be rather unusual for them.

3. “Order Pad Thai anywhere on the street or in a fancy restaurant, eat it on land or on water”

The first analysis, all of Indonesian respondents agreed that the utterance as a situation which showing different places to eat could affect the feeling of eating. It could be assumed that different ingredients and qualities between different places could shape the different image of eating on street, in restaurant, or in floating market. The second analysis is a group which considered the utterance as a situation which Pad Thai could easily be found. It is essential for Indonesians as possible tourists that Thai local food is convenience to be found in any case and in anywhere. The third analysis is the relation between the utterance and Thailand tourism. Some of the respondents found that the experience of riding a boat while eating Thai local food would be led to new and memorable experience. For the respondents, it could also produces “once for a life time experience” for Indonesians. It might indicate the utterance showing the floating market destination as tourist destination.

4. “There are thousands of other stories to discover”

In the first analysis, half of the respondents agreed on exploring Pad Thai as the service. Not only did the utterance showed Pad Thai as the service in the video the respondents also thought that Pad Thai brought the mixed of Thai cultures. In the second of the analysis, most of the respondents managed to find the relation between the utterance and Thailand tourism. The respondent found that basically Thailand as an exotic place is interesting to be visited Thailand and this utterance made the point of this thought by inviting people to go to Thailand.

5. “Discover your amazing stories in amazing Thailand”

For the first analysis, all of the respondents agree that the utterance considered as discovering new experiences. The respondent thought that the utterance means having a good time while travelling around Thailand. It might be pointed out how to have a good travelling through the utterance. Moreover, for most of the respondents it could be seemed by finding other Thai cultures. It might be seen that it is very different from Indonesia. it is basically driven the respondents to get the new experience by experiencing oneself in order to prove whether the utterance is reliable as Thailand is an amazing country or not. In the second analysis, most of the respondents find the relation the utterance with Thailand tourism. The respondent thought that in a way for her to point out the utterance she used advisement to make it clear as Thailand tourism invitation in order to visit Thailand.

2.2 The analysis of perceived meanings from the non-verbal data

After analysing Indonesian respondents’ perceived meanings from the verbal data, the writer continued with the perceived meanings from the non-verbal data.

1. PICTURE 1

The first analysis, all the respondents agreed that the picture interpreted as discovering memorable experience. All of Indonesian respondents were mostly describing the picture as it is which a girl smiling

so wide and giving a thump up. From the description of the picture, it might seem for the respondents that it signified as having enjoyable memories while in Thailand. The second analysis, half of the respondents could find the relation of the picture and Thailand tourism. From the picture, it has already shown how people like Pad Thai and it led to the enjoyment of travelling in Thailand. For the respondents, it might be seen that the connection between the picture and Thailand tourism is giving the splendid traveling and experience which could attract people in order to have the willingness to visit Thailand.

2. PICTURE 2

The first analysis is about the attractiveness of the picture. All of the respondents agreed that the picture showed Thai local people. The respondent thought that by showing the picture as a person in traditional market while smiling on the camera it assumed as a Thai. For most of the respondents the attractive part in the picture is proven that Thai people is happy. It could be assumed that happy people especially the locals could give a lot of contribution as showing the life of Thai local people. In this part, most of the respondents agreed that the picture showed the friendliness of Thai people. It was claimed that the smile of Thai local also represented the smile of Indonesian which is the friendliness. The third analysis, most of the respondents could find the relation with Thailand tourism. For the respondent, the relation of the picture and Thailand tourism is simply to promote Thailand. As mentioned above, the respondent thought that the use of Thai local in the video might lead to show how Thai people look like and how welcome they are with tourists.

3. PICTURE 3

The first analysis, most of the respondents described the picture as it is. Most of the respondents showed that the picture is a kind of situation which displays the cleanliness of Thailand's sea. Due to the fact that the picture had the fascinating atmosphere, the respondent thought that this is the main reason why people have a fun time and like to dive there. The second analysis is a group which considered the picture as important or unimportant. Half of the respondents agreed that the importance of exhibiting the picture is to show that the sea environment in Thailand is been preserved properly. Furthermore, some of the respondents also agreed that the picture manifested the amusing underwater experiences. The third analysis is a respondent who found the relation with Thailand tourism. Due to the fact that the picture could be a memorable place for tourists, this made it as one of the alternative places to be visited. It might be seen that this proved that as one of the best diving spots with a nice and clean ocean.

4. PICTURE 4:

The first analysis, all of the respondents did not know what the picture is. As the attractiveness of the picture, most of the respondents have different way to describe how they got the enchantment from. The respondent thought there was this kind of festival in Thailand. It also showed as example of many festivals in Thailand. The second analysis considered the picture as discovering new experience. The respondents mostly wanted to show how it was similar and different with Indonesia at the same time. The respondent thought that what made it different from Indonesia has is might be the experiences. The third analysis, most of the respondent could relate the picture with Thailand tourism despite of their blindness toward Thai culture. For some respondents, the relation of the picture and Thailand tourism is that it made people to consider visiting Thailand in order to know this festival. It might be seen that all of the Indonesian respondents did not know about this picture and it derives their interest to have the knowledge and their involvement to take a part in this festival.

5. PICTURE 5:

The first analysis, most of the respondents considered the picture as showing the popularity of Thai martial art. The respondents thought that the effect of the popularity of Muay Thai is been shown in the picture as one of the main attractions in Thailand. The second analysis is a respondent who did not find any relation toward the picture. It might be assumed that for the respondent the picture is solely a situation which a person randomly kicked a banana tree as if there is not purpose to show this picture. The third analysis, some of the respondents could find the importance of showing the picture. The

respondent thought that the significance part to display the picture is showing how fiercely Muay Thai fighter could be. Moreover, the respondent thought that the value of displaying the picture was demonstrating Thai strong will as part of Thai tradition. The fourth analysis, most of the respondent thought that there is a relation between the picture and Thailand tourism. Due to the fact that Muay Thai is famous and the picture showed the popularity of this Thai martial art; the respondent assumed that the relation is to introduce Muay Thai to the respondents.

3. Differences and similarities between Thai and Indonesian respondents’ perceived meanings

The writer also extended her research to find differences and similarities between that two national identity groups.

3.1. The differences between Thai and Indonesian respondents’ perceived meanings

The first difference that the writer found is that Indonesian respondents’ perceived meanings contain more positive attitude toward the data. In here, Indonesian respondent gave much better assumption even though they were not sure about the data. As Indonesians considered as the possible tourist, Indonesian respondents assumed all data given as something influential and appealing. The second difference that the writer pointed out is that some of Thai respondents related the data with their daily life. Thai respondents considered the data as a close resemblance with their personal experiences. At the same time, Indonesian respondents more focuses on they as the possible tourists. As the third difference, the writer discovered that Thai’s perceived meanings were mostly to prove. As it is part of their personal experience, Thai respondents mostly tried to establish the facts. Meanwhile, Indonesian respondents were more like being clueless to the data. The fact that they have never been to Thailand has already taken apart as it could be get the true perceived meanings from the audiences.

3.2. The similarities between Thai and Indonesian respondents’ perceived meanings

As the first similarity, both Thai and Indonesian respondents agreed that the video as an evidence of the popularity of Pad Thai. Consequently, it showed how both of the respondents admit that Pad Thai is deserved to become the element of Thailand tourism. The second similarity, the writer found that both of the respondents have their first impression toward the video. Both Thai and Indonesian respondents have the similar impression which is saying the video is interesting and attractive. The third similarity from both Thai and Indonesian respondents is the feeling of attractiveness toward the video.

CONCLUSION

The writer analysed perceived meanings produced by Thai and Indonesians respondents as each national identity group has different and similar perceived meanings from each other. In her findings, the writer found that Thai respondents’ perceived meanings are mostly related to their daily experiences. The writer concludes that this is due to the fact that it is part of their daily life as well as some of Indonesian respondents also gave perceived meanings by relating the data to Indonesian culture. The writer could see that the Thai respondents view the advertisement differently from Indonesian respondents. Thai respondents view the video as proving the data with their daily life. On the other hand, Indonesian respondents focused to see the video as the possible tourists. In addition, both of the respondents felt attracted to the video to go to Thailand for Indonesian as well as to travel around Thailand for Thais. The writer concluded that her research has affirmed that national identity could influence the process of perceived meaning. Each national identity group underlines on different things which can affect their perceived meanings.

At last but not least, the writer’s research is significant as it shows how people from different and similar national identity groups perceive meanings from an advertisement. The writer also encourages researches on perceived meanings from advertisements by examining the other element, such as gender to know more about how people perceive meanings. Hopefully, the writer’s research will be beneficial for future research on semiotics and marketing communication field, specifically to English Department students who are interested to do semiotic research in the future.

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