

# The Construction of the Representation based on Product, Brand Advertisement, and Cause-related Marketing: Aqua Case

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## Abstract

The study discusses on how Aqua as the product as well as brand and its cause related marketing activities become the source of popular culture. The customer and community as the stakeholder of Aqua create new meaning using the brand and its advertisement. The new meaning is representations of people's daily life. Product, brand, and the cause-related marketing activities are a top-down communication that controlled by the capitalist. The representations are a bottom-up communication of people who are constructing and reconstructing their everyday life for their own interests.

**Keywords:** representation, everyday life, advertisement, cause-related marketing.

## Introduction

Representation is the process of meaning making. It develops together with the human culture (Baudrillard, 1994). Human culture consists of individual as well as group of individuals in the form of community who are constructing and reconstructing their everyday life for their own interests. A particular construction ripples into something that is appreciated, enjoyed, and followed by many while the rest stay within individual, or group become the way of doing thing. This process could be taken as the popular culture in the making.

In the materialistic era, consumption plays a main role in the everyday life. Consumption is started by the fulfillment of physical need. Water as the necessity of life is things that people usually taken for granted. The access to clean water to fulfill the necessity of life is human rights (Gov.au, 2008). In Indonesia, water supplies are demanded in many sectors i.e., water for households, agriculture, industry, energy, sanitation and for navigation.

There are two categories of water for household, the improved drinking water and unimproved drinking water. Improved drinking water definition is water from a piped network, public tap or standpipe, tube well or bored well, protected dug well or rainwater collection. Unimproved drinking water is water from an unprotected dug well or spring, cart with small tank or drum, tanker truck, and surface water or bottled water (WHO, 2006).

The improved water sources that used by Indonesian household are protected dug well (29.2%), borewell (24.1%) and piped water (PDAM – a state owned water supplier) (19.7%). In urban areas, most household are using bored well (32.9%) and PDAM (28.6%), whereas in rural areas the protected dug well is most common (32.7%). The proportion of households that has accessed to improved drinking water source in Indonesia is 66.8% (urban 64.3% and rural 69.4%). The proportion of improved drinking water is highest

in Bali (82.06%) and lowest in Papua (45.7%) (ADB, 2016).

During the dry season, many areas endure clean-water shortages. Twenty of Indonesia's 34 provinces are experienced severe drought. The El Nino decreases rice production. The worst, the forest in some parts is prone to burn and creates haze (Owen, 2015). Drought and water scarcity in 2017 are reported in West Java, Yogyakarta, and West Nusa Tenggara. The drought emergency is reported in East Nusa Tenggara (NTT) (Strait Times, 2017).

The context of water situation in Indonesia becomes the backdrop of human interactions. This article discusses on how Aqua and its CSR activities become the source of popular culture. Further, this article describes another meaning creates by Aqua's customer and community. How they use any available related sources of Aqua to be their own message and meaning. It leads to the construction of representation of the interaction between people and water related product.

## Literature Review

The construction of reality depicts by the media is easily observed in the popular culture. How media actively mainstreaming things that appealing to the audience and marginalize the un-appealing. First it works by agenda setting, follows by cultivation and spiral of salience, and the active audiences make choice of what is appealing and what is not. To quote Gurevitch & Levy (in Gamson et.al., 1992) media become a site on which various social groups, institutions, and ideologies struggle over the definition and construction of social reality. The media provides a series of arenas in which symbolic contests are carried out among competing meaning.

The active audiences contribute to mainstreaming values, characters, genres, or any kind of ideas. Even there is question about sleeper effect, but it works that way. The offered reality is constructed into reality by simultaneous interaction between media and audiences. Both sides have a shared values, meanings, and experiences.

### a. Social Construction of Reality

Social construction states that knowledge is a product of symbolic interaction within social groups. In other words, reality is socially constructed, a product of group and cultural life (Littlejohn & Foss, 2012). The social construction of reality explains on how and why individuals view of the world in a certain manner, directly or mediated by media. Reality is viewed as objective independent existence or occurring while the social construction of reality accepts a subjective experience with reality via media coverage. The socialization is stated as a complex and multi-dimensional set of communicative interactions between individual and various agents in society through a long period of time, which is resulted in homogeneity of mentality. This makes all member of society having a sufficient conformity or fitness to maintain social order, predictability, and continuity (Pollock, 1996).

Any aspect of human experience could be discerned from the perspective of social construction of reality by the way it is made and used. The resources of human experience consist of all the building blocks individual work in life. It includes ideas, values, stories, symbols, meanings, institutions, and anything else that is used to build a reality. The interaction in society made it possible for these resources to be shared with others and constructed jointly. Practice consists of what is done or performed, including behaviors, actions, and forms of expression. Resources and practices cannot be separated because they are tightly interlinked. The practices are shaped by resources, and the resources are constructed in practices. This is an unending loop of resources and practices (Littlejohn, 2002, p.165).

Society is viewed as the existence of both a subjective and an objective reality. Meaning is shared and part of a taken-for-granted reality. A common sense is understood, and knowledge is a consensual notion (Andrews, 2012). In the same article, Schwandt states that meanings are created, negotiated, sustained, and modified. Concepts are constructed rather than discovered. Those concepts are exactly match to something in the objective world. In line with Berger and Luckmann, the reality is defined socially. Such reality is the subjective experience of everyday life, on how the world is understood rather than to the objective reality of the natural world. Individual or groups of individuals defines the reality (Andrews, 2012).

### b. Advertisement

The process of material as well as idea consumption in a way enforces and modifies the social construction of reality including the culture of everyday life. The construction of consumption could not separate from the production processes.

Production places value in goods, profit could only be extracted when goods sold in the marketplace and the value of goods are converted into something usable or money. Once basic needs achieved, capitalism faces the problem of

realization of making sure that the huge numbers of goods produce beyond minimal level are consumed (Leiss, Kline & Jhally, 1990). In the same literature, Baran and Sweezy (1966) stated that the dilemma of “too much” supply is reoriented into that of “too little” demand. To survive, system has to stimulate demands and what accomplishes this is advertising. Raymond Williams says that modern capitalism could not function without advertising.

Advertising is a force toward the homogenization of imagery. Advertising inevitably competes for attention with non-advertising content. Dull and predictable stories make ads even more interesting. The freshness and visually innovative make advertising standing out in contrast (Gamson, et.al, 1992). The crisis of overproduction dictates the imperative to expand markets to the poorer social classes and on a national even a transnational scale. The advertising industry provides means of creating consumers and controlling the consumption of the product. Specifically, social production of consumers represented a shift in social and political priorities which has since characterized much of the life of industrial capitalism. The functional goal of national advertising was the creation of desires and habits (Ewen in Leiss, Kline & Jhally). The media giants beam the same images and ideas at a national and global audience in different forms via different media. The different components of the media empire are used to promote and reinforce each other and to sell affiliated product (Gamson, et.al, 1992). Individual freedoms are guaranteed by freedom of the market and of trade. It becomes the cardinal feature of neoliberal thinking which has dominated the US stance towards the rest of the world (Harvey, 2005).

The individual freedom could also be translated into consumer sovereignty. At first, Gailbraith believes that consumers are the most important decision makers in the economy, controlling what and how much is produced as manufacturers of goods respond to consumers' needs. Thus, it means that consumer wants, and needs are independently determined. However, the massive advertising industry proves that consumer sovereignty is not applicable here. In accordance with the reality, Gailbraith revised his hypothesis by reversing the sequence. It clearly that producers control the demand. The business firm is the key decision maker, and the system operates in the firm's interest (Leiss, 1990). Neoliberalist and Marxist agree that advertising creates demand for products and makes people buy more than they really need.

Now days when consumers are getting conscious of what they are dragging into. Advertising still does its magic. Advertisements have wide appeal, play on very basic human emotions. They go beyond reason into something even more basic, the most common denominator of all i.e., magic (Gossage in Leiss, Kline & Jhally). Williams also refers to advertising as a highly organized and professional system of magical inducement and satisfaction that coexist strangely with the rest of the highly developed technology society. The capitalism needs to create unending needs and desires and advertising creates the sphere of imagination for them.

However, the rationality beats the imagination created by advertisement. Though, consumer like to see the advertisement (Fiske, 1989), it does not necessarily influence the decision making in purchases. Fiske emphasizes that consumers are not audiences, but they are readers. By the term readers, it implies that consumers have active role in interpreting and deciphering meaning.

The advertisement has advanced into new phase that the brand could sell its product and at the same time have a philanthropic endeavor which is named corporate social responsibility (CSR). CSR gains its credibility as strategy as well as empowerment. CSR is translated into spectrums of activities and messages. The messages among others are releases and advertising which is distinguished into two. First is the advertising about corporate social responsibility activities themselves, about corporate brand in relation to the social activities it has been doing. Second is the advertising about product that is bundled with social cause or familiar with the term 'cause related marketing' (Kotler & Lee, 2005).

### c. Memes

Memes as popular culture artifacts provide insight into how everyday media text intertwines with public discourses. Internet meme is a piece of culture, typically a joke which gains influence through online transmission (Davidson in Bozkus, 2016). Memes like other everyday text are important because social texts are the raw materials in the construction of societal discourses. Social texts are the artifact by which cultural participant piece together to reality. Memes as networks of mediated cultural participation are multimodal artifact. Where images and texts are integrated to tell a joke, seen or advanced an argument (Milner, 2012).

The study about how memes become mediated cultural participation shows result that though the formal processes necessary for making memes were open, they required literacy to engage. While memes were readily and broadly accessible by diverse identities and perspectives, they were gate-kept by subcultural insider who privileged some and marginalized other. The result constructs the conclusion. It states memes were a means to transform established cultural text into new ones, to negotiate the worth of diverse identities and to engage in unconventional arguments about current events. Memes were a mix of old inequalities and new participation (Milner, 2012). Memes can be considered as dedicated image genres and types which reproduce certain discourses of power. As memes circulate, they carry on the rhetoric of political campaign, producers, marketers, and consumers in the capitalist system (Bozkus, 2016).

## Discussion

### The Brand Named Aqua

The creation of the product is a fruit of the debate between boiled and purified water. The product was created in the early of 70s when clear and clean water were abundant. The

easiest way to make water consumable is by boiling it. Other category of purified water which processes by purifying technology before it could be consumed which brand's name is Aqua. It is a pioneer of bottled water in Indonesia.

Selling bottled mineral water was absurd at 70s. It was contra to the common sense or the dominant ideology at work (Fiske, 1988). Clean water is abundance and in many parts of the country and people could directly drink water from the spring and the river. By the price, the idea of bottled mineral water did not make sense. In 1973 the price of the bottled water was more expensive than gasoline. The bottled water 350 ml in bottle glass is 46 IDR when the gasoline price is 26 IDR. However, the capitalist culture which promoted by industrial country namely United States with all its ideological state apparatus namely World Bank and United Nations make many countries –mostly third world countries– adapt to the modernization by sacrificing their natural resources (Harvey, 2005). Environment degradation is part of the process of modernization. Thus, the clean water supplies are decreased, and the bottled water becomes relevant. Though the price is still does not make sense. Right now, it cost 5,000 IDR (34 pennies USD) for one and a half liter in the plastic bottle package, when the standard quality gasoline price is 8,000 IDR per liter (56 pennies USD).

As the pioneer in the industry of bottled water, Aqua enjoys the prosperity of a market leader. People are familiar to say *aqua* to refer bottled mineral water. Instead of buying water, people say of buying *aqua*. Aqua is used as the new term or word to refer bottled water of any brands the bottle might bear.

The discussion above is about the material ingredient of the product. What people do to the total product is a different story. The bottle or the container of the product in the customer hand could be any filled container. Right now, there are four types of containers, which are easily found in the market, plastic cup (250 ml), plastic bottle of 350ml, 600ml, and 1.5 liter, and plastic gallon (19 liter). The plastic cup is disposable and cannot be used anymore after the seal is tore. The after used of plastic bottle 350ml is used for refill drinking water or mobile water container. People put in either boiled water or purified water from the gallon container. The size of 350ml and 600ml is handy and easy to bring around. The after used of plastic bottle of the 1.5-liter size is container for any liquid available. People use it to put supply of water which comes from boiled water; palm oil from pouch package; used palm oil; ketchup or sauce from the pouch package; retailing gasoline and container for potions. Potions is ready to drink traditional beverages which contains of turmeric, ginger, etc. When people sell it, they do not describe the size in liter but based on the bottle's volume, by stating it "small aqua bottle" or "big aqua bottle".

In the everyday life, customers put Aqua in its total product, in a utilitarian way. People put the product function in relevance with their daily life. The bottle that has singular function becomes multifunction.

## The Advertisement of Aqua

At first the advertisement of Aqua is a product-oriented advertisement. The ads explain about where and how to get the water, about the purity of the water spring and the sophisticated production technology. Other ads put a scientist to prove the purity of the water and minerals ingredients in the water. The tagline used for the product-oriented ads is the goodness of nature, the goodness of life (Picture 1. a). In the ads, the product is usually situated in a house or depicting the freshness of the nature as seen in the following pictures, that states “drinks aqua every day” (Picture 1.b)



(a)



(b)

**Picture 1.** The Product Oriented Advertisement; (a) Product Featured, (b) Benefit Featured  
Sources: a. Berita Satu (2014), b. Wes Nu (2013)

It is only in the recent five years that the ads are oriented toward the consumer. The ads talk about the benefit that consumer get from the product. What is the use of mineral water to the body and what will happen in dehydrated situation (Picture 1, b). Here, the ads engage more and depicting them in their everyday situation. The everyday situation of productive people that fits to the capitalist term is busy at work, active and mobile. Observing the shift of the type of the advertisement from the product-oriented to the customer-oriented, in a way there has been a production of popular text. Production of popular text needs and requires cultural as well as social competence. The cultural competence is the knowledge of the conventions or rules that sustains the order. Social competence refers to how people likely to act, feel or reach to certain conventions and rules (Fiske, 1988, p.148). The shift of the style of advertisement shows a dialectical process which reveals a contradiction of top-down types of ads and bottom-up types of ads.

By observing the more recent genre of advertisements of Aqua, there is another shift. The main offering statement in the new genre is that people can be less focused and distracted when they are dehydrated. This offering statement is translated to varieties of distracted situation and the tagline is “Ada Aqua?” (Is there Aqua?). There are at least 15 versions of this genre that are available in YouTube. These ads in particular try to fit or make it suitable for mobile or active people who are youngster and working forces. What else for, people need to focus instead of doing a productive work?

People need to stay focus while doing their job, a role to fulfill in the capitalist era. Thus, the version of “Ada Aqua” depicting distracted situation and challenge to be focused. The copy ads tend to use parody or satire words and slapstick which are trendy in the young generation. The copy ads are not only informative but also entertaining. The following picture is a challenged not to be distracted. The viewer is challenged to distinguish between a singer (whose name is Sandy Sandoro) and a comedian (whose name is Narji) (Picture 2).



**Picture 2.** The Humorous Advertisement “Sandy Narji” version  
Source: Sandhy SonDoro #Twitter account

Another story is depicted by Picture 3. The taxi-motorcycle is a familiar public transportation in Indonesia. It is a tradition to ask for blessing by putting an older people’s hand or significant someone’s hand into forehead. This kind of behavior is also done by young couples. Usually, the girl puts the boy’s hand into her forehead as a sign of goodbye. Without a comprehension of the cultural and situational context, it would be difficult to create this version. In Indonesia that a “greeting” and a “goodbye” are done by putting other hand into the forehead because couples are socially prohibited to express intimacy at public. The picture tells that the girl is unfocused and puts the taxi-motor driver hands into her forehead. *Jombi* is a slang term for *Zombie*. *Zombie* in daily conversation could refer to a condition of disoriented and distracted. Here it puts as an abbreviation of “*Jomblo Bingung*”. *Jomblo* is slang word that means a free single, while *bingung* means distracted. Putting words together refers to a “distracted single”. “Abang Ojek” means the taxi-motor-driver. “Pacar” is unisex term for lover either boyfriend or girlfriend. “Abang Ojek Dikira Pacar” means “Taxi-motor-driver is thought as boyfriend”.



**Picture 3.** The Humorous Advertisement “Abang Ojek” version  
Source: Rebanas, 2017

Although the Aqua ads put girls and females as the distracted role are more popular there are also story that depicts a male role as the distracted role as seen at Picture 4. The ads of Aqua do not bring gender role issues into the spotlight. Both genders experience the embarrassing situation because of distraction and unfocused.



**Picture 4.** The Humorous Advertisement “Ibunya Pacar” version  
Source: Iklanesia HD (2017)

In the above ads, the boyfriend surprises his girlfriend about his arrival by playing riddles. But he is unfocused and closes the eyes of his girlfriend’s mother instead of his girlfriend. “Ibunya Pacar” means the girlfriend’s mother. The entertainment content of the ads makes people having fun. The situation and the story presented in the Aqua ads have a high modality. Modality is the measure of the closeness of the representation to the real and is the equivalent of mood in language (Fiske, 1988). People take it further into a more entertaining form, in this case is meme. The following are memes that sourced from the Aqua ads.

The main idea of the meme (Picture 5) is still the same idea to the ads. To get more focused, people need to drink mineral water. However, the talent exaggerates the act. Instead of using medium size bottle (350ml or 600ml), he drinks from a gallon (19 liter) size bottle. The meme is obviously excessive. This excessiveness is stated as the central feature in producer text. Excessiveness is meaning out of control, meaning that exceeds the norms of ideological control or the requirements of any specific text (Fiske, 1988). Reflecting further the above meme by the theory of articulation by Stuart Hall (in Fiske 1988), it depicts both texts available. It brings

text-centered way which reveals the main message of the ads in the picture. However, people push further into a reader-center way. The actor as a reader put his meaning by determining the way of doing it which is depicted in the size of the bottle. Another story is depicted in the meme (Picture 6).



**Picture 5.** Meme “Minum Aqua Segalon” version  
Source: Artiyono (2016)



**Picture 6.** Meme “Aqu” version  
Source: Artiyono (2016)

The meme (Picture 6) plays with the text. It is a semiotic activity. The starting idea is the unfocused or distracted situation, but it is ended up not into drinking mineral water. The text is written in Indonesian oral style “*kamu gak fokus karna butuh Aqua tapi kamu butuh Aqua*”. In a formal written style, it is supposed to be written “*kamu tidak fokus karena membutuhkan Aqua tetapi kamu membutuhkan Aku*”. The means of the sentence is “you are unfocused not because you need aqua but because you need me”. To fits the word “Aqua” toward the means of “*Aku*” (Me), the writer tweaks it into “Aqu” which sounds similar orally. It is stated that popular culture not as the consumption of image but as a construction of productive process which shifts from representation to semiotic activity, from textual and narrative structure to reading practices. The above meme maybe not serve any function in a daily life, but it is entertaining, and it contributes to the trendy streams of slapstick. This following version of meme puts a totally different meaning into the picture.



**Picture 7.** Meme “Galon” version  
Source: <https://me.me/t/indonesian-language>

The picture (Picture 7) depicts a male who brings many plastic gallons. From the shape of the bottle, we could understand that they were the gallons of Aqua. The gallon symbolically is used to emphasize the condition of the boy in the picture. The gallon word is tweaked into Galoon which is an abbreviation of “Gagal Move On”. “Gagal” means fail, thus the picture states that the boy is failing to move on. This meme is a writerly text which challenges reader to understand, because it has divorced from the intended meaning of the ads. Reader is also challenged to find connection between the symbolic items as simple as the gallon and the meme. There are at least ten versions of Aqua-related memes that could be fished from the website.

### **The Caused-related Marketing of Aqua “1 untuk 10”**

Aqua has a social campaign which is famous with the tagline “*satu untuk sepuluh*” (one for ten) and in this article will be abbreviated into “SuS”. That one bottle aqua bought by consumer equals to the distribution of 10-liter clean water in the remote area which has shortage of clean water. The targeted area is Nusa Tenggara Timur Province (NTT), at the eastern part of Indonesia (Darmawan, 2010). The targeted areas consist of villages that reside on top of the mountain. The villages have not had access to electricity and other basic services. The first SuS project was started in June 2007 and ended in July 2009. Right now, SuS project is in its third period and the targeted areas are still in the NTT.

Cause-related Marketing (CRM) program involves offering during certain period, in relation to specific product of companies, when the entire activity gives profit for company’s partner organization/non-profit organization (Anghel, Grigore, Rosca in Devi & Gupta, 2014). The activity is conducted in partnership within marketing promotion corridor.

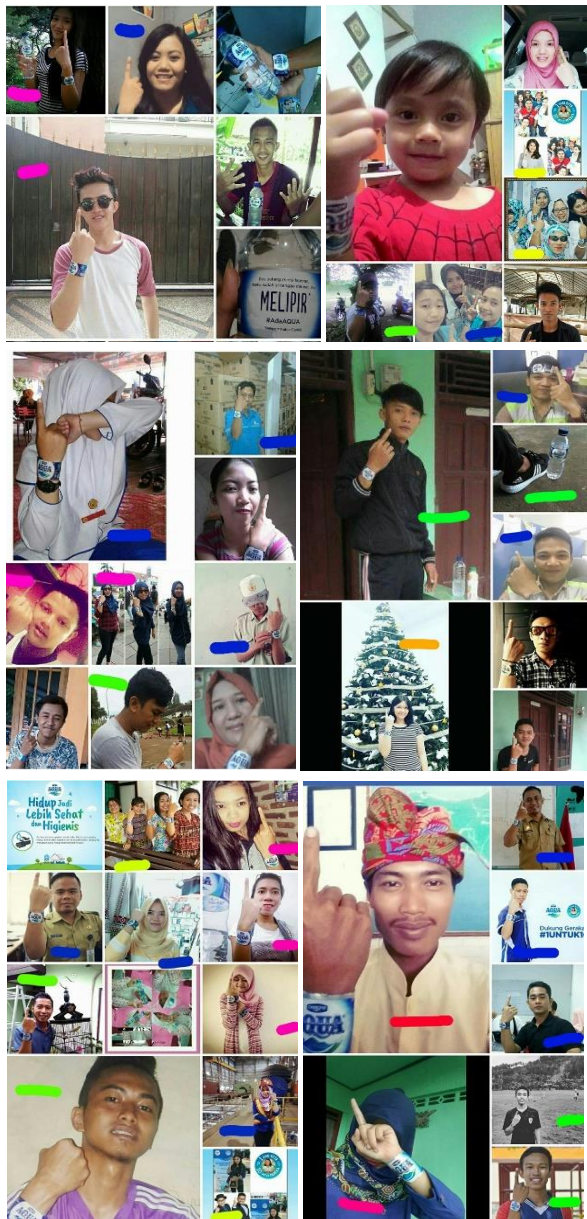
Types of activity are (1). Product sales, (2). Purchase plus, (3) Licensing to non-profit’s logo, brand, and assets, (4). Co-branded events and program and lastly (5). Social or public service marketing program. Product sale is when companies sell specific product, and some parts of the profit are allocated

for social activities. Purchase plus is when shops persuade buyers to donate their changes. It is often practiced in the convenience stores. Licensing the nonprofit’s logo, brand and asset is practiced by showing logo of non-profit organization in all promotion products and material (mugs and T-shirt for example). This presentation declares that the company supports the movement contrived by non-profit organization. Co-branded events and program is of a deeper involvement, when companies directly involved in a program conducted by non-profit organization, both in the form of appointing employees for the event or using company’s resources (laboratory, workshop, warehouse for example) to support the social activity. Finally, social, or public service marketing program is when company uses their marketing program to support change of behavior (Widiasari, Iedarwati & Isololipu, 2014). Based on type of activity SuS of Aqua could be categorized product because the availability of clean water in the remote area will be realized depends on the sales of 600ml size of mineral water.

The CRM involves three roles which are company, customer, and community. To be consistent to the previous discussion, the term Aqua will be used to refer to the company. There are relations between Aqua and its customer and relations between Aqua and the targeted communities. As discussed above in the relations between Aqua and customer, Aqua gains support by using SuS ads. In the advertisement, Aqua asks customers to buy the 600ml because it equals to the availability of clean water in NTT. Afterwards, Aqua also asks the supporters to upload their picture along with Aqua bottle’s band on the Aqua’s facebook platform named SehatAQUA with a hash-tag #1untuk10. Customers use the platform to declare their identities, styles and various life-related settings. It comes in the forms of photos and vlogs (video blogs).

Some of the photos could be observed below. Customers could be categorized into some categories based on what is depicted in the pictures. Some identified categories are working-related (blue doodle), ethnicity-related (red doodle), politics related (purple doodle), community related (yellow doodle), religion-related (orange doodle), hobbies and life-style-related (green doodle), and last category trend-related (pink doodle). All customers who participate in the photo-upload have decided to have a bit of fun. The category of trend-related is doing the photos to join the heap of self-picture or we-picture with as beauty or handsome or awkward look as can be. All the pictures are downloaded from the facebook account of Sehat Aqua, the authorized account of the brand.

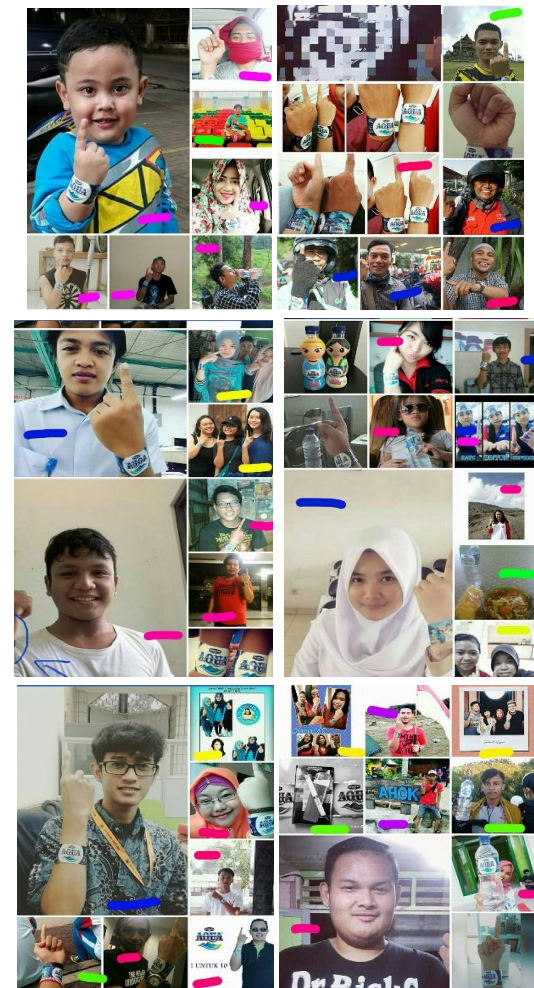
At the Picture 8, the picture with a red doodle depicts a man with Balinese ethnicity based on the hat he used. Pictures with blue doodle are pictures in the working settings which identified by their uniforms, or the company bear somewhere at the background. The picture with green doodle depicts people’s hobbies and lifestyle. The hobby could be seen from the clothes they used such as football or rider outfits while lifestyle could be observed based on the background.



Picture 8. Blue, Red, Yellow, Purple, Orange, Pink, and Green Doodle

The picture of more than one person is applied to the yellow doodle which means those people are identified themselves as a community. Meanwhile some of picture with more than one person and identified with company name are categorized into two doodle, community-related and working-related. On the Picture 9, there are two pictures that depict political tendency. One is the picture with Indonesian flag and the other one is picture which shows a politician name “Ahok”.

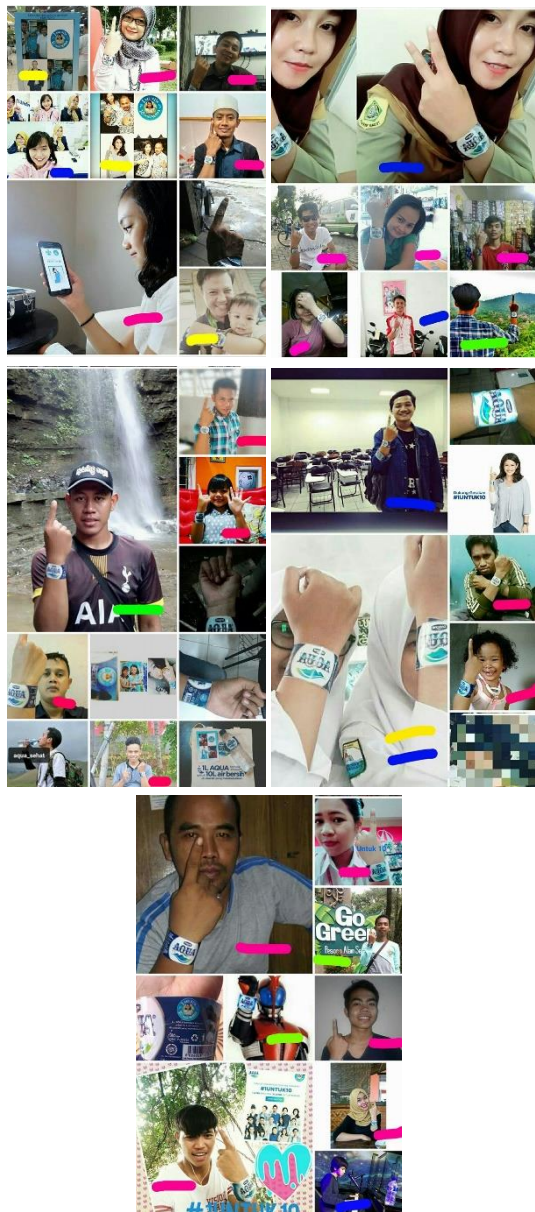
On the Picture 10, there is a picture with political tendency but doodled in red which supposed to be in purple. It is the man with a cap written AHY (an abbreviation of politician name). A man with orange vest and standing in front of aqua boxes pushes his creativity further by applying a mirroring photo-edit.



Picture 9. Blue, Red, Yellow, Purple, Orange, Pink, and Green Doodle



Picture 10. Blue, Red, Yellow, Purple, Orange, Pink, and Green Doodle



**Picture 11.** Blue, Red, Yellow, Purple, Orange, Pink, and Green Doodle

Pictures 11 show how people decipher the message to be used based on their interest or needs. SuS “1 Untuk 10” as the CRM message is a top-down message which intended to gain financial supports from people. However, photos with hash-tag “1 Untuk 10” are bottom up messages. Those messages are representation, efforts to construct individual meaning using the source from the dominant power. The newly constructed meaning is not necessarily different messages but contains supplemental messages that depict gender, class, race, sexuality, religion, and further key constituents of identity (Kellner & Durkham, 2006). Homogeneity of preferred meaning could be observed on how people show a band of the package and put hashtag. However, the heterogeneity of the message reading determines people to situate themselves in certain space with certain uniforms or clothes and have their face as dominant

depiction, not the packaged-band or simply focus into their hands that bear the packaged-band.

Identities brought up by consumers along with their individual expressions are summarized by the following table.

**Table 1.** Summary of “Satu untuk Sepuluh”

Number	Dimensions	Frequency
1.	Participative photos	162
2.	Sex observed in the photos	a.Male 77 b.Female 53 c.Mixed 7
3.	Appearances	d.Object 25 a.Face 124 b.Limbs 25 e.Object 11
4.	Number of people in the picture	a.Alone 129 b.More than one 22 c.Object 11
5.	Identity presents	a.Work related 21 b.Student related 7 c.Hobby related 16 d.Freestyle 100 e.Cannot be defined 20
6.	Other presented identity	a.Religion 24 b.Community/ethnicity 1 c.Political tendency 3

Source: Data Processing

Total numbers of the participate photos is 162. Sex observed in the photos refers to how many males or females appeared in the photos. Mixed means the photo bears male and female. Object defines that the pictures only reveal things or part of body. The appearance describes which part of an individual that appears in the pictures. Thinking that these pictures are representation of people, how people would like to follow the patron of Aqua, but they also want to make them shelves visible. Thus, the interpretation of concealed identity starts from the most common which is sex, occupation and further the religion, community or ethnicity and political tendency.

How about the relations between Aqua and the communities which became the target of the social activities? Aqua accomplishes the program by sub-contracting it to international and local non-governmental organization. They are ACF (Action contre La Faim) from France and Yasna (Yayasan Ndua Ate) from local NTT Province (Kompas.com, 2009). The affiliation to ACF could be easily traced since Danone is a France home-based multinational corporation. Via both organizations, Aqua builds the piping systems, trains locals to maintain the installation which is organized them in a water committee. The members of community also participate to build the piping system. There is no evidence about payment of their working hours but since those installations are made for them and there is value of “gotong-royong” (cooperation) inherent in Indonesian. Hypothetically there are no payments for their working hours. Further, the targeted community becomes material of the CRM advertising that shows how the locals are appreciating



the program. The process of commodification is justified as a trade to the access to clean water. The advertisement of the CRM program is as seen as following (Picture 12). The message is translated as “it is difficult to get water in our village, I have to help my mother looking for some”.



**Picture 12.** CRM Advertisement “Cari Air” version  
Source: Hasudungan (2015)

Another advertisement of CRM is depicted as the following, which copy states ““thank you brother and sisters, sir, madam, all. We are happy there is a program in our place” (Picture 13). From both pictures, we could observe they are depicting locals with originating from the eastern part of Indonesia. It projects that popular culture is embodied with opportunistic spirit which opens the door to an opportunity to fight back in the micro-politics arena which is the everyday life. This is emphasized by study of Eco that stated that television ads in depressed countries serve as revolutionary messages (Fiske, 1989, p.131).



**Picture 13.** CRM Advertisement “Terima Kasih” version  
Source: GoRiau (2014)

The project gets its water resources from the mountain. The water distributes in a piping system and is also equipped with manual hydrant pump for the higher areas. Communities could access the water at 19 points of water tap and 45 artesian wells. The first project of SuS provides clean water for about 19.000 people. The direct influence of the program is a decrease of diarrhea cases which usually happens because of consuming dirty water (Kompas.com, 2009). The piping system shortens the time to access water. Before it takes 45 minutes at the average to get consumable clean water, the time is shortening into 20 minutes (Ranchman, 2014). By 2010, the program has already provided clean water for about 32.000 people (Dharmawan, 2010). People still must put effort to access clean water compared to the urban household that clean water access is as far as the water tap.

How the targeted community genuinely respond to the program are not yet documented. It becomes the limitation of this study. Hypothetically that they use the water not only for

consumption but also for any other purposes such as bathing and watering the plants. The location for the activities of CRM reflects the central-peripheral issues. As a developing country, Indonesia is also conditioned to have a top-down development system which is a trickled-down one as suggested by developed countries technocrats (Harvey, 2005). That system creates development gaps between the central areas which tend to be in the western part and the remote-peripheral areas which are mostly in the eastern part of Indonesia.

## Conclusion

As the market leader brand, Aqua gets famous before it starts its social campaign. Baudrillard posits that consumption is the idea and the meaning of the object, message, image, or product that is desired taken and used for individual benefit. People at certain level could be influence by advertising, drifted off and lullabied, however the muscle system of the everyday takes charge in the micro-politics on how people individually decide and take benefit from any available resources.

In terms of the relation of Aqua and its customer, company could accuse of giving a false feeling or a sense of “has been doing something” by buying the mineral bottle. Aqua creates the illusion and enforces sleeper effect at the customer side. However, the slapstick and satire versions of ads give notions that customer and target audience are rationally selecting what they want to see and how. Further they are active audience who continually give meaning in any circumstances. They are actively constructing their social reality.

In the world of consumerism and materialism, people are born into the situation that is comforted by existing economic systems. Corporation is inevitably playing roles in various sectors that support the fulfillment of the necessity of life. The memes and the participation are not a movement against the incumbent power, but they are efforts of people in constructing their life. People are the main social actors who are interpreting and recreating their world views.

The advertisement looks powerful because they are mediated by media mainstream. The advertisement proliferates into many versions and multitude in the presence of social media. However, advertising could only harness and shape socially created desires. It is proved by the transformation of the advertisement of aqua from a product-oriented advertisement into a customer-oriented advertisement. The ads try to deal, engage and in relevant to the constructed customer culture.

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