

VISUAL RHETORIC OF ULTRA MILK X ITZY ADVERTISEMENT ON YOUTUBE MEDIA

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ABSTRACT

The advertising industry in Indonesia currently uses many brand ambassadors from South Korea. The use of brand ambassadors is considered to have a lot of influence and fans. Since the entry of Hallyu culture and its spread in Indonesia, people have begun to recognize several South Korean cultures such as drama, music, beauty products and food. Advertising as a message communication tool, seeks to persuade consumers to choose products. Ads that use visualizations from South Korea are effective in increasing sales of local products and the image of these products. The purpose of this study is to analyze the meaning of messages and visual images displayed by advertisements in campaigning #DontStopYourMove in collaboration with Korean idols ITZY on YouTube social media for the younger generation. This research uses a critical paradigm through descriptive qualitative research methods to identify data and analyze the visual text of advertisements with observation steps through scenes in advertisements. This research uses the rhetorical triangle approach and the AISAS Model communication flow. This research aims to interpret the meaning of the message in the advertisement and analyze the visual image and analyze the audience's activity of interest in the Ultra Milk advertisement to see the position of the advertisement and ITZY brand ambassador who promotes Ultra Milk milk products and campaigns #DontStopYourMove. The results of this study show (1) The meaning of Ultra Milk's advertising message is for young people who have a lot of activities to consume milk as a nutritional companion, becoming a generation that "Don't Stop Your Move to be Unstoppable Generation, (2) The visual image built by Ultra Milk in collaboration with ITZY is expected to make the audience like Korean idols who have unique characters, enthusiasm, different and actively moving, (3) The advertisement gets the attention of the audience through brand ambassadors, visuals and products.

KEYWORDS advertising, visual rhetoric, brand ambassadors, campaigns, audience



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INTRODUCTION

The Ultra Milk X ITZY advertisement was aired in July 2022 to commemorate the 50th anniversary of Ultra Milk dairy products. PT. Ultra Milk Industry launched the #DontStopYourMove campaign with ITZY for the advertisement on Ultra Milk's official YouTube page. ITZY is a fourth-generation Korean Pop idol group under the management of JYP Entertainment, debuting in 2019.

According to the official Ultra Milk website, the Korean Pop idol group ITZY received awards such as the 2022 with 960 million global on-demand streams. ITZY also received awards such as Rookie of the Year in 2019 at the Asia Artist Awards, Female Rookie Idol of The Year in 2019 at the Brand of Year Awards, and The Female New Artist in 2019 at the Genie Music Awards, among other nominations and awards. This prompted Ultra Milk to select them as the brand ambassadors for their UHT milk.

The Ultra Milk X ITZY advertisement features each member of the ITZY girl group. Each member's character represents #TheUnstoppableGeneration, embodying confidence, resilience to judgment, and pursuing their interests boldly. The song "Wannabe" by ITZY is also featured in the advertisement. Released in March 2020, this song from their Mini Album serves as a reminder for fans or listeners of the group. Visual rhetoric demonstrates how visuals communicate with the audience. Visual rhetoric is crucial in analyzing the Ultra Milk collaboration with ITZY advertisement to identify and analyze the messages conveyed to the audience, including the advertisement's objectives, desired outcomes, and subtypes of messages conveyed.

One of the instant media platforms playing various roles is social media. Social media enables users to represent themselves, collaborate, share, communicate with other users, and build virtual social connections. Social media supports social interaction as an online communication form. Interaction occurs through the comment section on platforms like YouTube, allowing the audience to understand the messages conveyed, product quality, and the role of brand ambassadors in engaging with Ultra Milk dairy products.

The research titled "Visual Rhetoric of Ultra Milk X ITZY Advertisements on YouTube" examines how the interpretation of persuasive messages and visual imagery present in the Ultra Milk X ITZY advertisements is based on visual rhetoric and how this advertisement involves audience interaction on YouTube using the AISAS Model. This research also highlights the phenomenon of the Korean Wave, including Korean Pop idols, particularly popular among teenagers. Korean Pop has become a significant entertainment industry trend in Indonesia since the 2010s, with Korean culture spreading through various media channels.

The Ultra Milk advertisement collaboration with ITZY has intriguing elements, utilizing the involvement of the famous South Korean music group ITZY, which garners significant attraction. The audience is interested in seeing how ITZY engages in the Ultra Milk advertisement and interacts with the Indonesian dairy product. The advertisement is creatively packaged with visually appealing elements,

special effects, or unique concepts. The use of music combining Korean and English languages adds to the advertisement's appeal.

The research aims to uncover the meaning of the messages conveyed through the Ultra Milk X ITZY advertisement, introducing a new visual image with the concept of youth and Korea, and examining the impact of audience interaction with the advertisement. In exploring this phenomenon, the research will explain the communication of Ultra Milk's advertisement messages collaborating with ITZY and receiving positive or negative responses from viewers on the Ultra Milk YouTube page. The theoretical benefit of this research includes understanding the visual advertising concept, visual rhetoric study, and introducing descriptive analysis methods to identify advertisement elements. The practical benefit is to inspire advertising practitioners to create effective communication strategies through visual rhetoric, enabling a close relationship between advertisement visuals and the audience, especially in the teenage context through YouTube media.

Several previous studies have been conducted to strengthen this research's position in understanding advertisements, visual rhetoric, the AISAS Model, and various campaigns. Soraya's article (2022) discusses visual rhetoric in human interest photography on Instagram, focusing on the symbolic meanings contained in those photos. This research aligns with ours in understanding social media visual content using visual rhetoric, although different in object and platform analysis. Dwi Putra Bhakti & Rizal Dwi Yulianto's study (2023) examines visual rhetoric analysis in Ebrahim Norroozi's sports photography of Afghan women, highlighting criticism of Taliban government policies. This research is similar to ours in the use of visual rhetoric theory, although it focuses on YouTube media and audience interaction.

Aini et al.'s research (2021) analyzes visual rhetoric on SkinnyIndonesian24 YouTube content, highlighting the messages conveyed by YouTubers. Although focused on a different analysis platform, this research aligns with ours in the use of visual rhetoric theory. Humaira's study (2021) analyzes the AISAS Model in marketing communication of cosmetics in online beauty forums. Although the objects are different, this research aligns with ours in using the AISAS Model as an analytical framework. In this study, previous research is used as a basis to understand and analyze the Ultra Milk X ITZY advertisement on YouTube, using visual rhetoric and the AISAS Model approach. This helps in understanding advertisement message interpretation and its impact on the audience, providing new contributions to advertising and visual communication practices.

This research examines the visual rhetoric message meanings in the Ultra Milk advertisement campaign #DontStopYourMove on the social media platform YouTube. Using established conceptual frameworks, this research adopts several theories, including advertisement, brand ambassadorship, cinematography, visual rhetoric, and the AISAS Model. Advertisements aim to encourage consumers to use the advertised products and are highly influential promotional forms in corporate marketing strategies.

Print and online media, including YouTube social media, have become important advertising spaces. Brand ambassadors, often prominent or influential figures in society, play a crucial role in introducing and marketing products.

Cinematography, as the visual art in film production, also plays a role in conveying messages in advertisements through various techniques such as camera angles and image composition. Visual rhetoric is applied in the analysis of this advertisement, examining the relationship between visual images and consumer message understanding. The AISAS Model theory is used to understand audience behavior in responding to the advertisement, from initial attention to actions such as sharing or purchasing products. Using this conceptual framework, this research aims to reveal the meaning of the messages conveyed in the Ultra Milk X ITZY advertisement and how these messages influence audience behavior and perception.

RESEARCH METHOD

The research method used in this study is qualitative, relying on data in the form of text and images. The approach used is based on rhetorical theory with a critical paradigm, allowing for interpretation of meanings and visual images. This research focuses on interactions occurring in the Ultra Milk X ITZY advertisement on Ultra Milk's official YouTube page, taking into account comments from engaged audiences. The analysis is conducted on the meaning of messages and the positioning of Ultra Milk products using Korean Pop idol group ITZY as brand ambassadors, employing the visual rhetoric approach of Hesford and Brueggemann. Evaluation of the visual image of the advertisement is carried out using Sonja K. Foss's rhetorical approach, while the interaction between the brand and the audience on YouTube social media is analyzed using the AISAS Model approach. Data collection techniques involve observation, documentation, visual materials, and literature studies as data sources. Data validity is obtained through triangulation of information sources and detailed descriptions of scenes as well as researcher opinions. Data analysis is conducted through steps such as managing and reducing data, coding data, describing data, and presenting data in narrative or descriptive form. The final step is to interpret or interpret the analyzed data.

RESULT AND DISCUSSION

Analysis of Message Meaning Interpretation Based on the Rhetorical Triangle of the Ultra Milk X ITZY Advertisement

Subject or Content

In the analysis of the subject or content, it is explained through a table representing each image in scene 1. The breakdown of subject or content analysis is divided into (1) subjects that appear in the scene and visual components, (2) setting, and (3) narrative elements. Elaboration for the analysis of subject or content is carried out through tables 1 divided into scenes in the Ultra Milk X ITZY advertisement.

Table 1 Analysis of Subject or Content in the Rhetoric of Scene 1 of the Ultra Milk X ITZY Advertisement

Scene 1 of the Ultra Milk X ITZY Advertisement



Time code: 00.00 – 00.01

Subjects Appearing in the Scene: In this scene, the object clearly depicts a cityscape with neatly arranged skyscrapers and bustling streets and vehicles at a glance in the early scene, indicating an advanced and modern civilization that serves as a point of interest. Upon closer examination, the city used in this scene is Istanbul. Istanbul is known as a center of cultural and economic hub due to its strategic location separated by the Bosphorus Strait, with parts of the city located in both Asia and Europe. The city of Istanbul bears witness to a long history of civilization, especially in the country of Turkey.

The videography uses a dominant color scheme in this scene, ranging from blue to gray, with a dawn atmosphere featuring a hint of orange in the clouds.

The videographer composes the visual components in this advertisement to showcase the long journey of the Ultra Milk manufacturer. The composition used by the videographer is a wide-angle lens, which creates a wide view of the entire scene while keeping the image sharp.

Setting: Morning, Cityscape

Narrative Elements: The text that appears in scene 1 is the Ultra Milk X ITZY logo. The Ultra Milk logo uses a sans-serif font type, with the font name Castle T Ultra in white. Meanwhile, the ITZY logo is a sans-serif font type, closely resembling the font name Washington Medium in white and pink. The sans-serif type in both logos gives a modern and simple impression.

The narrative element in this visual advertisement aims to tell the story through the simple and modern font style of the Ultra Milk logo. Does this collaboration

innovate by following the trend of the times where the target of the product is the younger generation?

This narrative element also tells the long experience of Ultra Milk in selling or building the branding of the first UHT milk product in Indonesia. The collaboration between Ultra Milk and ITZY in 2022 forms a phenomenon of Indonesian product brands partnering with top artists, especially those from South Korea. Currently, ITZY is a popular idol group and is the fourth-generation idol, popular in Indonesia.

From the analysis of subject or content based on table 1, it can be concluded that throughout the scenes in the Ultra Milk advertisement, various Ultra Milk flavor variants such as Mocha, Caramel, Strawberry, Taro, and Chocolate are displayed. The videographer conveys through several scenes depicting productive activities of young people consisting of makeup, innovation in fashion, playing PlayStation games, and several scenes expressing the feelings of a young generation such as heartbreak and motivational spirit represented by the personal branding of Korean artist ITZY who is currently popular in Indonesia.

In the Ultra Milk advertisement, there are also text elements narrating motivational and positive sentences in each scene featuring products and after consuming the products. The long journey of the product, which is the main point of branding, is carried out by Ultra Milk in the advertisement promotion. The flavored milk products by Ultra Milk are dedicated to the young generation who have a variety of activities both inside and outside the home. The young generation who express themselves in experimenting with activities that can be done indoors. Some people may think that active and productive activities are done outside the home (outdoors) rather than indoors. In fact, creativity and productivity can also be achieved indoors.

Audience or Context

In the analysis of audience or context, it is explained through a table representing each image in scene 1. The breakdown of the analysis of subject or content is divided into (1) scene analysis, (2) music background, and (3) narrative. Elaboration for the analysis of audience or context is carried out through table 2 divided into scenes in the Ultra Milk X ITZY advertisement.

Table 2 Analysis of Audience and Content in the Rhetoric of Ultra Milk X ITZY Advertisement

Scene Analysis	Music Back sound	Narrative
In scene 1, the message intended for the audience is the hope for the future of an advanced and modern city civilization carried by the younger generation.	Intro music	None

From the analysis of the audience or context aspect in table 2, it can be concluded that the theme conveyed in the Ultra Milk advertisement collaboration with ITZY revolves around various aspects of life or activities that are inseparable from the current young generation. This can be seen from the narrative form of the story presented in the video such as makeup, makeovers, playing games, doing something according to their desires, togetherness, happiness, and joy. Through their role in collaborating with Ultra Milk, ITZY represents the spirited and confident young generation. ITZY also conveys a message in the lyrics of the song used in the advertisement, "I don't wanna be somebody, just wanna be me!". The videographer uses cultural elements that are considered understandable by the target young generation, containing an invitation to become an influential figure or trendsetter like Korean idols. The portrayal is hoped to inspire all young generations to be beautiful or handsome, successful, famous, creative, hardworking, and everything else that sparks the spirit to achieve their dreams. The videographer intentionally includes several scenes related to the current situation of the young generation.

The Ultra Milk X ITZY advertisement also contains cultural elements brought by ITZY using both South Korean and English languages in the lyrics or background music. Language serves as an indication in interacting with the audience and conveying information, feelings from ITZY members, and cultural values. This song is also used by ITZY to express their feelings about someone who doesn't care about what others say. ITZY also conveys the feeling of being a confident young generation in today's world.

Perspective

Ultra Milk X ITZY ads in each scene have cinematography techniques used. The videography point of view in *scene 1*, tells about the future hopes of the current generation regarding a more advanced, *modern* and comfortable civilization. The type of *shot* in this scene is *Long Shot* (LS) where all parts of the city and sky are clearly visible and wide. In this *scene*, using a *high angle camera angle* is the position of the camera above the object. Followed by the movement of the camera, namely *zooming in* that is close to the object so that the object is clearer.

Analysis of Visual Image in the Ultra Milk X ITZY Advertisement Based on Visual Rhetoric

The analysis of visual imagery in the Ultra Milk X ITZY advertisement utilizes the methodology of Sonja K. Foss's rhetoric. The advertisement depicts the activities of the younger generation represented by Korean Pop idol group ITZY, delivering a message about freedom and responsibility in choosing activities. Through Foss's rhetorical analysis, this advertisement is divided into aspects of nature, function, and evaluation. The nature aspect describes the use of cinematographic aspects, color, and ITZY's character to create an emotional connection with the audience. The functional aspect highlights the representation of the active and creative younger generation, as well as the motivation inspired by ITZY in consuming Ultra Milk. The evaluation aspect emphasizes the message

conveyed by the advertisement to the audience, both in terms of the product and the motivation to become an active and creative generation. By leveraging ITZY's popularity and charisma, the Ultra Milk X ITZY advertisement successfully delivers a motivating message to the audience to purchase and become more active in their daily lives.

Meaning of Visual Rhetoric in the Ultra Milk X ITZY Advertisement

The Ultra Milk X ITZY advertisement highlights the theme of the younger generation through the use of brand ambassador, ITZY, who delivers messages through content, narration, and visuals. This advertisement features elements related to the daily lives of the younger generation, such as cityscapes, fashion trends, electronic devices, and the motivation needed. ITZY is portrayed as a symbol of creativity, innovation, and the spirit of the younger generation. This message is also reflected through the music lyrics used in the advertisement. The main goal of the advertisement is to promote the consumption of Ultra Milk in Indonesia, especially among ITZY fans, by introducing flavored milk products. This advertisement plays a crucial role in conveying messages to the audience through visual and audio elements, with Korean Pop music attracting the attention of children and teenagers.

Critical Analysis of Visual Rhetoric in the Ultra Milk X ITZY Advertisement

The Ultra Milk advertisement in 2022 uses a brand ambassador from South Korea named ITZY. This advertisement highlights the theme of active young generation activities. This collaborative advertisement also campaigns for #DontStopYourMove, which can be seen on the Ultra Milk YouTube channel. In the video, the accompanying song is ITZY's own song "Wannabe". Through its collaboration with ITZY, the members of ITZY represent young women full of enthusiasm and hope, conveying Ultra Milk's belief that the younger generation can boost confidence and continue the spirit of #DontStopYourMove.

The Ultra Milk X ITZY advertisement shows a collaboration with ITZY as brand ambassadors, depicting the spirit and hope of the younger generation. However, the use of Korean artists as brand ambassadors has drawbacks, such as high production costs and influence on brand perception among Indonesian consumers. Although partnering with international artists can enhance product visibility, it also creates confusion in the demographic segmentation of target consumers. Additionally, the advertisement perfectly portrays the younger generation, although this generation faces various social, economic, and cultural issues. Despite advocating for the youth movement, this advertisement fails to include important information about the featured product.

Analysis of Audience Impact Based on AISAS Model Analysis of the Ultra Milk X ITZY Advertisement

Analysis of the visual presentation of the Ultra Milk X ITZY advertisement utilizes the AISAS Model theory, which involves five stages: Attention, Interest, Search, Action, and Share. This process involves analyzing comments in the YouTube comment section, selecting accounts randomly or sampling. These stages work optimally if the involved accounts have significant connections and interactions with the brand, influencing purchasing decisions. It is important to identify the authenticity of these accounts to avoid the spread of fake comments that could affect the popularity of the Ultra Milk X ITZY advertisement video on YouTube.

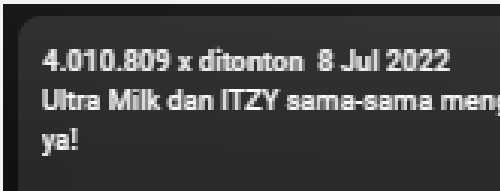
YouTube Social Media

The Ultra Milk collaboration with ITZY is promoted through the YouTube social media platform. Analysis of consumer communication on the Ultra Milk X ITZY advertisement video shows that interactions do not always align with the AISAS model, which typically persuades the use of other YouTube social media. Criteria for identifying the authenticity of YouTube accounts include consistent interaction activities, genuine usernames, attractive profile pictures, brief channel and content descriptions, uploaded video lists, playlists, channel growth statistics, and links to other social media or websites. Applying these criteria is important to ensure that interactions between consumers and products occur transparently and authentically. If an account meets most of the criteria, it can be considered as a genuine account, and the interactions that occur can be considered as a result of genuine consumer responses.

Attention

This stage is the first stage of the AISAS Model system, where attention is the stage where the audience receives stimuli from the promotional video on YouTube featuring the Korean Pop idol group called ITZY. Additionally, in recent years, advertisements in Indonesia often use artists or figures from South Korea. Some Korean Pop idols used as brand ambassadors include Blackpink, BTS, Twice, NCT, Treasure, and many others. The influx of the Korean Wave has been a particular focus, especially in targeting audiences for the current younger generation. Table 3 explains the number of viewers, comments, and subscribers from the Ultra Milk YouTube channel.

Table 3 Analysis of descriptions on Ultra Milk Ads YouTube page

Ultra Milk YouTube account description screenshot	Information
	<p>Ultra Milk X ITZY's 2022 ad views on YouTube have received 4,010,809 views from viewers until now, it is likely that the audience will continue to grow. The number of <i>viewers</i> has many times the</p>

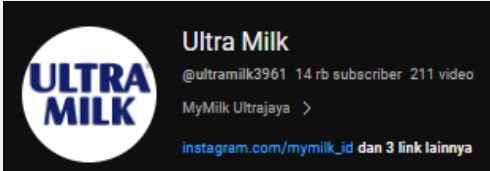
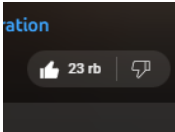

	<p>number of <i>subscribers</i> owned by YouTube Ultra Milk, which is 14 thousand <i>subscribers</i>.</p>
	<p>This ad impression also gained attention from viewers with 23 thousand <i>likes</i> on the YouTube page.</p>
	<p>Responses from comments on this ad have received 1121 comments since this ad aired. Of the 1121 accounts that commented, 30% of users use foreign languages such as Turkish, South Korean, and English, the rest use Indonesian.</p>

Table 3 shows specific figures of views on YouTube media impressions in ads in collaboration with ITZY and continues to grow over time including the number of likes and comments.

Interest

This stage of *interest* almost has similarities in the *attention* stage in the AISAS Model, where after the audience or Audience has been exposed from video ads through YouTube Ultra Milk, there is audience interest or audience in product promotions using the Korean Pop *ITZY brand ambassador*. Some comments showed this interest, such as comments from @ilhamfauzan1236 accounts that mentioned the perfect collaboration between Ultra Milk and ITZY, as well as comments from @rizzaikhsanrahadian1730 accounts that appreciated ITZY's selection as brand ambassadors. In addition, comments from @kaeshibuyain3635 accounts also show that the visuals displayed in the ads are considered cool by the audience. This interest stage shows that the audience is starting to discuss more about the collaboration between the product, brand ambassador, and campaign. After gaining *attention* in the previous flow, *interest* is analyzed to what extent the audience examines further and has similarities in finding interest in advertising and begins to talk at a later stage, including appropriate collaboration between themes, products, *brand ambassadors*, and campaigns.

Search

At this stage in the AISAS Model, the audience begins to actively seek information related to the product, usually through Ultra Milk's social media such as Instagram, Twitter, websites, or online forums created by Ultra Milk. They are not only looking for product reviews and enthusiasm for brand ambassadors, but also information about where to buy products. Product reviews from others, Ultra Milk's social media taglines, and gift offers can influence purchasing decisions. This search for information shows a deepening interest in Ultra Milk products and ITZY brand ambassadors. Consumers use search engines and social media with hashtags that often appear on Ultra Milk posts to find information. Rapidtags is one of the ways consumers can find topics related to Ultra Milk and ITZY, showing the impact of those ad impressions on search engines.

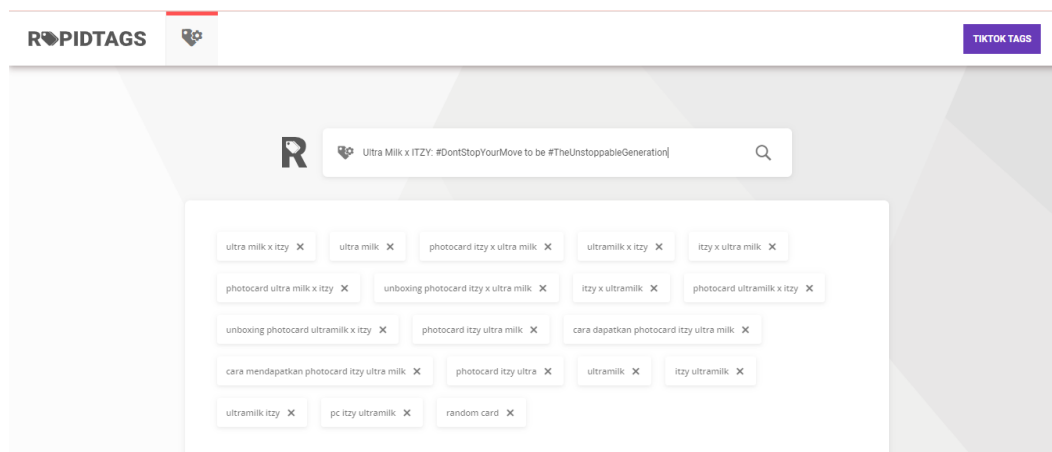


Figure 1 Screenshot of the Most Searched Words on the Ultra Milk X ITZY Ad YouTube Page
Source: (Rapidtags.oi, 2023)

In figure 1 there are words that represent from the search and sentences that support the audience in finding information related to the desired product such as search for "ultra milk x itzy", "ultra milk", "*photocard itzy*", "*unboxing photocard itzy x ultra milk*". These words came about because of such things that consumers are looking for and the reason why they should buy Ultra Milk products in collaboration with ITZY is because Ultra Milk provides gifts in the form of *photocards* that can be collectibles for Korean Pop fans and ITZY itself. *The photocard* can also be resold to audiences or consumers who do not get it and become its own profit for Ultra Milk dairy connoisseurs.

Action

At this stage in the AISAS Model, consumers have collected a lot of information about Ultra Milk products, especially in collaboration with ITZY, and feel the need for that information is met. They then decided to buy and consume

Ultra Milk. Public activity at this stage is included in the determination of the decision to buy or not to buy the product. Consumers tend to give away the information they obtain if they have a high intent to seek it.

There are comments from consumers indicating that they have purchased and consumed Ultra Milk products. Some of them have been consuming the product for a long time, while others decided to buy after seeing the advertisement. Other factors influencing purchase decisions include the appearance of ads on the YouTube homepage and the use of brand ambassadors recognized by consumers.

Share

At the share stage in AISAS Model, consumers who have purchased Ultra Milk products will share their experiences through posts or comments on social media about the product, especially in collaboration with ITZY. These comments reflect consumer behavior in the digital age, where they provide information to others when searching for information about Ultra Milk products and flavor variants. From examples of comments from consumers who expressed their satisfaction after consuming Ultra Milk products. Some consumers also indirectly give positive reviews about Ultra Milk milk flavor variants and how the product affects their mood and daily activities.

These comments provide insight to other potential customers about the quality and experience of using Ultra Milk products. This share stage plays an important role in shaping market perception of products and brands on social media.

Audience Impact on the Ultra Milk X ITZY Advertisement

In the making of the Ultra Milk advertisement collaboration with ITZY, media was strategically utilized by leveraging social media in hopes of attracting more attention, thereby increasing awareness of the product that has been around for 50 years, although the products featured in this advertisement are relatively new within the past few decades. The product was well received by the audience and became a topic of conversation, further discussed through the search and share processes. Apart from the product, another interesting topic of conversation related to the Ultra Milk advertisement is its brand ambassador, the currently trending Korean idol group. The audience also praised the quality of this Ultra Milk advertisement, both in terms of technical execution and the visual content presented. Moreover, there was admiration from viewers for the visual appearance presented by ITZY.

If the audience or consumers search online using keywords such as Ultra Milk X ITZY on YouTube and Google, the Ultra Milk advertisement will appear as the top search result. The marketing efforts applied by Ultra Milk, particularly on various flavor variants of its products, involve Korean pop idol group ITZY as the brand ambassador in an effort to introduce the product through the #DontStopYourMove campaign. The use of a brand ambassador can generate positive responses from consumers toward the product. This approach benefits the company by stimulating consumer purchasing motivation through higher motivation via social

media. However, in the AISAS Model process, it is essential to ensure whether the social media of consumers can be categorized as relevant or not in providing reviews related to products campaigned through YouTube media.

Some sample screenshots from the comment section of randomly selected accounts revealed that 30% of the comment accounts in the Ultra Milk advertisement on YouTube were from foreign languages. In the analysis of attention, interest, action, and share, some identified accounts were genuine and active accounts from users in Indonesia and the USA. It was also found in the basic analysis of 1121 comments that there might be some accounts that made spam comments, but that does not mean the accounts were not genuine. YouTube itself has rules in analyzing and identifying fake accounts and takes action to remove such accounts. In the previous analysis of the attention, interest, action, and share stages on some accounts, it cannot be confirmed whether those accounts were fake because for the YouTube system, identifying those accounts is quite difficult, as some fake accounts may look convincing enough.

Videos uploaded on social media platforms like YouTube are generally universal, meaning that even though the Ultra Milk YouTube channel is owned and published from Indonesia, it is possible for the video to be distributed to several countries. Some comments in the comment section of the Ultra Milk advertisement collaboration with ITZY come from Turkey. It can be seen that 30% of these users are Turkish speakers. Looking at the rules on YouTube, the visual also affects the demographics distributed by YouTube even though the target product is not sold in that country. The initial visual or thumbnail that appears in the Ultra Milk X ITZY advertisement is an image of the city of Istanbul in Turkey. Moreover, out of the 30% of foreign channel users who commented, some were from South Korea. This was also influenced by the language of the music used in the advertisement, which was in Korean. The brand ambassador and music are correlated, both originating from South Korea. Text elements also have an impact on the YouTube audience because they use English in these text elements. This also affects comments made in English.

Accounts that are not from Indonesia, using foreign languages, can provide comments on advertisements targeted at Indonesian consumers. Several factors that identify the advertisement video that receives exposure on YouTube and appears on the YouTube homepage and search results include: (1) The title of the video content is attractive, clear, and informative, relevant to the visuals displayed, (2) Clear description providing more detailed information about the content of the Ultra Milk X ITZY advertisement video, (3) Relevant hashtags used in the Ultra Milk X ITZY advertisement video content, (4) Attractive thumbnails to increase clicks and exposure, (5) The content produced is engaging, of high quality in both visual and audio aspects, showing that the Ultra Milk X ITZY advertisement video is professional, (6) Consistency in building an audience from regularly uploaded content in previous videos, and (7) Advertisement promotion conducted on other social media platforms besides YouTube, such as Instagram, Twitter, and the website.

CONCLUSION

This study outlines the results of the analysis of the Ultra Milk X ITZY advertisement on YouTube media using visual rhetoric theory and the AISAS Model. From the research findings, it was found that the interpretation of the message meaning from the advertisement revolves around promoting a healthy and active lifestyle, health, and nutrition for the young generation in Indonesia. The advertisement also portrays happiness, youthfulness, and enthusiasm represented by ITZY to the audience, and successfully creates a positive visual image of the group. Involving ITZY as a brand ambassador encourages the younger generation to consume Ultra Milk to stay motivated in their activities.

The impact of interaction with the Ultra Milk X ITZY advertisement affects communication and interaction between the product and the audience. This interaction increases product awareness, appreciates the quality of the advertisement, and fosters admiration for the visuals displayed by ITZY. Audience responses and feedback strengthen the relationship between the product and consumers, as well as aid in further product development and campaigns. The impact of this interaction also has the potential to expand the online community associated with the product and brand ambassador.

From the results of this study, several suggestions or recommendations can be proposed for further research. This includes research on commodification in advertisements using brand ambassadors from South Korea, further analysis of visual aesthetics in the Ultra Milk X ITZY advertisement, the role of social media in advertising promotions to reach the desired target consumers, the influence of advertisements on the Ultra Milk brand image, and the dynamics of advertising messages on the younger generation in Indonesia. Thus, this study provides opportunities for further research in these areas.

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