

**CRITICAL DISCOURSE ANALYSIS OF DUREX RED ADVERTISEMENT (SAVE VERSION)
THROUGH NORMAN FAIRCLOUGH'S CDA****Ariza Purnawati^a, Fatwa Fathumakka^b**^aFaculty of Letters and Cultures//English Literature, arizapurnawati86@gmail.com, Gunadarma University^bFaculty of Letters and Cultures//English Literature, yatwaz@gmail.com, Gunadarma University**ABSTRACT**

This research aims to find out the ideology contained in the Durex RED advertisement (save version) and the purpose of the advertisement for the use of contraceptives. Durex RED is a product created by combining the collaboration of Durex and RED as a fundraising association in the World AIDS Day in 2018. In this research, the researchers used Norman Fairclough's critical discourse analysis method by looking at the text on the advertisement based on three dimensions: text (text), text practice (discourse practice), and sociocultural practice (sociocultural practice). The results of the study found that by doing cooperation with RED and Zara Larsson in raising fund for charity, Durex RED advertisement encourages people around the world, especially in Europe, USA, and Greenland, to do safe sex, use condom, and help people in Africa to support World AIDS Day.

Keywords: Critical Discourse Analysis, Norman Fairclough, Advertisement, Durex RED.**ABSTRAK**

Penelitian ini bertujuan untuk menemukan ideologi yang terdapat dalam iklan Durex RED (save version) dan tujuan dibuatnya iklan tersebut terhadap penggunaan alat kontrasepsi. Durex RED merupakan produk yang dibuat dengan menggabungkan kerja sama Durex dan RED sebagai asosiasi penggalangan dana dalam memperingati Hari AIDS Sedunia 2018. Iklan Durex RED sendiri dibintangi oleh Zara Larsson yang bersama-sama mengkampanyekan peningkatan HIV&AIDS. Dalam penelitian ini, peneliti menggunakan metode analisis wacana kritis Norman Fairclough dengan melihat teks pada iklan tersebut berdasarkan tiga dimensi: teks (text), praktik teks (discourse practice), dan praktik sosiokultural (sociocultural practice). Hasil penelitian menemukan bahwa iklan Durex RED mendorong masyarakat dunia khususnya di Eropa, Amerika, dan Greenland untuk melakukan sex yang aman, menggunakan kondom, dan membantu orang-orang di Afrika dalam mendukung Hari AIDS Sedunia.

Kata Kunci: Analisis Wacana Kritis, Norman Fairclough, Advertisement, Durex RED**1. INTRODUCTION**

Critical discourse analysis is a study which provides an explanation of a text relating to social reality. People should realize that interests and ideologies are conveyed in a context. A discourse itself is a process of developing communication using symbols related to interpretation and events in a broad social system. It has been influenced by the writer from various factors. It can be said that, behind the discourse there is a desired meaning and image and the interests being fought for. Communication messages such as words, writings, Figures, videos, and others exist to be used by people in formulating people's perceptions of something. In this case, the messages are formed to have values, ideologies, emotions, interests, and others. Advertising is one of the biggest industries that exists today to influence people's perception. It is the way the producers introduce their products by the advertisements aired on TV, radio, newspaper, and other media to catch attention of their buyers to buy the products. In doing advertising, people are encouraged to create a good advertisement of the products. The use of language in advertising is often persuasive that aims to give

influence, invitation, and give confidence to the audience about something or activity. The term advertisement according to Hornby (2015) is a notice, image, or film which tells about a product or service. Most advertisements offer solutions to some problems. In this case, advertisements give a figure of what humans face and how they will face it. Cook (2001) in Kaur et.al (2013) describes advertising as the way to inform, convince, remember, influence people; it is also possible to change opinions, emotions and attitudes of the viewers. In other words, this statement means that advertising isn't only selling products, but it is also changing society and influencing people to buy things they don't really need to buy. Paltridge (2012) explains that there are many text readings built not only by the use of words but also by combinations of words with other modalities, such as images, films, video images and sound. In this case, people can see advertisement to help them raise awareness, build identity and maintain good attitudes. Recently, there are some advertisements inserting moral messages to make people have better lives. The messages are delivered through written text or voice over on the media.

Durex RED advertisement is one of the examples of beneficial content ads. This advertisement stars Zara Larsson to encourage people to "Have Sex and Save Lives." Zara Larsson has teamed up with Durex and (RED) for World AIDS Day on December 1st 2018 (Nesfeder, 2018). They focus on campaigning against HIV&AIDS. They educate people to use condom for having safe sex. Money raised from each condom purchased goes directly to the Keeping Girls in School program in South Africa, an organization that combats HIV through education and improving access to women's health services (Nesfeder, 2018).

There are some highlighted texts appear on every scene in Durex Red advertisement. The texts are produced to influence people in using condom, a very fine sheath made of rubber or plastic designed to stop body fluids from mixing during sexual activity (healthdirect.gov.au). This advertisement also shows Africa as the example of the highest rate country spread of the HIV virus in the world. Based on www.afro.who.int, Africa is the region with the highest rate of spread of the HIV virus in the world with a total of 25.7 million people living with HIV. It is also written that by the end of 2017, 15.3 million people live with HIV (PLHIV) in the African Region accessing life-saving antiretroviral drugs (ARVs), representing 70% of the 21.7 million people accessing antiretrovirals (ARV) globally (www.afro.who.int). Durex Red advertisement seems to be made to eliminate the taboo of people's perception of condoms by including the campaign of HIV & AIDS prevention and a healthy way to have sex. This advertisement also vocalizes the slogan "You can have sex and save lives".

Analyzing advertisement of using Fairclough's critical discourse analysis is commonly used by researchers in some researches. Susanti et.al (2019) in their research about Wacana Kritis Fairclough dalam Teks Iklan Mana Tau: Indian Royal Coffee found that Fairclough's CDA (three dimensions) could help researchers find the ideology and the aim of the advertisement which shows consumptive and modern lifestyle. Comparing to Susanti's, Lestari (2020) explained in her research about A Critical Discourse Analysis of The Advertisement of Japanese Beauty Products that through three dimensions of the critical discourse analysis, the choices of vocabularies, grammar, modality, and rhetoric served to bring psychological effect to consumers and manipulate them to purchase or use the offered products. However, Asnidar (2018) found in her research entitled Analisis Wacana Kritis Iklan Operator Seluler that Fairclough's CDA in analyzing advertisement could also discover experiential, relational, and expressive value through three steps of analysis: description, interpretation, and explanation to see how words are produced.

This research also uses Fairclough's CDA in finding the ideology formed Durex RED advertisement and the purpose of it regarding to the use of condom in having safe sex. Although using the same theory as the previous studies, this study takes a different advertisement which is Durex RED (save version) to elaborate the hidden meaning of the text in the advertisement.

2. METHOD

This research uses Norman Fairclough's critical discourse analysis which sees the text in advertisement based on three dimensions: (1) text, (2) discourse practice and (3) sociocultural practice. Fairclough's critical discourse analysis is based on how to relate a micro text to a macro society context. Fairclough tries to build a model of discourse analysis that has a contribution to social and cultural analysis. He combines the tradition of textual analysis, language analysis, from within a closed space with the wider context of society. Fairclough (2008) defines discourse into three functions. First, it constructs social identity, which means that discourse has an identity function. Second, it constructs social relations, or what is called a relational function. And third, discourse plays a role in constructing a system of knowledge and meaning, as an ideational function. The language that is the focus of CDA is in conversation (talk) and writing (writing). Fairclough (2003) refers to it as "written text" and "spoken text". Written texts can be found as written texts that we usually encounter. Meanwhile, the oral text for Fairclough is defined as a written recording or transcription of what is said. The target of the Fairclough's CDA discussion is a text as well as a written text whether it comes from "an oral text" or "a written text". According to Eryanto (2001:285) Fairclough's main

concern in CDA is to see language as a practice of power. It can be said that this CDA is the most complete discourse analysis in revealing the ideology contained in the text. The meaning contained is seen from three dimensions starting from the text, the production of the text, and the socio-cultural that builds the text

The object of this research is the advertisement of Durex Red which stars Zara Larsson as the campaign's ambassador of HIV & AIDS prevention. There are two kinds of Durex Red advertisement, but the researchers select the save version. This advertisement is taken from Youtube namely *Zara Larsson & (DUREX)RED / Have Sex and Save Lives (Safe Version) #HaveSexSaveLives*. By using Norman Fairclough's CDA, the advertisement of Durex Red (save version) will be analyzed to find the ideology and the purpose of it.

3. RESULT AND DISCUSSION

A. Text Analysis

In this text analysis of Durex RED advertisement, there are three elements analyzed to find how the texts in this advertisement speak to the viewers. They are representation, identity and relation

B. Representation

This advertisement represents some aspects. First, there is Zara Larsson as the star of this advertisement. She appears in the beginning of the advertisement as a beautiful and sexy woman. Women is an attractive object in visual advertisement. Some ads prefer to use women in introducing the products. In having sex, women get more impact than men. This is because women are absolutely possible to get pregnant, and condom can help women to avoid being pregnant after having sex. Second, the first word mentioned by Zara Larsson in this advertisement is "sex". This word represents the aim of using this product. As one of contraceptives safely used by people, Durex brand is the world's first condom brand to advertise in many countries (retrieved from www.durex.co.id). And third, this advertisement uses dominantly red color. This color defines a strong passionate love.

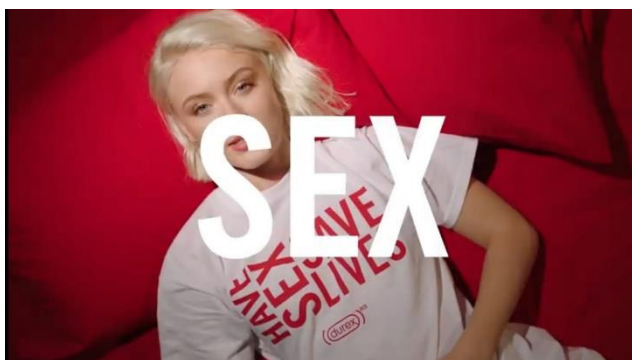


Figure 1. Attractive red color and sex word used in Durex RED advertisement
Time code: 0:01

The other thing can be found as the representation of this ad is the text in the beginning of the advertisement. There is a written text beside Zara Larsson's face. Zara's name and Durex RED's logo are written with the capital letters. Below her name and Durex RED's logo, there is a text which is "For World AIDS Day". However, the word "AIDS" is not written in bold. This text appears as the introduction of the advertisement. This advertisement is purposively published to encourage people doing better and safer sex by using condom.



Figure 2. Introduction of the advertisement.
Time code: 0:01

Zara Larsson is known as an international pop star from Sweden. She is chosen to be partner in this advertisement to encourage people to join Durex and RED's fight against AIDS. RED is a community created to bring justice to the AIDS fight by delivering life-saving medicine in the poorest parts of the world (retrieved from www.red.org). Durex and RED have joined forces in a campaign that raises awareness about AIDS. It can be seen that this advertisement represents the collaboration among Durex, RED, and Zara Larsson in campaigning against HIV & AIDS.

C. Identity

Durex RED advertisement with Zara Larsson appears as the identity of the community which concern in preventing HIV&AIDS. From this advertisement, they ask everyone to buy Durex RED to support the Global Fund to fight AIDS with (RED). It is considered as the campaign of fighting again AIDS. There are some highlighted texts which explain how Zara Larsson and other people in this advertisement explaining and encouraging viewers to do safe sex. Larsson mentions that “Million of people are having sex today” at the 0:12 in the video. Her statement is continuously supported explained by the other people in the video. The first woman at 0:14 says that there are “24 million in Europe”. The second man at 0:15 says that there are “12 million in USA”. And the third man at 0:17 says that there are “173 in Greenland”.



Figure 3. Larsson’s statement of the number of people having sex today
Time code: 0:13

Promoting contraceptive product, this advertisement is intended for the adults. The content of the ad also contains sexual language though the save version has been edited to prevent child viewers. People in Europe and USA actually don’t consider sex as a taboo. Education of sex is important to teach to all people, and they learn it. However, free sex is still considered as a public concern. Prakash (2021) in *newspatrolling.com* mentions that people in Europe, especially in UK prefer to use condom in doing sex. This also explains why UK became the largest consumers of condoms. Prakash (2021) also explains that it is estimated around USD 1 billion of the US condom market which is expected to grow at a CAGR of around 11%, to reach USD 1.52 billion by 2023. By that, it can be seen that condom in Europe and USA are largely used. This also relates to the message in this advertisement which mentions that millions of people are having sex today especially in Europe, USA, and Greenland. However, they are supporting the campaign against HIV &AIDS by having safe sex with condom through this advertisement.

D. Relation

This advertisement is purposively made to educate people of the benefits using condom in everyday sex life. People in western countries are common to this talk while the eastern think it’s still taboo to talk about sex. Educating people by this advertisement is believed to make them more aware of the risk in having free sex. However, they don’t say that doing sex is forbidden. This advertisement is specifically aim for people in western countries. However, the video is posted on Youtube in which people around the world can watch it. Larsson uses common English in this advertisement. She uses the word “we” which means asking people to get involved in protecting themselves from HIV&AIDS virus. She also speaks wisely with proper pose and clothes. There is no sexual Figure or scene in this advertisement. All words she says are intended to encourage and educate people to do safe sex by using condom.

E. Discourse Practice

Discourse practice includes the analysis of production and consumption. This analysis will describe how the advertisement give the effect for the producer and the consumers.

F. Production

Durex and RED chose Zara Larsson as the star of this advertisement as she is an international pop star from Sweden. Larsson is famous today. She is also beautiful. Durex and RED join forces to campaign against HIV&AIDS. They intend to support World AIDS Day though, from the sales side, Durex tries to attract buyers 'interest. In this case, by framing positive perception of condom, Durex asks people to buy their products. For RED, this cooperation helps them to raise funds for social and health interests

G. Consumption

Getting the right information to do a better and safer sex, people will open their minds to the benefits of condom. Some people will possibly introduce this product to the others. It is a good promotion for this product, and it also benefits the company. Voices from some people in this advertisement also explain how they concern the danger of having free sex. Durex, as a condom, is introduced positively here. Without posting sexual scene and pose in this ad, people or viewers will see this advertisement positively. They will also open their heart to support World Aids Day by helping people in Africa from purchasing Durex RED. This advertisement is posted on Youtube in which all people in the world can watch it many times. This platform can help Durex market the product widely though they market the product specifically to Europe, USA, and Greenland as the countries mentioned in the advertisement. So, it is possible for everyone around the world support the campaign by purchasing Durex RED.



Figure 4. Promoting Durex RED
Time code: 0:55

As in production and consumption, this advertisement actually refers to World AIDS Day. As a produces Durex tries to cooperate with RED in raising fund to help people in Africa. They promote this campaign by taking Zara Larsson as the star of the advertisement. Through this advertisement and campaign, people will help them for the charity. However, Durex are gaining their income by selling the product namely Durex RED.

H. Sociocultural Practice

This advertisement leads to the promotion of the business and the campaign of fighting against HIV&AIDS by raising fund in each purchase of the product to help people in Africa. As the promotion of the business, the advertisement is fully showing some persuasive words for the viewers. The words highlight some important aspects in doing safe sex. Meanwhile, in doing a campaign of fighting against HIV&AIDS, Durex joins forces with RED to get people attention of this problem. Although, in business field, Durex tried to attract people's interest in buying their products, they didn't directly say it. However, Zara Larsson helped them to create positive perception and encourage people to buy and use Durex RED.

The situation they created in this advertisement is how people increase their awareness of the effect of doing sex. They can have sex anytime but they should protect themselves, partners, and fight AIDS. The way they protect them is by using condom, Durex Red, as it's seen in the Figure below.



Figure 5. Using Durex RED can save lives
Time code: 0:37

Beside that, they also show the number of people in doing sex today in Europe, USA, and Greenland. It describes how people in those countries are active in doing sex. Taking Africa as the country with the highest rate of spread of the HIV virus in the world aims to tell people to raise fund for helping them. So, they don't just buy the product but every purchase of Durex RED helps fight HIV & AIDS in Africa.



Figure 6. Using Durex RED can save lives
Time code: 0:33

Durex as the producer of the product keeps aiming to sell it. RED as the world's largest funders for global health tries to raise fund from the purchase of Durex RED. Institutionally, both are taking the benefits in this advertisement. However, they promote the product by doing campaign in this commercial advertisement. Today, people are common in watching videos on Youtube. This social media is effective to spread the news everywhere and every time. Since this advertisement is posted on Youtube, everyone can watch it. They will know this product and learn what the purpose of this advertisement is. This advertisement can also make them purchase Durex RED to help people in Africa to fight HIV&AIDS. However, viewers should be wise to appreciate this advertisement.

In sociocultural practice, it is seen that Durex took the right moment to increase their sales. They also took the right partner, RED, to raise fund in helping people in Africa to fight HIV&AIDS. Zara Larsson is the right star to promote this advertisement. She encourages people to do safe sex. Although she doesn't directly tell people to buy Durex RED, she implicitly persuades people to buy Durex RED and use it before having sex. So this advertisement, ideologically and purposively, promoting the product.

4. CONCLUSION

This ad is actually intended to sell, but along with the number of cases of HIV and AIDS around the world, Durex created a campaign to help control the spread of the HIV and AIDS virus. They want to tell us that we can have sex without worrying about getting HIV or AIDS. Through Fairclough's CDA, there are several things summed up in this research. In text analysis, this advertisement is as a representation of the collaboration among Durex, RED, and Zara Larsson in campaigning against HIV & AIDS. It also shows that people in Europe, USA, and Greenland consider to support the campaign against HIV & AIDS by having safe sex with condom as the relation to World AIDS Day 2018.

This advertisement describes the discourse practice as in either production or consumption as the way to market the product by doing charity. It is seen that Durex took the right moment to increase their sales. As in sociocultural practice, this advertisement leads to the promotion of the business and the campaign of

fighting against HIV&AIDS by raising fund in each purchase of the product to help people in Africa. As the promotion of the business, the advertisement is fully showing some persuasive words for the viewers. Therefore, by doing cooperation with RED and Zara Larsson in raising fund for charity, they encourage people to do safe sex, use condom, and help people in Africa to support World AIDS Day.

REFERENCE

- [1]. Asnidar, A. (2018). Analisis Wacana Kritis Iklan Operator Seluler. *Jurnal Konfiks*, 5(1), 22-27.
- [2]. Condom. (n.d). Retrieved from <https://www.healthdirect.gov.au/condoms>. Jakarta, 10/08/2022.
- [3]. Durex telah Membuat Banyak Sejarah selama Lebih dari 90 Tahun. Retrieved from <https://www.durex.co.id/sejarah-durex/>. Jakarta, 12/08/22
- [4]. Eriyanto. (2001). Analisis wacana pengantar teks media. Yogyakarta: LkiS Yogyakarta.
- [5]. Fairclough, N. (2013). *Critical Discourse Analysis the Critical Study of Language*. New York: Routledge.
- [6]. Hornby, A. S. (2015). *Oxford Advanced Learner's Dictionary of Current English*. Oxford: Oxford University Press.
- [7]. Kaur, K., Arumugam, N., & Yunus, N. M. (2013). Beauty product advertisements: A critical discourse analysis. *Asian social science*, 9(3), 61-71.
- [8]. Lestari, E. M. I. (2020). A Critical Discourse Analysis of The Advertisement of Japanese Beauty Products. *IZUMI*, 9(1), 58-74.
- [9]. Nesfeder, Mary Paige. (01 December 2018). Zara Larsson Wants People To “Have Sex” For World AIDs Day. Retrieved from <https://www.refinery29.com/en-us/2018/11/218236/world-aids-day-2018-zara-larsson-campaign>. Jakarta, 12/08/2022.
- [10]. Paltridge, B. (2012). Multimodal discourse analysis. *Discourse Analysis: An Introduction*. London: Bloomsbury, 169-185.
- [11]. Prakash, S. (6 December 2021). Which Country Have the Highest Condom Use?. Retrieved from <https://newspatrolling.com/which-countries-have-highest-condom-use/>. Jakarta, 14/08/22.
- [12]. Susanti, K., Anto, P., & Hidayati, A. N. (2019). Wacana Kritis Fairclough Dalam Teks Iklan Mana Tau: Indian Royal Cofee. *Jurnal Pendidikan*, 3(2), 111-117.
- [13]. Zara Larsson & (DUREX)RED | Have Sex and Save Lives (Safe Version) #HaveSexSaveLives. (2 November 2018). Retrieved from <https://www.youtube.com/watch?v=YmAeaAQae04>. Jakarta, 06/08/2022