

Humanity in Public Service Advertisement “Sayyidi al Raīs” by Zain Group: Critical Discourse Analysis

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Abstract

In reality of life, humanitarian crises occur everywhere, including in the Middle East. The superpowers that have a special role in the world order seem to have closed their eyes to this case. Prolonged war, national, everywhere, and authoritarian rulers make peace even farther from the word. Advertisement is a medium to introduce and disseminate something. Recently, public service announcements have appeared that aim to reach or resolve issues that occur in society. This is what encourages the author to connect the micro text in advertisement itself with the macro text or reality in society, so the purpose of this research is to reveal attitudes and views in an advertisement in a humanitarian situation. The research data is in the form of fragments of song lyrics and pictures shown in Sayyidi al Raīs advertisements. The data analysis was conducted descriptively-critical with analysis of the Fairclough critical discourse approach to explain the meaning of linguistic components such as vocabulary, modality, and grammar, so as to be able to reconstruct the discourse in the advertisement. Based on the results of the author's analysis, that a text is not static but a text has a relationship between one text and another or in society's life. The result of this study concluded that Zain Group advertised or stated, in humanity, nationality and isolation were still rife in the world. It has a dialectical relationship with events that occur in society such as differences in the ideology of the superpowers with other countries, especially in Middle Eastern countries.

Keywords: Humanity, Social Reality, Ideology, Sayyidi al Raīs.

A. Introduction

Humanity is a highly respected in social life. The reason is humanizing to other humans is a noble and non-negotiable thing. Humans who has a human nature are people whose a good ethics. This is what has been glorified and echoed throughout the world so that division does not occur and every human being is able to live side by side without division and discrimination. Ironically, crises of humanity are still happened everywhere. The superpowers and developed countries should protect and give a good example to other country, but in fact, they are being the cause of many humanity problems. Prolonged cold war, discrimination everywhere, and authoritarian rulers make peace has no common ground. Advertisement is a medium to introduce and promote something. Recently, public service advertisements have appeared which aim to promote or raise the resolution of issues that occur in society.

Zain Group is one of media which is a provider of public service advertisements, has been known to often advertise issues or phenomena that are happened in society, including crises of humanity. Zain Group tries to describe condition of Palestinian children who are unable to enjoy their childhood and their days as experienced by children generally. In addition, discrimination that occurs in other parts of the world is also shown in this public service advertisement. The main star is a young child who feels anguish about what happened to his life. In addition, several state leaders also appear in this advertisement. Various symbols in the form of moving images certainly attract attention, take human's sympathy, and make everyone wonder about what is actually implied in this short duration advertisement. Because of many implicit messages contained, especially on human values, the researcher intends to analyse the relationship between micro texts and macro texts or the context in society using critical discourse analysis of Norman Fairclough.

Previous studies related to this material used a lot of Fairclough's critical discourse analysis, these are Fairclough (1993a) in his writing entitled "Critical Discourse Analysis and The Marketization of Public Discourse: The Universities". This paper describes the author's views on discourse analysis and describes an

approach to analysing the discursive aspects of the marketization of public discourse in contemporary England, particularly in higher education. It includes a concise theoretical description of critical discourse analysis, a framework for analysing discursive events, and discussion of discursive practices (including their marketing) in the last capitalist societies, as well as a sample analysis of higher education discourse. This paper ends with discussion of the value of critical discourse analysis as a method in social scientific research and as a source of social struggle.

Furthermore, the studies are not only in commercial advertisement, but also in public service advertisements. However, it is very rare to raise issues of humanity. These studies include, Analisis Wacana Iklan Layanan Masyarakat Satuan Lalu Lintas Polres Buleleng di Singaraja: Kajian Wacana Kritis Norman Fairclough (Discourse Analysis of Public Service Advertisements for the Buleleng Police Traffic Unit in Singaraja: Norman Fairclough's Critical Discourse Study), written by Fatni et.al (2015) regarding public service advertisements for the Buleleng Police traffic unit in Singaraja. This study aims to represent the problems that occur in traffic in Singaraja city, such as the problem of wearing a helmet, vehicle speed, and crossing the road. The relationship between the institution and the people of Singaraja is shown through the use of various languages, greetings, and types of sentences. The identity of the institution is displayed with the symbol and name of the institution. Meanwhile, the community is displayed with the words "Anda", "Pelopor", "Gek", and "Bli". In the practice of discourse, advertisements are made based on the theme given by the Central Korlantas and made by the Traffic Unit by paying attention to the programs they have and the traffic cases that occur. Sociocultural practices that also influence the appearance of advertisements are social conditions that prioritize appearance, tend to be inappropriate on time, corruption, and Balinese culture. This proves that critical discourse analysis of Norman Fairclough is relevant. Not only use in analysing Public Service Advertisement of language from, but also able to relate it to the wider community context. To reduce the

number of accidents, the society need to interpret textual up to the social context of public service advertisements.

The next is “Critical discourse analysis of global warming public service advertisement: implication for students” by Wisudawati and Setyani (2018). This article aims to describe of analyzing 4 non-profit public service advertisements and investigating how governments or advertisers use discourse and semiotics to encourage people to commit global warming avoidance. The four advertisements analyzed are global warming advertisements which have been selected from government’s official website. This research finds that the teachers with their foresights can enlighten hidden values in public service advertisements.

Last is the article that informs the reader about “Zain Group”. The article is written by Alsbaity et.al (2018) who researched the Zain Group but not in terms of language or social society, but the article entitled “Application of Expansion and Retrenchment Strategies: A Case Study of Zain Group” explains the reader about economic problem, application Zain's expansion and austerity strategies and aims to advocate for alternative solutions regarding his division as part of the supply chain. This article is based on the data collected and analyzed for the period 2012-2016 and The Zain Group's branches of focus are spread across eight geographic divisions (Kuwait, Saudi Arabia, Jordan, Lebanon, Morocco, Bahrain, Iraq, South Sudan, Sudan). The paper result shows that great strategic management and a better understanding of environmental factors have a breakthrough impact on the performance of the Group as a whole.

From various studies related to this research, the author considers that the human aspect in public service advertisements is still rare, therefore the author considers this study to be very worthy to research, in order to explain detailed the human values contained in an advertisement, especially in Sayyidi al Rais public service advertisement by Zain Group.

B. Methods

The method in this study, the author analyzed using research methods that are based on the qualitative methodological paradigm and described by descriptive-critical analysis. The author will look for three components as Fairclough applies in his theory. First, the writer will analyze from the text level which includes representations, relations, and identities. In the first part, the text will be analyzed based on the critical linguistic method. Then, analyze the dimensions of discourse practice with the news room method through comments on the Zain Group youtube account, and the last is the analysis of the socio-cultural dimensions that will be obtained using the literature study method and historical tracing (Eriyanto, 2001, pp. 326–332).

C. Theory and The Object Material

The theory or the formal object used is Critical Discourse Analysis by Norman Fairclough, while the material object is a public service advertisement released by the Zain Group, a telecommunications company from strong origins. The following is a complete description.

Theory

Fairclough builds a model that integrates discourse analysis based on linguistic and social and political thinking that is generally integrated in social change. Therefore, the discourse analysis by Fairclough is often referred as social change.(Fairclough, 1993b, p. 62)

Fairclough divides discourse analysis into three dimensions: text, discourse practice, and sociocultural practice. In the text dimension, the text is the conversation of an incident. The text is analyzed linguistically by looking at the aspects of vocabulary, semantics, and sentence structure. All elements analyzed are used to see three problems, ideational, relation, and identity. Ideational studies refer to certain representations to be displayed in a text. This form analysis aims to reveal an ideology carried by a text. Second,

the study of relations refers to analysis of how the construction of relationship between journalists and readers is based on an interview. How the text is conveyed, whether it is conveyed in an informal or formal way, openly or closed. The third is identity, referring to a certain construction of the identity of the journalist and reader, and as to how this person and identity is intended to be displayed (Fairclough, 1995, pp. 57–58).

The second aspect critical discourse analysis by Fairclough is discourse practice. Discourse practice is a dimension related to the production and consumption process of text. Text production with various ideologies and meanings that underlie and produce text, while the process of consuming text is carried out by readers personally when they consume a text. And the third aspect is the social cultural analysis which discusses social practices that occur outside the media and influence discourse appearing in the media. This practice is not directly related to the text, but has a special role in the formation of the text. Describe how the forces that occur in society (Fairclough 1995, 59–62).

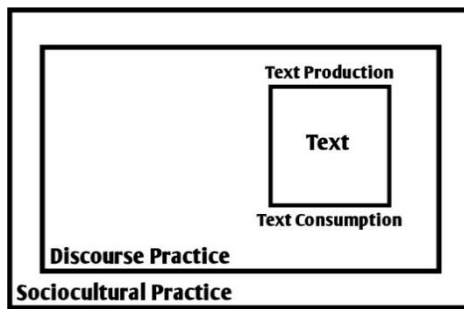


Figure 1. A framework for critical discourse analysis of a communicative event.

The Object

| | |
|------------|--------------------------------------|
| Title | : Mr. President (سيدي الرئيس) |
| Genre | : Public Service Advertisement (ILM) |
| Production | : Zain Group |
| Duration | : 03.39 |
| Country | : Kuwait |
| Director | : Samir Aboud |

Lyrics : Heba Misyary Hamada
Singer and Actor : Alex George S
Release : 16 May 2018
Source : Zain YouTube Channel

Basically, advertisement is a picture, short film, song that tries to persuade people to buy a product or service (“Advertisement”). The sentence used in advertisement is certainly a persuasive sentence because it aims to invite things to be crowded. Therefore, almost anything that promotes something is called advertisement, but it is no longer in a narrow sense, which is limited to goods and services, but advertisement can also invite goodness and humanity. There are two kinds advertisement, commercial advertisement and public service advertisement.

This article uses the public service advertisement as the object. Public service advertisement (PSA) is a communication; it directs the society to better way. In advertisement world, PSA is considered as an efficient instrument to solve social issues, because the product form is be able to many forms like a song, short video or a picture and PSA is called as technology of public opinion formation. Today, we are faced of sophisticated era, therefore we need a new form to inform humanity values to the society. Public service advertising has two main characteristics. First is reflection of high level of social development, social responsibility, level of civil society development, powerful key influential factor of public opinion and behavior. Another side, PSA is a colossal opportunity to diverge from stereotypes used in commercial advertising. That is why PSA issues are becoming more and more actual nowadays (Nureeva, 2015, p. 113).

The advertisement entitled Sayyidi al Rais is one of the public service advertisement issued by a telecommunications company from Kuwait, Zain Group. Zain Group is a leading provider of mobile telecommunications services in the Middle East and North Africa. The company was founded 1983 in Kuwait, named Mobile Telecommunications Company (MTC) which was also the first cellular operator in that region. MTC started its business with the

initiation of an expansion strategy in 2003. It grew rapidly in the Middle East and Africa through the acquisition of several mobile operators throughout the region. In September 2007, MTC changed its name to Zain Group to better reflect its growing status as a leading multinational mobile service provider with global aspirations (Zain Group).

It was noted that on May 16, 2018, the Zain Group uploaded its video to the YouTube channel which tells of the suffering of a Palestinian child in facing life, especially in the month of Ramadan. In addition, depictions of discrimination and humanitarian crises are also featured on several slides in the video. The video which lasts 3 minutes and 40 seconds is filled with several verses of the song.

The song lyrics as a backsound in that public service advertisement are as follows: (Zain Group, 2018)

سيدي الرئيس # رمضان كريم
وأنت مددعو على الإفطار # إذا وجدت بيتي في الدمار
وعادت أمي من الطابور # بخبز وقلب مكسور
وأذن مساجد # ورنت الكنائس
جيران في الله # أبواب بلا حارس
ووصلت مراكب الموت # إلى أرض الأحلام
دون أن يصبح الأطفال قضية رأي عام
سيدي الرئيس # أنا لا أنام

كلما أغمضت عيني، أسمع انفجار
ويشتعل سرير دخان و نار
ويخرج الخو من باب الدولاب
وتبكي الأغاني # وتنزف الألعاب
سيدي الرئيس # تنزف الألعاب

سيدي الرئيس # نحن الهاربون
نحن المبعدون # نحن المذنبون
نحن المتهمون بالعبادة # بالعبادة
المحكومون شنقا بالإبادة
الذين قطعت ألسنتنا
لأنها نطقت بالشهادة # بالشهادة

سيدي الرئيس
سنفطر في القدس # عاصمة فلسطين
يكتبها رب الأمنيات العالقة بين يا ليت وآمين

D. Analysis of Humanity Values in Public Service Advertisement “Sayyidi al-Rais” by Zain Group

After a brief explanation regarding the theory, material objects, and methods, the author wants to analyzes the data. The following is the explanation, what is implied from a text and its relation to the context of society.

Text Discourse

A text is divided by three components, representation, relation, and identity. Representation can be seen in how the event, the object or the person, group, situation, circumstance or whatever is displayed and described in the text. Relationships can be identified by how the relationship between journalist, audience, and other participant is displayed and described in the text. Identity is same as the relationship. Besides it, analysis of text needs to be multi-semiotic analysis in the case of the press and television or the object that want to explain in this paper. In multi-semiotic analysis is included by analysis of photographic images, layout and the overall visual organization of pages, and analysis of film and of sound effects. A key issue how these other semiotic modalities interact with language

in producing meanings, and how such interactions define different aesthetics for different media (Fairclough, 1995, p. 58). The explanation of text discourse in public service advertisement “Sayyidi al-Rais” by Zain Group will contain the image and the lyrics of the song and the following is the exegesis.



Figure 2. A boy invites Mr. President to break a fasting in his debris home.

سيدي الرئيس # رمضان كريم
وأنت مددعو على الإفطار # إذا وجدت بيتي في الدمار

In the first lyrics, the actor in advertisement is a boy dressed in white (indicating a child is pure and innocent) comes to the table of an old man. The old man seems to be busy doing his job in a white room. In that place, there is an American flag (indicating that he is an American president who is working in one of his rooms in the white building). The boy said ‘sayyidi rais’ means Mr. President. He used the word “sayyid” that mean “Sir, Master, Lord or Chief” (Wehr, 1993, p. 440). This indicates that the boy has great respect to his interlocutor. He said that Mr. President is invited to break a fasting which at that time is Ramadan month. This invitation intends to show Mr. The President his debris house. From this explanation, it can be concluded that Mr. president is someone who has high power and is expected to be able to change the fate of the young boy who act as actors.



Figure 3. Vladimir Putin as the President of Russia sits with the small family.

وعادت أمي من الطابور # بنخبز وقلب مكسور

At 0.26 - 0.24 seconds, a small family is shown, they are sitting at the dining table without any foods. They are waiting for their mother who is waiting in the line to get some foods. But in the middle of the small family, there is a man in a suit (indicating that he is not an ordinary person). He is the president of Russia, Vladimir Putin. His face looked pity when he saw a mother who passed behind the window. Then, he look at the boy with teary eyes. This picture and the lyric tell us that humanity is still exists on this earth.

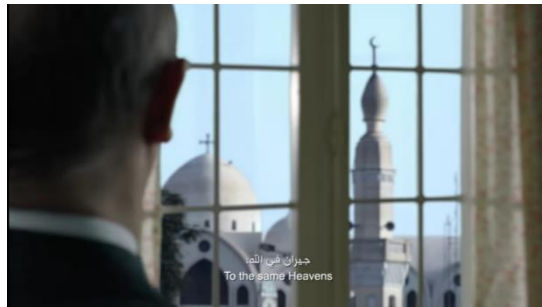


Figure 4. Vladimir Look at to the mosque and the church.

وأذن مساجد # ورنث الكنائس
جيران في الله # أبواب بلا حارس

In 0.35-1.25, the boy pulls Vladimir Putin's hand to follow him and looks at to the window, where there is a mosque and a church side by side. The boy said that from the mosque is heard summon to pray and the church rings its bells. Living side by side between Christians and Muslims indicate that life in this area is very peaceful. The boy seemed to show that this is what he wants to feel. Live peacefully, restful, and harmonious without disunity between religions.



Figure 5. The refugees come and Angela Merkel as Kanselir Jerman with Justin Trudeau, as Perdana Menteri Kanada welcome them.

ووصلت مراكب الموت # إلى أرض الأحلام
دون أن يصبح الأطفال قضية رأي عام
سيدي الرئيس # أنا لا أنام

Some of the ships is filled by many passengers. The boy callas it with “ship of the death” that arrived in the dream land in the song he sing (ووصلت مراكب الموت إلى أرض الأحلام) The picture and the text can be concluded that the ship contains passengers who run away from their area because their area is not safe anymore. They choose another place to survive theirs. Beside the ship containing the passengers, there are two peoples from the far want to welcome and receive the refugees. They are Angela Merkel, Chancellor of Germany and Justin Trudeau, Prime Minister of Canada. Both of them give us an example that we have to welcome and receive the refugees. It based on humanity. humanity must be upheld in our life.



Figure 6. Kim Jong Un as the president of North Korea enter to the child's room.

كلما أغمضت عيني، أسمع انفجار
ويشتعل سرير دخان ونار
ويخرج الخو من باب الدولاب
وتبكي الأغاني # وتنزف الألعاب
سيدي الرئيس # تنزف الألعاب

In the picture above, there is a president of North Korea, Kim Jong Un. He is known as a highly authoritarian president but in the picture, He looks down on his face. He is watching the boy whose bed is shattered because of the bomb blasts. The boy said that the bomb comes every night and destroys his toy and his house. We can imagine that an authoritarian president can feel sad and sorrowful when he sees the damage caused by the bomb. Riots are everywhere certainly make the crisis of humanity is more rampant.

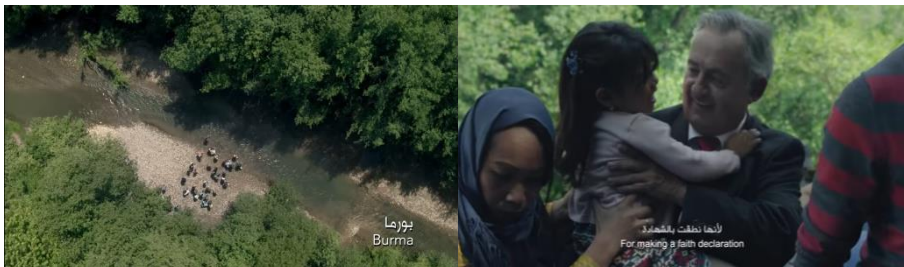


Figure 7. The refugees from Burma.

سيدي الرئيس # نحن الهاربون
نحن المبعدون # نحن المذنبون
نحن المتهمون بالعبادة # بالعبادة
المحكومون شنقا بالإبادة
الذين قطعت ألسنتنا
لأنها نطقت بالشهادة # بالشهادة

At 1:39 a.m. to 2:14 a.m. view of the Burmese border. Where the Rohingya refugees are saving themselves. They are looking for a safer place from ethnic violence on their own land. In the picture, we can see the Secretary of the United Nations, Antonio Guterres, carrying a small child across the river. He looks like smile and his smile is as spreading a peaceful and giving new hope to the refugees.



Figure 8. The chiefs of countries that show in advertisement.

سيدي الرئيس
سنفطر في القدس # عاصمة فلسطين
يكتبها رب الأمنيات العالقة بين يا ليت
وأمين آمين آمين آمين آمين

When the boy said “أمين”, he repeats eight times and every he says “أمين” the video zooms the picture. They are Donald Trump, President of America, Vladimir Putin, President of Russia, Markel Angela, Chancellor of Germany, Justin Trudeau, Prime Minister of Canada, Kim Jong-Un, President of North Korea, and Antonio Guterres, as Secretary of the United Nations. The new productivity concept compiled by the director is where the mindset of the world community sees the role of the six figures above as a very influential figure. The society hope they always fight for humanity and save the refugees who are being tortured in their country, so that they have to leave their country.

All the pictures that has shown is representing what happened to the world now days. The world is not burdened a war, but crises of humanity is more and more. If we conclude it from the analysis before, the turmoil is still happened in many places of the world. The boys hope to all the representative every country safe all people, especially for Donald Trump that he has many roles in humanity world issues. We are an human and the good human is who want to humanize the other humans.

Practice Discourse

In this section, the analysis is focused on how the text is produced and consumed. According to Fairclough, there are two sides to this practice, text production (on the media side) and text consumption (on the consumer side of advertising). A text maker with an underlying ideological value produces a text, while the consumption process is carried out by the reader personally when consuming a text.

In this public service advertisement, text production is made with reference to the realities that occur in today's world society. Many residents have been expelled from their own countries. Colonization, discrimination, and refusal of refugees still occur everywhere and illustrate that the human values possessed by some countries, especially the superpowers, have not provided a good example. This reality is outlined through a short video filled with very meaningful song lyrics. The production distributes it by using Arabic and English subtitles, so that, world society is able to understand what the text means because English and Arabic are international language. This public service advertisement is disseminated through the YouTube channel with the aim of showing the crises of humanity that are still happening in various parts of the world. Therefore, people who watch it will feel sympathy and empathy for what is happening, and always uphold human values in interacting with each other. Apart from that, the producers of this advertisement also want to attract the sympathy of the leaders of other countries to be humane like some of the country's leaders who are shown in the video.

In text consumption, consumers carry out the process of consuming text personally based on certain interpretations, contexts, and background knowledge. Another individual interprets this advertisement differently. This may be due to different knowledge and educational backgrounds. But around forty-billions viewers have watched the video, most of them like the video and give some comments in defense of humanity.

Social Culture Discourse

The analysis of this practice is based on the social context that exists outside media influences the discourse that emerges. Although this practice is not directly related to text production, it determines how the forces in society interpret and spread the dominant ideology to society.

Text comes by looking at the reality, discrimination everywhere, chaos and damage caused by bombs, and expulsion from one's own place of residence. The conditions of human world

depicted also vary, for example in the first scene. This public service advertisement shows a boy at the 10th to the 22nd second inviting the President of the United States, Donald Trump to break his fasting with his family at home. The new creativity highlighted by his creators is that he calls Trump the title Mr. President in Arabic, while Trump himself is not the president of a country in the Arab region, but he is a president of a superpower, the United States. This must be interpreted in conjunction with other texts.

It is known that the United States has collaborated with Saudi Arabia a year after the establishment of the Saudi kingdom in 1932. They cooperate in economic cooperation. Saudi is as an oil country whose distribution is assisted by America, which is actually a superpower, so that both will get benefit and raise their economy. After five years in their bilateral collaboration, they founded the AREMCO company. Starting from economic cooperation to forming political cooperation. In the first collaboration, Saudi only needed a supply of the weapons, then their cooperation continued with the American-Saudi-Israeli coalition in seizing power in Palestina. It is very clear why the main actor has called Trump president, because he is a real president in United State America, he is also the power of Arab lands that is already invisible to the United States. Thus, all American policies will have an impact on the Arab region, including the Palestinian issue, which has not subsided until now, but has even become more intense. The boy invited Trump with the aim that he wants to look at to their condition. Therefore, in the end he wanted to withdraw the truce held on Palestina.

Then the scene has Vladimir Putin. Vladimir Putin's relationship with the Palestinian condition cannot be separated. The reason is that Russia is the largest opposition team from the American bloc, thus in terms of defending Palestine it can be said that Russia is one of the countries that is in the forefront. In analyzing this problem, it can be concluded that the presence of Vladimir Putin in this video indicates that the boy has high hopes for Russia to help him in the resolution of this long conflict. On the other hand, the leader of another country that defends Palestine is North Korea. North Korea's defense of Palestine is not strange. North

Korean is in contradiction with the policies taken by the United States government. In handling humanitarian cases, North Korea's has opposite Israel since the first stage of the Cold War. Under North Korea's founder, Kim Il-sung, Pyongyang frequently tried to delegitimize Israel by calling it an "imperialist satellite". The imperialist here refers to the US. In addition, about less than a year before the release of this advertisement, Donald Trump moved the United States embassy from Tel Aviv to Jerusalem as the capital of Israel and North Korean against it. With this case, on Saturday (9/12/2017), Kim considered Trump as a "dotard" or senile parent (Ramani, 2017). The boy's hopes are still the same as that which was addressed to President Vladimir, he wants to be free from the shackles of colonialism.

Another form that is presented in accordance with the real life is the representation of Canada and Germany. Both are countries that accept refugees. If examined from a historical perspective, after World War II, Germany experienced a failure and caused some of its people to flee, this is why Germany wants to accept refugees from abroad because they have also felt forced to leave their homes in eastern Germany. In addition, as reported by the online newspaper bbc.com, according to Berthold Damshausser, an observer of social issues in Bonn said that "the sense of humanity in German society is quite high. There is great empathy for those who are suffering. This is an interesting phenomenon, which shows the maturity of German society (BBC News Indonesia, 2015).

In addition, another figure who was raised in rescuing refugees was the General Secretary of the United Nations. Antonio Guterres is known as a humanitarian hero who spoke up about the violence in Rakhine State, Myanmar, which befell the Rohingya ethnicity. He advised that violence in the north could spread to the central region of Rakhine. He is also heavily involved in the release of violence and the rescue of refugees with UNCHR. So that, it is almost the same as the previous figures, especially Antonio has a bigger role and a higher position in fighting for the rights of the oppressed world community (United Nation, 2017).

In the last slide, the advertisement shows two children, one boy and one girl. The boy freed the girl who was trapped in the prison. They run to the courtyard where the al Aqsa Mosque could be seen from a far. Then, there are 6 people in robes who are considered to be the heads of the gulf state.



Figure 9. There are six peoples whose wear Arab's cloak.

The author assumes that the 6 mysterious people in robes are the heads of state of the Arabian Gulf state. It is known that there are 7 Arab countries in the Persian Gulf bordering the Persian Gulf including Kuwait, Bahrain, Iraq, Oman, Qatar, Saudi Arabia and the United Arab Emirates. The seven countries have their respective cooperation. However, in this case there are only 6 people in the robes, the author believes that these 6 people are heads of state in the way of the Gulf Arab state except Iraq, because Iraq is still siding with Palestine, different from other countries, especially Saudi Arabia Saudi Arabia is the mastermind and central to Israel and American cooperation in seizing power in Palestine.

The director is able to change the viewers' or world community's view that the Arab state is not always on the side of Palestine, it is the Arab state, especially Saudi Arabia, that most supports the movement carried out by Israel in cooperation with the United States.

E. Conclusion

Based on the result of the author's analysis, the conclusion is a text is not static but a text has a relationship between one text and another text. This research is using Norman Fairclough's Critical Discourse Analysis that starts from text analysis to analyzing what representation and ideology of the text. The author found that the identity in this text of public service advertisement is about defending a humanity. After that, the relationship of the text and society. The texts that appear are closely related to the events that occur around world. In this case, Zain Group advertises or promotes that humanitarian crises, discrimination and isolation are still rife in the world, therefore the message contained is very deep and invites us all to always pay attention to humanitarian traits and avoid ourselves from un-humanized attitude.

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