

Chapter V

Conclusion And Recommendation

This is the last chapter of this research. In this chapter, the conclusion of the previous chapter is presented. Besides, this chapter also provides the recommendation for further research.

5.1 Conclusion

The object of this research is six commercial videos of Coca Cola from four countries in Asia which used glocalization approach namely Indonesia, Nepal, India, and Bangladesh. This research focused on the forms of glocalization found in each objects. From eight elements of advertising, only four elements were found changed and added with local elements. Those four elements are character, scenic background, story of commercial and voice-over and dialogue. It portrays real people by showcasing their way of life, language, attire and other cultural symbols in order to persuade Asian societies.

Coca Cola employs local spokesperson in every nation, which creates a sense of familiarity with the audiences. The character in the campaigns showed as a family celebrating a religious holiday together which is in accordance with the identity of Asian who are very collectivist. The usage of locals in the advertisements is done in an effort to capture common traits and behaviors among Asians, as Asian culture is unique, specific and evolve from one society to other societies.

Through its campaigns, which are created in accordance with the social framework of the target country, Coca Cola employs delicate concepts such as religion and family, and mainly the depiction of mother as the center of the story, as the main theme of its narrative to draw Asian's attention. As a result, global brands typically reach consumers wherever they are no matter what kind of culture a person comes from, as the goal of a global brands is to create a global culture around the consumption of that brand. The scenic backgrounds shows in the video advertisements mostly are traditional foods and the textile crafts that highlighting the main product.

The use of local language in the dialogue between the characters with the addition of a few English words is to influence how viewers view the local celebrities. The way they use local language reflects the society in which they live. It shows the local elements more, but the brand still maintains its global.

5.2 Recommendation

There are at least two recommendations of theories that can be presented from the results of the analysis. Those are comparative and consumer culture. Moreover, this research can also be used to raise awareness about glocalization in our society. Hopefully, these recommendations will be beneficial for those who are interested in doing literary research in cultural study.

The first recommendation is comparative. In this study, the comparison between the same commercial video of Asian version and European version could be analyzed. The Asian version of Coca Cola's campaign is sometimes glocalized

and has some differences with the European version even though they are in the same campaign.

The second recommendation is ideology in cultural studies. In this study the ideology behind the ads could be analyzed. Cultural turned to structural methods of text analysis to help make sense of how the world was intended to imply. Textual analysis or audience studies could be used to interpret the politics in contents but also the politics embedded in people's understanding.

