

THE IMPACT OF PETRONAS INDEPENDENCE DAY TV COMMERCIALS AMONG TEENAGERS

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ABSTRACT

Advertisements through the use of electronic media such as TV ads are a particularly effective communications tools to convey more effective services to the community. The objective of this research is to examine the Petronas Independence Day TV Commercials as Public Service Announcements (PSA) in creating awareness and self-esteem among teenager. Self-esteem among the society is developed with the availability of effective advertisements through the messages and the values embedded in it. Advertisement is a form of communication that is effective in spreading the reflection of the identity, the culture and the society of Malaysia. Meanwhile, TV ads or TV Commercial is the best medium to convey, persuade and can communicate with audience in term of people moral value, human's lifestyle, attitude, behaviour, culture and etc.

Keywords: Petronas, Independence Day, TV Commercials, Public Service Announcements, Advertising

INTRODUCTION

Advertising is a form of mass communication which provides a product to the target audiences through a certain media. DeFleur and Dennis (1985) stated that advertising attempts to inform the consumers about a particular product and persuade them to create a certain result which is normally the decision to buy the product. From that statement, advertising can be used to persuade a community to be attracted to a certain product which is commercialized in the Commercials where it can give a big impact because of the effectiveness of the communication. The use of the advertisements is to give information as well as to persuade, remind and increase the moral values in the community. Advertising in Malaysia has been around since the days before the independence of the country in which according to Helmi (1996), the early history of the development of the advertising in Malaysia is as same as what had happened in England. Commercials advertisement through television is one of the popular media nowadays not only in Malaysia but also throughout the world in providing information, education, and also entertainment to the audiences.

Commercials advertisement through television is one of the popular media nowadays not only in Malaysia but also throughout the world in providing information, education, and also entertainment to the audiences. Commercials advertisement through television is used to attract the viewers because it applies the face-to-face communication, and the audiences can easily understand the message conveyed. Television advertisements and Commercials are an

important way to spread information especially in a community. According to Sweetser et al. (2008), he posed that generally the television network is trusted more than the newspapers. Nowadays, advertising in Malaysia has grown rapidly with the growth of the advertising companies which are getting more advanced from time to time in accordance with the current national modernization. Similar is the role of the mass media in Malaysia, in which the media is a process of communication between the communicator and the community. The electronic media such as video, television and radio are so important in our daily lives. Furthermore, with the use of internet, the communities are capable in getting information widely and without any limitations. Commercial advertisement through television is used to attract the viewers because it applies the face-to-face communication, and the audiences can easily understand the message conveyed. Television advertisements and Commercial are an important way to spread information especially in a community.

Teenagers that are involved in crime cases have been increasing day by day and these problem statements focus on the teenagers. Advertisement by Petronas is an effective way to enhance the sense of their identity and also to prove their self-esteem is increased gradually now. Meanwhile, Associate Prof Datuk Dr Samsul Adabi Mamat defines self-esteem as the values that shape the character of a person. Identity in the context of our country can be termed as the values that are central to eastern culture we have. For example the Malays which reflects the culture of Islam. Culture includes aspects such as behavior that is moral or ethical and intellectual (Associate Prof Datuk Dr Samsul Adabi Mamat, Berita Harian, 2013). According to the 4th edition of the "*Kamus Dewan*", self-esteem is a unique or special characteristic (in terms of customs, language, culture, religion and so on). Self-esteem becomes the core and the symbol of an individual's personality or the identity of a nation. According to Mohd Helmi (1996) stated that "*advertisement is a mirror of real life.*" It is just like a history that should be explored from time to time because of what is experienced by the society so different.

Public Service Announcement (PSA) Television advertisements in Malaysia have good contents in translating the messages but they are not really good in terms of the message delivery to the community. However, currently, most of the Public Service Announcement (PSA) produces some advertisements that seems have no impact or in other words it is not succeeded in getting the audience or community to watch it. Most of the Public Service Announcement (PSA) is extremely bored in terms of its message delivery and others ("*Isi Bagus, penyampaian kurang*", 2012). Nizha Periaswamy in Kosmo newspaper (2011), she concluded that Petronas has a higher reputation among the producers of the television Commercial during the festive seasons since 1996 and it always comes with some quality advertisements like the advertisement of the Independence Day which always give a lot of the moral values and virtues. This research should be studied to see on how the existence of the advertisements by Petronas in giving the positive impact, creating awareness and increasing the self-esteem in order to reflect the identity of the society. Similarly, the research should be conducted in terms of the presentation that highlighted by the independence advertisement of Petronas where if it is succeeded in attracting teenagers or vice versa.

LITERATURE REVIEW

Advertising

Advertising is a communication process between the communicator and the community. It is also a part of the mass media in promoting a product or service to the community. Without the advertising, people will not get any information about the product or service provided. Through this medium, advertisements are very important in conveying information about the product or service so that consumers can make a right decision during the selection. Considering the influence of these advertisement has an impact on the consumers, experts in the field of marketing recognize the influence that the sale of an asset to a user does not complete and is not perfect if we do not use the ads (Mansor Ahmad et al,1998). Advertising is very helpful in our daily lives, where it serves as a provider of the information and it is able to convince and revitalize communities. Besides, it is also important for a company, especially in order to get the market of the products produced or the services provided. The meaning of advertising itself has many opinions that had been contributed, such as CH Sandage (2012) in his book '*Advertising Theory and Practice of It*', he stated that ad is "The dissemination of the information, concerning ideas, service or product in accordance with the intention of the advertiser".

The Purpose of Advertising

Advertising can be defined as a process of the information dissemination which displays, sponsors and encourages the purchase or acceptance an item, an idea or a service on the sponsorship of an association (Mansor, Ramli and Shawaluddin, 1998). The main aspect of formulating advertising strategy is a target or a purpose. Advertising is a mass communication and it should be paid to create awareness, provide information to develop an attitude among the public, or the existence of an action is profitable to the advertisers. Kotler (1998) has mentioned the following possible purposes of advertising are to inform, to persuade and to remind about the products or services to the society.

Public Service Announcements (PSA)

Public Service Announcement (PSA) is a part of advertising, where it is not a Commercial type, but a social marketing type. Public service announcements advertising is served to increase the public awareness of an issue that is happening on certain time and must be addressed and focused. The functions and purposes of advertising according to Kotler (1997, p. 114-115) are adapted to the functions and purposes of the Public Service Announcements as follow to inform, to persuade, to compare, to remind, and to reinforce.

Advertising through TV Commercials

Wells, Burnett and Moriatty (2006), they stated that the advertising through television has two components which are video elements and audio elements. The video elements of the

television Commercials are what can be seen on the television screen. The visual that is displayed through the video generally dominates the television Commercials. This visual element aims to attract the attention of the customers during the presentation of the ideas, messages, and images. Meanwhile, the audio element of the television consists of music, narration and sound effects, or a combination of the whole elements.

Television offers a range of alternative sources of information, so people can choose the information that they want according to their needs. Besides that, it can be used as a medium to deliver the education, knowledge, and so on. Television commercial are able to stimulate their audience by a combination of the component of the audio message and the visual. These can make the advertising on the television is extremely captivating and attractive, although the audience may not be always motivated to focus on the advertisements (Janoschka, 2004).

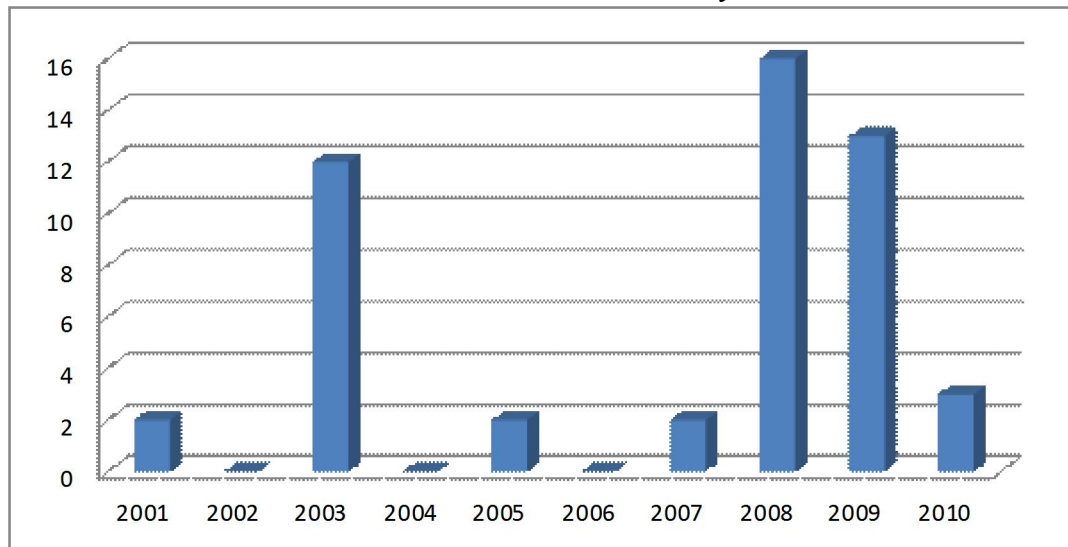
Mukesh and Ranju (2010) concluded that the advantages of the advertising through the television has a Strong Impact because of the audio-visual effect, the impact of television advertisements is deep in the minds of the viewers. Television advertisement is being remembered for a long time by them.

METHODOLOGY

Quantitative research has been use in this research for getting the data. The quantitative study focused on collecting numerical data and generalizing it across groups of participant. Data collection process has will be conducted to evaluate the participant's opinion and perception on the impact of Independence Day by Petronas TV commercial. By answering the questionnaire, researchers analyze the data by using SPSS software to get the results. A set of questionnaire will provide to the participants and the respondents will answers based on the videos playback. A questionnaire has design based on the objectives, research question and pilot study results before starts the actual survey.

This methodology is considered suitable in gathering data in terms of the perception of the different opinion and the understanding of the teenagers about the advertisement. The main objective of preparing this research is to describe the nature and the scope of the research carried out to develop the problem. Besides that, the importance of clearly specifying the information needed and its relationship to the research objectives can be understood.

Chart 1: Result of Pilot Study



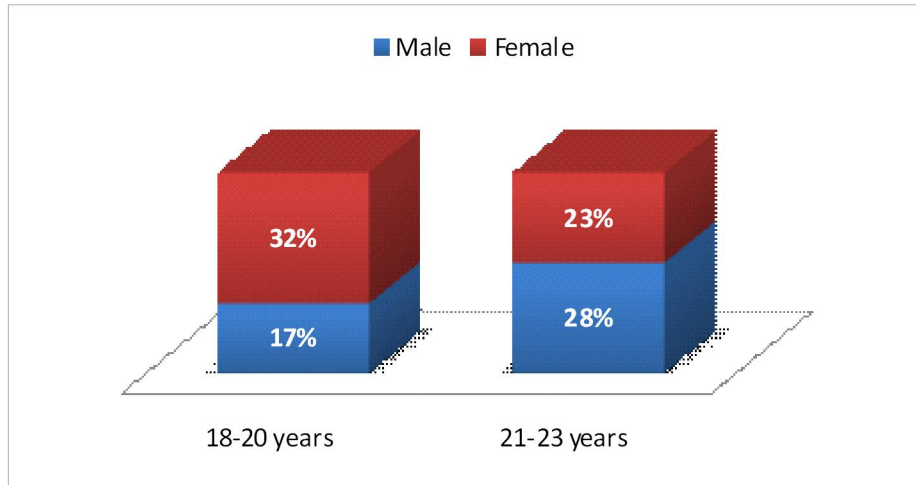
The data collection was made on the Petronas Independence Day TV Commercials from 2001 to 2010. They were taken from YouTube. After the data collection, 10 videos were shown as part of the Pilot Study to teens. Chart 1 above is based on the Pilot Study that was done on 50 respondents who are all teenagers in Selangor area. Each teenager can only choose 1 video. As a result, there are 3 videos that have gained the highest votes, which are in 2008 (16 votes), 2009 (13 votes) and 2003 (12 votes). Through the Pilot Study, the researcher has chosen the three highest voted videos to be brought into the actual survey. It will be done in four faculties which were selected according to the knowledge, experience and expertise of the study.

Obviously, from 10 videos that have been shown starting from 2001 to 2010, respondents are more likely to choose something that carry elements of entertainment and messages that are easy to understand. However, all the videos shown do not purely serve entertainment purposes but also shows the nature of family, sense of identity or self-esteem, unity and indicates the identity of Malaysian society. Preliminary conclusions can be made through the initial observation, that the audience would prefer a video that is easy to understand and also has information that is useful to society. They also exhibit behaviors which indicate that they were very pleased and even laughed when they watched plot points which can move their hearts.

After the Pilot Study was made, three videos were selected according to the highest number of votes which are 2003, 2008 and 2009. A total of 100 respondents selected are adolescents between the ages of 18 to 23 years old. It was found that 55% of the respondents were made up of female respondents and 45% of the totals were made up of male respondents. As shown in the Chart 2, percentage of respondent age for answering questionnaire show that, 51 respondents aged between 21 and 23 years old were the largest number of the respondents in this study. On the other hand, Table 4.2 has shown that percentage of respondents according to gender show that, 49 respondents were from the age group of 18 to 20-year-olds. However, the respondent gender distribution was of 28% male, and 23% female, which consists of those aged between 21 and 23 years old. Contrastingly, respondents aged

between 18 and 20 years old were made up of 32% female respondents and 17% male respondents. 100 respondents were given questions to answer the questionnaire which has 4 sections and 25 questions altogether.

Chart 2: Respondent age for answering questionnaire



RESULTS AND DISCUSSIONS

Respondents Basic Knowledge

Based on Table 1, the questions refer to Q4 and Q5 which have highest percentage than other percentages indicating that the message is the main influence for them to watch the ads and one of the most important factors in Petronas Independence Day TV Commercials and also one of the main factors impacting on the Petronas Independence Day TV Commercials. After an analysis, the researcher can conclude that the Petronas Independence Day TV commercial has a good message and are successful in impacting on the public, especially teenagers.

Table 1: Respondents Basic Knowledge

	Message	Issue	Media	Presentation	Story	Idea	Total
	Line						
Q4 What are the factors that influence teenagers to watch Petronas TV Commercials advertisements?	43	0	4	3	15	10	100
Q5 What are the main factors in PSA (Public Service Announcements) advertisements?	68	6	3	6	9	8	100

Boviee (1995) said about preparing message of advertising in his book. He said that the effectiveness of the message depends on the structure and the contents. The structure of a good ad is that an announcement is able to give readers and viewers to make their own conclusion because the public and audience will be influenced by the media. The good message will give a positive thinking and also good moral to audience.

According to Mansor Samad, Ramli Mohamed and Shawaludin (1998), the purpose of the message is contained in the words or symbols used by a person to deliver and express something to the receiver. They also described the three major features that should be present in an effective message. It consists of the code, content and the treatment

However, Hiebert et al. (1985) describe that effective message is formed from three message units; content, code and mediums. Content is data, ideas and material; it is called all communication. The code is also a symbol of a symbol system used to evaluate which is the effectiveness and the impact on the content and it is referred to language communication. Last but not least is medium; the medium is the organizational structure, the framework in which the ideas are woven. The technology, equipment, practices and so on make every phrase of different mass medium of the same content. It all comes to organization.

Apparently, this ad is successful in effective communication by delivering an effective message to the audience. The messages which delivered in a concise manner and with its own purpose between the presenter to the audience to attract attention and impact on teenagers. In addition, the effective Petronas Independence's Day TV commercial advertisements have good content which are useful in conveying the message to the audience where it should be easy to understand and accurate information provided by the passing of time and updates. According to Merrill and Lowenstein (1979) cited that,

Advertising is a message, albeit a paid message. As a message, it is either news, information or advertising message is therefore related to his product, the information and/or entertainment value of the advertisements itself and unobtrusiveness of presentation. (p.72)

Furthermore, the combination in terms of ideas, the latest information can make the Petronas Independence Day TV Commercials established and compact in terms of message that will be delivered. That is what happened to the Petronas Independence TV Commercials advertisements, where the message conveyed is the main factor why these ads successfully communicated to the audience. Presentation style was well taken into consideration to determine the effectiveness of the message. Petronas Independence Day TV Commercials effectiveness in messaging all started from the Petronas TV ads being a communicator to deliver the message to the society, especially teenagers. Besides that, presentation using TV ads is the best medium to persuade the audience and affect them.

Perception On Petronas Independence Day Tv Commercials In Creating Awareness Of Self-Esteem Among Teenagers

Table 2: Perception On Petronas Independence Tv Commercials In Creating Awareness Of Self-Esteem Among Teenagers.

	Yes	No	Total
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Q8	Are Petronas Independence TV Commercial an effective PSA (Public Service Announcements) to the audience?	91	9	100
Q9	Are Petronas Independence TV Commercials able to develop self-esteem among teenagers?	90	10	100
Q10	Are Petronas Independence TV Commercials able to persuade the audience towards positive manners?	89	11	100

Referring to the Table 2, respondents perceptions of the Petronas Independence TV Commercials advertisements impact on teenagers' self-esteem was very encouraging. The majority of responses were of the opinion that the Independence Day Petronas TV ads give them greater awareness.

Based on **Q8**, PSA (Public Service advertisements) in Malaysia play an important role in providing useful and accurate information, and provide good moral values to the audience for them to adopt a responsible attitude towards a social problem that occurs. PSA (Public Service Announcements) advertisements are affecting the awareness of the rise of social issues and in turn affect the community.

The issues that arise in an advertisement are likely to be useful to the audience as guidance and lesson to the community. According to Kotler (1997), the function of PSA (Public Service Announcements) is to provide information so that people know the true impact of what is happening around them. He also said that PSA serves as a persuasive tool to impress and persuade in a notification.

Thus, PSA (Public Service Announcements) not only function as informative tools about the issues that are of consequence, but it also impact the audience. In addition to that, PSA (Public Service advertisements) also educate the audience for preparing the mind towards goodness and how to deal with problems well. Teenagers can make a comparison of the impact of these issues through the ads displayed whether it is good or not. This statement was supported by Cram101 text book review (2013), which stated that:

There are many different definitions for public service announcements or public service ads, but the simplified version of public service announcements are message in the public interest, disseminated by the media without charge, with the objective of raising awareness, changing public attitude and behaviour towards a social issue (p.74)

Referring to **Q9**, the usage of Petronas Independence Day TV Commercials is the best way to campaign about the self-esteem among teenagers. Advertisement-oriented culture and identity should be highlighted through a suitable medium so that it can influence public procedure in improving self-esteem in each individual. Chandra's (2004) Analysis of Media and Communication has media described as being hot or cool medium.

A hot medium (print, radio, film, photography) is one that extends a single sense with high definition that is a complete filling of data by the medium. Hot media are low in participation by the audience. In a cool medium audience is active constituent the viewing or listening experience. TV is a cool medium because it is visually low on data thus ensuring a lot audience involvement.(p.9)

Through the above statement, it clearly shows that advertisements' impressions from the Petronas TV ads had a positive impact and was able to create awareness among teenagers. Yasmin Ahmad (2003) said every product must have its own personality. She wrote the script for Petronas in order to create awareness about social and family matter. Apparently, TV ads produced by Petronas successfully conveyed an effective message and will educate teenagers and future generations. These ads were created as a reminder to the audience to make an action. Kotler (1997) argues PSA (Public service announcements) emphasize the existing issues and serve as a reminder so that people remember and do something. This is because there are only a few people who know the issues, but always forget to take action.

Q10 has mentioned about the Petronas Independence Day TV Commercials ability to persuade the audience towards positive manners especially teenagers. Persuasion is one of the functions in these ads in order for teenagers able to adopt moral values in themselves. In this context, it can be used in the field of advertising in the nature of economic, political and social. These functions are also important because it involve the impact on the audience when the media is used. Messages with the effective delivery method will commonly be able to captivate audience and indirectly influence the minds and attitudes gradually (Mohd Baharuddin and Mohd Khairie, 2004).

In addition, advertisements form industry and cultural identity in the individual. Associate Professor Mohamad Md. (2013) said that the ads industry is certainly a strategic industry in shaping the nation's identity, culture and communication based on a local rule of the country. As such, advertisements are valid and characterize and reflect the culture and identity required in accordance with the code of practice of the Malaysian advertising issued by Advertising Standards Authority Malaysia (2008). Advertisements must project the Malaysian culture and identity, reflect the multi-character of the population, and advocate the philosophy of Rukun Negara.

According to Mohd Baharuddin and Mohd Khirie (2004), the mass media is successful in describing the culture of a society through the posts. We can see a culture of the life in Malaysia's multi-racial and cultural scene but at the same time are still practicing tolerance and unity. Mass media as a medium allows us to get information about foreign cultures and facilitate adapting ourselves to the foreign culture of a place.

Obviously, Petronas Independence Day TV Commercials have powerful dynamics to attract society and educate them. Gary Dahl (2007) has mentioned that the best TV Commercials are ones that grab viewers' attention, making people want to look at the screen and see how the product or service can be used or provide what the advertiser's store looks like and the variety of products the advertiser sells or an earnest appeal for how an advertiser's service can help them. TV Commercials are even more effective if they have substantial entertainment values. These TV ads are a good campaign among teenagers and also society because they have a message inside for viewers to adapt positive values.

Impact / Effect Of Petronas Day Independence TV Commercials Advertisements Among Teenagers

Petronas Independence TV Commercials are not only effective in delivering the information to the audience. In fact, they are also effective communication tools in education, as well as a medium of entertainment persuasion. In the unconscious, it also affects the social and

cultural media. The task is not just for entertainment but media can also influence social changes such as attitude, behavior, emotions and others. In addition, the media can influence perceptions of current issues occurring. Postman (2005) said he refers to television as a curriculum; a specially constructed information system whose purpose is to influence, teach, train or cultivate the mind and character of teenager. While DeFleur and Denni (1985) cited that:

.....there has been an accumulation of research on the media's social and culture influence...First, the media can help bring about and spread social change. Second, the media influence the public's perception of reality-of what current public issues are about and what importance they have as well as which conditions are social "problems" requiring action. Finally, the media are vehicles of popular culture (p.331)

From the beginning of the study and a survey of the actual study, the researcher could see the impact or effect of the things contained in the communication theory of the effects of cognitive, affective and behaviour. All three theories have distinctive functions and have been used in this study to observe and measure the impact of these ads' effectiveness among adolescents. Cognitive effect leads to knowledge, education and information. While the affective effect influences a person's emotions and behaviour effects influence the actions and attitudes after exposure to the media.

The effects of media on viewers depend on the situation and interactions between the three variables, namely cognitive based on knowledge, the change of mind or clarification. While the affective affects act towards an individual's feelings, such as fear and sympathy or enhance moral values. Last but not least is behaviour. It involves doing things as recommended by media; like showing aggressive behaviour, buying products or services or even changing the way they work. (Mohd Baharuddin dan Mohd Khirie,2004)

Cognitive Effect

Table 3: Cognitive Effect among teenagers

No		Strongly Disagreed	Disagreed	Not Sure	Agreed	Strongly Agreed	Total
Q12	The content in this advertisement is very knowledgeable and gives information among teenagers	4	0	3	73	20	100
Q13	This TV Commercials educates teenagers self-esteem	4	1	10	64	21	100
Q15	The positive values through this TV Commercials are appropriate and create awareness among teenagers	3	0	1	63	33	100

Referring to the Table 3, the researcher will discuss the effects of cognitive effect. The majority of respondents felt that they agreed this advertisement gives them information. In addition, these ads also educate them about self-esteem and positive values that are in these ads is appropriate and to create awareness among them.

Based on the **Q12**, the content in this advertisement is very knowledgeable and gives information among teenagers. The Petronas Independence Day TV Commercials is used to be the connecting tool in conveying an effective message to the audience. The content of the advertisements is compact and provides information to the audience, especially teenagers. Wells (1992) has mention the communication process starts with gaining an audience's attention, then the proceeds to generating or creating awareness (cognitive process) and finally optimally-decisions or results in comprehension. Obviously, these ads could be used as a medium or tool to educate teenagers to be more rational, positive thinking and also help in shaping teenagers identity or self-esteem.

Q13 has mentioned that this TV Commercials educates teenagers on self-esteem. This shows that Petronas Independence TV Commercials advertisements have a cognitive impact on teenagers through the effects of mass communication. This statement has been supported by Wiryanto (2004) in his book 'Penghantar Ilmu Komunikasi'. He concludes that cognitive effects can change the existing and preserved values in the society itself. In this context, it can be said that the usage of Petronas TV ads as the main medium in this study can affect motivation. This is because cognitive effect itself is more focused to educate, provide information and raise awareness among individuals, especially teenagers. Ramesh Chandra (2004) in his book Analysis of Media and Communication Trends stated that :-

Cognitive factors partly determine which environmental events will be observed, what meaning will be conferred on them, whether they leave any lasting effects, what emotional impact and motivating power they will have, and how information they convey will be organized for future use. It is with symbols that people process and transform transient experiences into cognitive models that serve as guides for judgment and action.(p.15)

Obviously, the exposure of cognitive effects are useful to the audience and also benefits the communities especially teenagers. In fact it is also used as a symbol in the process to transform the individuals themselves towards goodness. In addition it is also used as the transformation of educate teenagers to shape the self-esteem especially in reflection of their identity and Malaysian culture.

In **Q15**, it was mentioned that the positive values through this TV Commercials are appropriate and create awareness among teenagers. Uma Narula (2006) described that cognitive media effects occur in three ways. First, is in term of change in belief systems and attitudes and values. Second is the role of media in agenda-setting. The topics are selected by the media and presented to the public. Third is the expansion of people's system of beliefs.

This statement is also supported by Wells (1992). Wells discussed about the function of advertising or advertisements and its educational role. Consumers can learn about the various products or service. When the audience gain a sufficient understanding, they will able to judge between the products or services advertised, whether they contain positive or negative elements. He also said that advertising has a social role because advertising has the power to influence people's lives. Bovee and Arens (1986) consider that role of ads in education is necessary to be able to guide the public.

Affective Effect

Table 4: Affective Effect among teenagers

		Strongly Disagreed	Disagreed	Not Sure	Agreed	Strongly Agreed	Total
Q17	The advertisement succeeds in affecting the emotions among teenagers	1	0	9	64	26	100
Q18	TV Commercials can re-evaluate self-esteem weaknesses	1	0	15	68	16	100

Affective effect are one of the effects in the theory of mass communication. Affective effects more focused on the influence of emotions on display of an individual. From the findings made, the majority of respondents felt they agreed that ads succeeded in giving emotions effects among them. In addition, they re-evaluate the weaknesses of their self-esteem. Moreover, these ads also convince them of the value of self-esteem they should have in each individual. According to Yusuf Zaky Yacob (1977), there are some features related to overview of feeling of emotional development such as teenagers preferring to make a comprehensive conclusion from what they have seen and heard.

Based on **Q17**, the advertisement succeeds in affecting the emotions of teenagers. The purpose of mass communication is not just to tell the audience about something, but also the audience are expected to be having the feelings of compassion, touched, sad, happy, angry, resentful, annoyed, frustrated, curious, affection, anxious, cynical, wry, and so on (Effendy,1998). Besides that, other than the words, emotions can also reveal whether someone is angry, happy, or sad.

In addition, **Q18** has describe about TV Commercials can re-evaluate of self-esteem weaknesses, and teenagers totally agreed that this TV Commercials gives effect to them in terms of emotions and re-evaluate their self-esteem weakness. Zillmann and Bryant (2013, p.66) in their book, ‘Selective Exposure to Communication’, stated that affective effect is when the individual may want to develop evaluative and achieve decisions. This process can make the audience appraise the TV ads and express through their feelings.

However, affect is different than attitudes or moods. Affective media effects concern the feelings people experience about a particular issue, object, attitude, association, or event, either their conscious or unconscious (E. Carroll, 2013). This statement is also supported by the late Yasmin Ahmad in her interview with Noor Azam Shairi (2003), she stated that she wanted an advertisement that can stimulate the emotional society in the right direction that would make people think after seeing the visuals and the story.

Surprisingly, there were some respondents who were not sure whether that this advertisement affect their emotion or not. Besides that, some of them also did not think that this TV commercial re-evaluates their self-esteem weakness or not. The researcher argues that maybe these particular groups of respondents have their own perception or maybe they did not feel that this TV commercial affects them.

Okazaki (2011) has mentioned that entertainment leads to positive emotions and a feeling control of an excitement regarding the situation. In this situation, researcher agrees with the statement, because during the observation on the respondents feedback, the researcher has seen the expression, emotions and feelings from the faces among the respondents. All of them expressed the feeling of happiness when they watched the videos because all the sample videos selected have elements of comedy but they were silent when the plot looks bored.

Behaviour Effect

Table 5: Behaviour Effect among teenagers

		Strongly Disagreed	Disagreed	Not Sure	Agreed	Strongly Agreed	Total
Q22	After watching this TV Commercials, teenagers will be applying the moral values in themselves	1	0	12	59	28	100
Q25	The message in the advertisement has created awareness and changed teenagers' behavior to be positive	1	0	2	68	29	100

Based on Table 5, the majority of respondents agreed and strongly agreed with **Q22**, which states “After watching this TV Commercials, teenagers will be applying the moral values in themselves. The behaviour is due to the effect arising when they were acting as the audience, in terms of behaviour , actions or activities. Behavior is connected with the intentions, determination, effort, which tends to be an activity or actions (Effendy, 1993). Obviously, Petronas Independence TV Commercials advertisements are able to attract the audience, especially teenagers in a positive change towards embedding positive values through the message delivered to them.

However, a few from among them were still not sure whether this ad was able to instil moral values or not. Nurulhuda and Nurul Ezzati (2008) concluded that teenagers begin to realize that attitude is easy to criticize but difficult to implement. Apparently, teenagers already know how to re-evaluate the goodness and cons but their levels of thinking is still not mature enough and think less rationally. This statement is supported by Yusuf Zaky Yacob (1977). He described the teenagers’ thinking at this stage as not quite matured, rational, logical and objective. Thus, it is not surprising if many adolescents’ behaviour are influenced by their emotions. He also concluded that at this stage teenagers feel confused in finding their identities.

Based on **Q25**, respondents also felt this Independence Day advertisements created awareness among them and changed their thinking to more positive. Moreover this Independence Day ads are also able to improve their self-esteem weaknesses. Petronas Independence Day ads not only deliver an effective message, but are also capable of interacting with the audience for action and attitudes to be changed into a more positive direction. In improving self-esteem, they may also apply moral values in themselves through these ads. This ad reflects the real culture of the society in Malaysia, which are attitude, courtesy and to be respectful of each other. According to the Code of Advertising

Practice in Malaysia 3rd edition (2008), Malaysian advertisements must show the Malaysian cultural and Malaysian Identity, reflecting the multi-ethnic character in Malaysia and defend the philosophical tenets of the State.

CONCLUSION

The message is an important element in an advertisement to attract the attention of the audience. With the right media usage, the message can clearly be communicated based on the information provided, interesting idea, simple storyline and effective service delivery. Obviously, there is no doubt that the Petronas Independence Day advertisements succeeded as Public Service Announcements (PSA) in providing information, education, and will present emotions among the audience.

Obviously, Petronas Independence Day TV Commercials have powerful impact to attract society and educate them. Gary Dahl (2007) has mentioned that the best TV Commercials are ones that grab viewers' attention, making people want to look at the screen and see how the product or service can be used or provide what the advertiser's store looks like and the variety of products the advertiser sells or an earnest appeal for how an advertiser's service can help them. TV Commercials are even more effective if they have substantial entertainment values. These TV ads are a good campaign among teenagers and also society because they have a message inside for viewers to adapt positive values.

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