

BAB 5

Kesimpulan

Pada bab ini saya akan mendeskripsikan kembali beberapa hal yang ada di dalam penelitian, mengenai representasi keluarga yang ada di Indonesia khususnya yang ada di daerah perkotaan.

Dari penelitian yang saya lakukan dapat disimpulkan bahwa Toyota Kijang selalu menampilkan konteks yang berhubungan dengan keseharian keluarga urban. Dan narasi yang di hadirkan oleh Toyota Kijang ini berkaitan dengan dominan pada masa itu. sehingga ini lah yang akhirnya membuat Toyota Kijang menjadi identik sebagai mobilnya keluarga Indonesia karena masyarakat dapat memaknai bahwa mobil Toyota Kijang sangat dekat dengan keseharian masyarakat Indonesia.

Mobil Toyota Kijang menjadi identik sebagai mobil keluarga Indonesia, identik disini karena Toyota Kijang sudah lama menemani masyarakat Indonesia dan sudah memenuhi kepuasan masyarakat Indonesia dengan menghadirkan mobil yang ideal bagi keluarga. Sehingga pada generasi berikutnya akan menimbulkan memori ketika melihat mobil ini, mengenang masa kecil berlibur bersama keluarga menggunakan Toyota Kijang dan banyak dari masyarakat pada generasi ini yang membeli mobil Toyota Kijang karena sudah percaya dengan

produknya dan ingin mengenang masa kecilnya dan menurunkannya kepada anak-anak mereka.

Research Summary

In this chapter I will re-describe some of the things that are in the research, regarding the representation of families in Indonesia, especially those in urban areas. Indonesia is a country with many cultures, the culture in Indonesia usually characterizes their respective regions. From this characteristic, urban areas such as cities become a place where various cultures meet. Culture plays an important role in regulating the functions of family members to adapt to the shift in values that occur in society.

Conjugal families can be found in every region in Indonesia because the social characteristics of the family in Indonesian society indicate a close relationship between personal needs to be respected as family members. The existence of urbanization forces people to be modern in family life, urbanization is the movement of rural communities to cities and the formation of urban communities, in this case dynamic culture becomes a factor that balances traditional culture in the face of this economic growth that forces society to become modern, previously the results of the economy were obtained from agricultural products such as plantations and then turned into independent families in urban areas who did not rely on agricultural products to support their daily needs.

Urbanization that occurs in society certainly changes the pattern of daily life between urban and rural communities. Urban society, their pattern of life is more oriented towards worldly affairs because they have to meet the many needs in urban areas, in contrast to the pattern of life of rural communities which are still thick with traditional, religious and religious values. The rapid development of culture in urban society occurs because many people move to urban areas with a variety of different cultural backgrounds and this makes urban society more open to change. In urban society.

The city becomes a place to look for self-development potential to improve life with the many available business opportunities and jobs. Cities are places with adequate facilities for better survival because of the availability of adequate facilities such as higher education equipped with more advanced technology and information, health facilities that are far better than rural areas, availability of complete goods and being the center of trends.

With many rural people migrating to cities in search of a better life, this has made public transportation more congested and disrupted the mobility of urban communities. Among the trends that are developing in urban areas, private vehicles are one of the trends that are developing in urban areas, having a private vehicle provides a way out for urban communities to easily carry out their mobility without having to jostle with other people on public transportation. Private vehicles that are developing in urban areas are motorbikes and cars.

Having a private vehicle can certainly make it easier for people to meet their needs, but as time goes by private vehicles present many problems such as congestion and lifestyle, by owning a private vehicle, people are encouraged to be even more active at work because their needs increase by owning a private vehicle, such as maintenance and fuel costs. And this is also what creates a stereotype when someone owns a car as a personal vehicle, they are considered a successful person because they can afford to buy a car that is much more expensive than two-wheeled vehicles or motorbikes and are able to maintain it.

Glamor culture wants to show itself to the public, which is present among urban communities, which is developing quite rapidly. City people usually consume all cultural products that come from outside themselves such as money, beauty and fame. Cars in modern society have become something that must be owned to show themselves to the public about their success because of owning a car, and cars present an exclusive impression when compared to two-wheeled vehicles, cars have more excess passenger capacity, don't feel hot when the day is hot, when it's raining they don't get wet from rain and can show their success to the general public because the price is more expensive than motorcycle.

Private vehicles have become a new lifestyle for urban society, lifestyle is a certain type of social relationship for historical and living conditions. The lifestyle of the urban community has become a consumptive society, this activity is very detrimental to the urban community because they buy goods on the basis of their desires not their needs, for example an upper class family usually has two cars to fulfill their desires, the first car is an MPV car or Indonesian people know

it by family car. This car is usually used when they want to travel with their family, and the second car is usually a hobby car such as a sports car, classic car and collection car, this is done because it shows themselves that they have an expensive hobby and not everyone can do it. the hobby.

In this research, I discuss the representation of car advertisements from a cultural perspective, especially for family cars, and the family car that I chose as the object of research, namely the Toyota Kijang, because this car is currently the most popular family car and recognizes that the Toyota Kijang is an inter-class car generation. This is what got me interested in researching this family car, how the Toyota Kijang car presents the car concept for urban families in Indonesia and how the Kijang advertisement narrates urban families in Indonesia so that they become the preferred car for every generation in Indonesia and become a family car.

In researching the Toyota Kijang advertisement, I based on the representation theory discussed by Stuart Hall in his book entitled "The Work Of Representation" to see the meanings contained in the Toyota Kijang advertisement. And the advertisements that I analyze take from each different time period such as the advertisement for the Toyota Kijang Baru which aired in 1986, the advertisement for the Toyota Kijang edition "Mandi Didalam Mobil" which aired in 1997, the advertisement for the Toyota Kijang edition "Tanpa Dipandang Pun" which aired in 2002, and the "Seize Every Moment" edition of the Toyota Kijang Innova advertisement which aired in 2020.

The Toyota Kijang Baru ad that aired in 1986 told of a child singing in a car with a park as the background, followed by the appearance of several family members such as father, mother, sisters, grandfathers, grandmothers, uncles and aunts. It is also told that this car is the center of attention of the urban community when it is walking through the city and with the sentence said by the narrator "a new life has been born in Indonesia, a new Kijang has created it" this means that the new Toyota Kijang creates a new life or a new activity that easier and more comfortable by presenting the concept of a family car that is safe, comfortable, ergonomic, inexpensive, and minimal maintenance. And it's more fun with the new life that is presented by the Toyota Kijang by showing a small child singing in the car. A small child singing in a car connotes happiness or pleasure and there is a scene that shows this car traveling around urban areas becoming the center of attention of urban society. In this ad, Toyota wants to introduce a new activity, namely owning a private vehicle, owning a private vehicle will make its users feel happy and comfortable and using private vehicles can become the center of attention of many people because in 1986 there were still few people who owned private vehicles and still relied on public transport.

In the second advertisement for the edition of "Mandi Di Dalam Mobil", which was broadcast in 1997, it represents the nuclear family consisting of father, mother and sons. At the beginning of the scene, the father is shown soaking in the bath, followed by his son who wants to take a bath, and it turns out that they are soaking in the bath in a car. In this scene, we want to show the spacious cabin of the Toyota Kijang and represent the comfort of being in a car, that comfort is

presented by soaking in a bathtub in a car. Bathtub itself represents comfort and luxury. And then the scene shows the mother driving the car with the child and father still soaking in the bathtub. From this scene it can be interpreted that the Toyota Kijang can also be driven by women because it has adequate comfort and safety facilities so that women can also use this car and this advertisement wants to convey that the Toyota Kijang is a luxury car by displaying a bathtub which is its bathing culture western people and are considered luxurious because the price is expensive and made of natural stone or ceramics, then there is a golf bag which is a sport that is liked by people with high incomes.

In the third advertisement with the edition "Tanpa Dipandang Pun" aired in 2002, it wanted to explain that a private car is a must-have for large families in Indonesia by using a color background as a sign that the car gives a more colorful life or it can be interpreted that when a family The big ones have their cars become more respected and considered a happy family. Want to say that a big family is not complete if you don't have a private car at home.

And in the last advertisement that aired in 2022, the "Seize Every Moment" edition wanted to convey that the Toyota Kijang is the car of choice for upper class and middle class families and also this car wants to reduce the image as a family-only car by showing lovers having dinner. by using a Toyota Kijang. Toyota Kijang would like to convey that this car is very suitable for various generations, be it for people who already have a family or not. Because this car is very up to date in terms of design and elements of luxury by presenting a

contemporary design, electric interior design and the presence of a monitor on the instrument panel so that it displays a luxurious impression on the car.

In an advertisement that aired in 1986, the Toyota Kijang presented the concept of a comfortable car equipped with air conditioning, safe by presenting security systems such as seat belts, having a large passenger capacity, and ergonomics. Then in 1997 presented the concept of a car that kept up with the times with a rounded car body shape, at that year there were still many car shapes that were square and cars with a rounded shape were considered more modern, with facilities that were still the same as before only in a more modern design. Then in a car advertisement that aired in 2002 by presenting a luxury car concept with chrome accents on the front grille, and still with a rounded shape, and retaining a characteristic of the Toyota Kijang namely comfort, safety, large passenger capacity, and spacious trunk.

The ad that aired in 2020 presented the concept of a luxury car designed to keep up with the times, by adding a large and accessible instrument panel for watching and listening to music. then it has the advantage of filtering incoming air to make it cleaner and healthier for its users, and still maintains its characteristics, namely comfort, safety, large passenger capacity, large luggage capacity. This is what makes the Toyota Kijang synonymous with being a family car because in every generation the Toyota Kijang still retains its characteristics and is designed to always keep up with the times so that this car is loved by many generations.

The Toyota Kijang always presents the concept of a family that is common in every period, as in the Toyota Kijang advertisement that aired in 1986, it is represented by a large family consisting of father, mother, grandfather, grandmother, uncle, aunt, a pair of sons and daughters, then in advertisement that aired in 1997 represented a new family, which consists of a father, mother and son and in this advertisement it is like narrating a new upper class family by presenting symbols that indicate a certain social class such as golf bags, ice boxes and bathtubs and in advertisements that aired in 2002 narrates an upper class extended family consisting of father, mother, grandparents, uncles, aunts, a pair of sons and daughters.

There is a difference between the narration of the extended family that was present in 1986 and 2002 in the advertisement that was broadcast in 1986 which did not show symbols that could interpret the social class of the family, whereas in the ad that aired in 2002 presented symbols that could interpret the social class of the family concept that was presented, such as a luxurious house with a large yard, this could be interpreted that the large family was an upper class extended family.

And the advertisements that aired in 2020 interpret several different points of view, first showing a nuclear family consisting of mothers and their children, and it is assumed that they use the services of drivers to assist in their mobility, due to the absence of a father figure in the first point of view, and when viewed from the car park which is in the basement of an apartment and has a driver to assist mobility it can be interpreted that the narrated nuclear family is an upper

class nuclear family and is also supported by the child's expertise, namely playing the violin which has the image of being a high-class musical instrument.

Then in the second point of view narrates the nuclear family given by the father, mother, a pair of sons and daughters, the family wants to visit a cinema to watch space-themed films. In this family's point of view, Toyota Kijang wants to narrate the middle class nuclear family and narrate when an urban family is on vacation with their family they usually spend time visiting the cinema and then traveling around town together.

In the last point of view, it is narrated that a couple of lovers are going to have dinner at a restaurant which, when viewed from the ornaments in the restaurant, can be assumed that the restaurant is an expensive and luxurious restaurant and it can also be assumed that this pair of lovers come from an upper class family, and from this point of view interprets that the lifestyle of young people in urban areas has an interest in exclusive and luxurious things such as having their own private car and when they are free they visit luxury restaurants to spend time with their loved ones.

The Toyota Kijang advertisement that aired in 1986 built the cultural context of economic development in Indonesia and the Toyota Kijang helped build economic development with programs undertaken with the government, namely the Simple Commercial Motor Vehicles (KBNS) program and several government programs that succeeded in prospering the community.

In the Toyota Kijang advertisement that aired in 1997, this contextualized the peak of economic development in Indonesia because the economy was stable, Toyota Kijang wanted to build the opinion that a private car is a dream vehicle and users can do anything with their personal car.

The Toyota Kijang advertisement that aired in 2002 wanted to show a nostalgic context for the Toyota Kijang car by using a monochrome color background and showing that this car was very popular among Indonesian people.

Then the last advertisement that aired in 2020 wanted to provide context that it is important to do activities with family or partner. Because in 2020 the world is experiencing a pandemic, and many tourist attractions are closed and people are prohibited from interacting directly, this aims to prevent the spread of the virus. Toyota Kijang in each advertising period always associates it with the context that is happening in each period.