CHAPTER IV
DATA FINDINGS AND DISCUSSIONS

4.1 Data Findings

4.1.1. A UNICEF commercial by me campaign

This video talking about the children displaced, abuse, and children are not attending school, violence and disaster makes the children face the world alone. Every child has a dream that we do not know in the future however many people who are no care about them. Very disappointment if we let the children displaced while we can help them.

In this video, I found five utterances:

“5,000,000 school-aged children are not attending school”

“256,000 children room around the street and are vulnerable to abuse, violence, and exploitation.”

“21 typhoons hit the country every year on average”

“Unicef has been helping children survive and thrive for over 60 years”

4.1.2. Lionel Messi UNICEF ambassador campaign

This video talking about the speaker motivated the children to survive in the world and never surrender. Messi become UNICEF ambassador because when kids he was problem about hormone and his doctor punish him cannot grow well. After that, Messi adopt by Barcelona foundation and supply what he need in order could grow up well like normal. Many children that have good skill in their life such as athlete, clever, and much more however, they are could not get their dream because
many problem that make it difficult for them. Problem that the children face such as their parent have no much money for supply them, no parents, no family that support them while their very complete.

In this video, I found two utterances:

“I have realized you to imitated me”

“Together we will help children in need across the world”

4.1.3 Pampers UNICEF commercial 2011 campaign

This video talking about bed pamper that could help children from disease especially tetanus. Disease that hit every baby has to overcome by everyone in order the baby could grow up well. The baby so very sensitive with disease even the baby could be die if we as parent do not give fully attention to them. Cooperative with UNICEF, give chance to pampers product to help children or baby.

In this video, I found three utterances:

“When you put your baby to bed pampers you help protect”

“1 pack of pampers = I lifesaving vaccine”

“Together we can eliminate newborn tetanus”

4.1.4. Alyssa Milano UNICEF ambassador – children need your help campaign

This video talking two corners for nowadays is useful for us however if discordant to UNICEF it will help children survive. Speakers invited us to discordant our little money to UNICEF in or order could help children, discordant five dollars a month is not make our money losing also bankrupt. It is about help children survive not for personal that have a better life.
In this video, I found six utterances:

“Imagine what this two corners you can do”

“I can imagine better opportunity to save a life for a child”

”Their drinking water is dirty and unsafe and could kill them”

”Please go online or call right now and join Unicef for just fifty teen dollars a month Is only fifty cense a day and means you can get children life nutrition’s”

”That with your fifty cense a day bias, the real things children desperately need to survive”

” These two corners, it never been easier to save the life of child but if you go online or pick the phone, right now”

4.1.5 Child survival

This video talking about, UNICEF always front of other organization to help children survive also the best organization in the world. UNICEF was born since war world two help children survive because many children displaced after war and there is no people who could be treat them because they have a same condition. It is motivated UNICEF to keep moving and become an organization of world.

In this video, I found five utterances:

”Every child, every child, every child, every child needs help”

”There is no radar mission that helping children survive and there is no organization better able to do something about it than UNICEF”

”Since war world two, Unicef is an going program, has been about one basic one basically, saving kids life”
“Six hundred dollars provide an emergency supply of life saving clean water for twelve hundred people a day”

“Children need water, children need medicine, children need food, children need protection, children need our support, we can make a difference it’s possible”

4.2. Discussions

4.2.1. The analysis aspect of meaning in UNICEF campaign video

The utterances analyzed by using the aspect of meaning are

a. The theme of the Unicef campaign video
b. The feelings of the speaker in Unicef campaign
c. The tone of the utterances
d. The intension of the utterances

4.2.1.1 The theme of the UNICEF campaign videos

Based on the explanation above, I found two themes are social and health.

4.2.1.1. Social

Social refers to human life. It would be discuss about the activity of human. Everything could happen because every human have relationship each other. Campaign video 1, 2, 4, and 5 tell about the UNICEF program helping children survive. For instance, the title in Unicef campaign video 1 tell about social inequalities that happened to children, the first is many children die before they reach the age of five, as a family we have to attention about it because it a big problem to regeneration our future. Secondly, are many children around the street or displaced. It makes the children easy to abuse, violence and exploitation by another people who
are not responsibility. The third are typhoons disaster that could not solve the solution by government. Those are problem above become the serious problem for UNICEF as organization that help the children survive for a long time.

Moreover, in tittle *UNICEF campaign 2* tell about the speaker that motivated the children to keep spirit in survive. It could be seen in *data 2.1* that Messi as speaker invited the children to try his way and never surrender. The speaker is not only invited the hearer however he also discordant his little salary to UNICEF for children survive.

Subsequently, in tittle *UNICEF campaign 3* tells about two corners is easy to save life kids. It refers to *data 4.6* that is not easy to saving life children from disease if have two cent however it would be useful if we discordant to UNICEF because if every people discordant two cent every week or month be able to saving children.

In addition, in tittle *UNICEF campaign 5* tell about many children need our help. It could be seen in *data 5.1* and *data 5.5*, the unlucky children could not survive without us. They need our support to survive their life and complete their food, medicine, water and protection from us. Is not easy way to help them however if we are together we can make it possible. Every problem that happened to children always become basic from UNICEF in order in future it problem would be zero.

4.2.1.1.2 Healthy

Healthy is the condition of body well. Health can bring us to do something by confident. *Campaign videos 3* tell about pamper product cooperative with UNICEF to eliminate newborn tetanus. Tetanus is bad bacteria that attack the children, it can be
seen in *data 3.2* that pampers product focus to safe the baby from vaccine. In addition, in *data 3.3* the speaker invited us to eliminate newborn tetanus. Healthy is very important to baby because the baby is sensitive with disease. If do not give fully attention to them, the baby would be die before enjoy their life. UNICEF always able to save life kids by immunized against disease. In addition, UNICEF program about healthy encompass bad nutrition, malaria, tetanus, etc.

Many country after hit by disaster get help from UNICEF because this organization as fast as possible come to it country in order could help children before hit by disease or something bad that could happened. In addition, UNICEF emergency supply to other country has crisis of water, they saving clean water in order the people is not easy hit by malaria. It could be seen in *data 5.4* which the UNICEF always stands by when disaster come.

4.2.1.2. The feelings of the speaker in UNICEF campaign videos

Feeling refers to expression of the speaker’s fell. As follow: sadness, happiness. The first, UNICEF campaign video 1, I found four utterances indicated of the speaker’s fell. Such as:

The first, *data #1.1* the speaker in this utterance expressed sadness because the children have to get success in school. Their life has to rich about knowledge that would be leading them to faces the world everywhere their leave. Sadness is a natural physiology that has every human however for nowadays is sometime to uses.
Second, in *Data #1.2* the speaker feeling in this utterance expressed sadness because the children have to complete the nutrition, sent them to get the school and enjoy their children era because someday they are will be useful to the country.

Third, *Data #1.3* the speaker feeling in this utterance expressed sadness because much more children become sacrifice of disaster that should not it happened. We can ignore if disaster has coming however, we can overcome by do it keep the healthy life.

The last, *Data #1.4* the speaker feeling in this utterance expressed happiness because UNICEF is the one organization in the world that has one basic to saving life children. UNICEF is the one organization better in the world

Secondly, UNICEF campaign 2, I found two utterances that indicated of feeling. As follow:

The first, in *data 2.1* the speaker feeling in this utterance-expressed happiness because Messi want to every child like him could be faces the world and to be successful although has of lack. Secondly, in *data 2.2* the speaker feel happy because much more Messi’s friend help him to collect much more money by football friendly match and every ticket sold out become income to children survive.

The third, UNICEF campaign 3, I found three utterances that indicated of feeling. As follow:

*Data 3.1* the speaker feeling in this utterance expressed happiness because every parent needs their baby healthy and grow up well. In *data 3.2*, the speaker felling in this utterance expressed happiness because there is an organization that
always attention to the children or baby survive. In addition, data 3.3 the speaker felling in this utterance expressed happiness because UNICEF and pamper include eliminate newborn tetanus in their program.

The four, UNICEF campaign video 4, I found six utterances that indicated of feeling. As follow:

Data 4.1, the speaker feeling in this utterance is express of sadness because nowadays many people who have much more money however, they do not care to children even their children. Furthermore, in data 4.2, the speaker in this utterance is express of happy because there are some children successful survive and get better life after UNICEF help them. Moreover, in data 4.3 the speaker in this utterance is express of sadness because many children our help to survive, the children cannot be face the world without us. Subsequently, in data 4.4 the speaker in this utterance is express of sadness because we have much money however we did not discordant our money although a little. For instance, in data 4.5 the speaker felling in this utterance is express of sadness because we only use our money to go to shopping and do not care to children displaced. In addition, in data 4.6 the speaker in this utterance is express of happy because we as member of UNICEF can help children survive and always provide emergency supply for children.

Five, UNICEF campaign video 5, I found five utterances that indicated of feeling. As follow:

For instance, in data 5.1 the speaker feeling in this utterance is express of sadness because many children in around us abuse, exploitation and violence by
people who are not responsibility. Furthermore, in *data 5.2* the speaker feeling in this utterance is express of happy because UNICEF is first organization that give help to children survive in the world. Moreover, in *data 5.3* the speaker feeling in this utterance is express of happy because UNICEF was born since war world two and helping children survive for a long time. Subsequently, in *data 5.4* the speaker feeling in this utterance is express of happiness because UNICEF saved much more children survives and become the first organization in the world. In addition, in *data 5.5* the speaker feeling in this utterance is express of sad because much more children face the alone and they lack everything in survives.

4.2.1.1.3. The tone of the dictions

Tone refers to diction in diction. Diction is present the speaker’ reaction. In *data 1.1*, the tone of the diction is “are not attending school”, it means that the children do not school. As speaker she so sorrow because the children like them have to go to school and get better life in order someday they can help each other by their ability. Furthermore, in *data 1.2* the tone of the diction is “256.000 children around the street” it means that high rate for children could not get the better life. Speaker take a note many children need our help however other people who do not care about them.

In addition, in *data 1.3* the tone of diction is “21 typhoons hit the country” it means that disaster for human life. The speaker complains to government to looking for idea to solve this problem because it happened every year and always getting
sacrifice. 21 typhoons in every year would make all of people who afraid and trauma if hit their family especially children would be displaced if their parent died.

The last, in data 1.4 the tone of diction is “over 60 years” it means that the UNICEF working for a long time. The speaker very proud to UNICEF program because become the one organization successful helping children survive in the world. It have to become example other organization if want to be organization better in the world.

UNICEF campaign video 2, I found two utterances that indicated of tone. As follow:

For instance, in data 2.1 the tone of diction is “imitate m” it means that Lionel Messi needs every child like his self because he always faces the world and never surrenders. In addition, in data 2.2 the tone of diction is “together we will help children” it means that the speaker would help children to survive because every child has to gets better life.

UNICEF campaign 3, for instance in data 3.1 the tone of diction is “help protect” it means that every baby that that the parent treat by using bed pampers would be avoid from disease. Furthermore, in data 3.2 the tone of diction is “l lifesaving vaccine” it means that the speaker or pamper have a good program to decrease children from disease because children is very sensitive with disease. In addition, in data 3.3 the tone of diction is “eliminate newborn tetanus” it means that the speaker optimist to decrease tetanus in the baby’s life.
UNICEF campaign 4, for instance, in data 4.1 the tone of diction is “two corners you can do” it means that 2 cents foe nowadays is not useful for us to buy something. The speaker will appreciate if we discordant to UNICEF in order could be help children. Furthermore, in data 4.2 the tone of diction is “better opportunity” it means that we have to help children survive until the children adult and useful for us. Subsequently, in data 4.3 the tone of diction is “could kill them” many children outside drinking dirty water. It makes the speaker disappointed. Moreover, in data 4.4 the tone of diction is “join UNICEF” it means that we would be a big family that always helps children survive because it the children needs from us. In addition, in data 4.5 the tone of diction is “fifty cents a day bias” it means that we more like our money bias than discordant to UNICEF. The speaker disappointed because many people who are not care for children needs. The last, data 4.6 the tone of diction is “never been easier to save life,” it means that with two cents could not help children however if help children together it can be possible.

UNICEF campaign videos 5, for instance, in data 5.1 the tone of diction is “every child needs help” it means that much more children needs our help because they have to get nutrition, food, water because they would be die if do no help them. Furthermore, in data 5.2 the tone of diction is helping children survive” it means that the UNICEF is the organization in the world that helps children. Subsequently, in data 5.3 the tone of diction is “provide an emergency supply” it means that the UNICEF income every day, every week, every month and every year only for children survive because it very valuable for them. In addition, in data 5.5 the tone of
diction is “children need our support” it means that children displaced would be have a better life if we always behind them and give their chance to make their life better and better.

4.2.1.4. The intension of the utterances

Data #1.1 Many children in some of country are not attending school because there are some problems are the parents have no much money to supply their children to get the school, lack of attention from government to parents give information about KB (keluarga berencana) to decrease newborn and economic crisis that make the poor family cannot competitive. Intension of utterance in data #1.1, the speaker informing to the hearer especially rich people to adopt the children displaced and helps them to get success. The speaker hopes that there is no children do not attending school.

Data #1.2 Abuse, violence and exploitation is near with children displaced because many people whom are not responsibilities ordering the children become beggar in the street also push working hard. This is not something appropriate for children because it can make the children future would be missing. Intension of utterance in data #1.2, the speaker ordering to the hearer to help children from abuse, violence and exploitation because they are too young and easy to trauma even could be dying.

Data #1.3 there are some of countries hit by typhoons every year. It makes country destabilizer. In addition, many people become sacrifice of typhoons and need more time to repair it. Intention of utterance in data #1.3 the speaker appeals to the
government as leader of country to solve it problem because many people especially children become sacrifice of typhoons every year. In addition, the speaker hopes in order the government looking for a good idea to solving this problem.

**Data #1.4** since war world two UNICEF help children survive. Very long time for UNICEF as organization to did it. In addition, the UNICEF has much office in every country in order easy to give emergency supply to help children survive. Intentions of utterance in *data #1.4* the speaker inform to the hearer that UNICEF was born in war world two and help children survive.

**Data #2.1** Lionel Messi is athlete of football. Nowadays he is the best player and in other country Messi become a figure however much people did know that when kid he could not grew up well because he has problem of hormone. Intention of utterance in *data #2.1* the speaker suggests to the hearer especially children to faces the world and believe someday we would be success.

**Data #2.2** Lionel Messi is UNICEF ambassador; he also made foundation named Messi FOUNDATION. He invited his friends to make all-star football team to friendly match and every ticket sold out discordant to unlucky children by MESSI FOUNDATION or UNICEF. Intention of utterance in *data #2.2* the speaker invited the hearer to help children in need across the world because much more children displaced.

**Data #3.1** everyone has a family need baby or kids to continue they regeneration in their family because much parents said that life is no complete without child. It expression of happy from parents if they can their children grow up
well. Intention of utterance in data #3.1 the speaker recommending the hearer for using pamper because it would help the baby from tetanus.

Data #3.2 Pampers is a healthy product that corporate with UNICEF organization to help children from disease. Pampers discordant their little money to UNICEF. In addition, UNICEF always looking for sponsor to get any money, food, medicine, and getting help in order easy to give emergency supply. Intention of utterance in data #3.2 the speaker recommending the hearer to use bed pampers because bed pampers that the hearer bought would be discordant to UNICEF.

Data #3.3 Tetanus is toxin or deadly bacteria that could make someone who died, tetanus is a familiar disease especially for children and the speaker confirms to the hearer to prevent tetanus by immunization. Healthy as part UNICEF program that high rate the UNICEF did for a long time and many members of UNICEF appreciate it because the key of children survive in the world is health. Intention of utterance in data #3.3 the speaker invited the hearer to eliminate newborn tetanus by using bed pampers.

Data #4.1 two corners means to coin or money. Two corners if we bring to super market are not useful. Sometimes we found in street and we feel shine to take it however we send to UNICEF organization it would be useful. Intention of utterance in data #4.1 the speaker invited the hearer to discordant their little money to UNICEF because it would be useful for children. A little money that we discordant to UNICEF it will not make our poor.
Data #4.2 Children or kids are the future of country because they are successions of leader. If the children grow up well automatically, the parents would be happy and is it hopefully every parent in the world. As UNICEF ambassador she want to help every children to get success in the world. Intention of utterance in data #4.2 the speaker invited the hearer to give a better opportunity to children because they are regeneration of future. We always miss kids 29.000 by malaria. Therefore, it would be difficult for us to regenerate the future.

Data #4.3 the children has no parent faces the world alone, their thirsty, hungry, poor, and their do not know about their future, the speaker show video about them. In addition, they need our help to survive because they are too young to complete their life. Intention of utterance in data #4.3 the speaker informs to the hearer that the children have no parent drinking dirty water. If we let him drinking dirty water they would be die or missing their future.

Data #4.4 the speaker begs please to the hearer to discordant fifty teen dollars a month because outside many children need our help. They need everything to survive their life. Intention of utterance in data #4.4 the speaker invited the hearer to discordant fifty cent to UNICEF in order could be save the children. Fifty cent may be in useful for us however if all of discordant fifty cent a month it would be help many children that displaced.

Data #4.5 Every time we go shopping, we bought all of what we need to complete our life however we did not realized many children outside need our help. They need water, need protection, and attention from around us. Intention of
utterance in *data #4.5* the speaker suggests the hearer to collect their coin at home and discordant to UNICEF than is not useful in your life.

*Data #4.6* we did not realize that we losing 1 cent a day because we think a hundred or five hundred rupiah does not useful. It would be difficult for us to buy something that important for us. The best thing is help each other to completely. intention of utterance in *Data #4.6* the speaker beg please to hearer to discordant their little money to Unicef because two corners is not useful for us to completely our life however it would be help children survive in the world.

*Data #5.1* every child in the world needs our help to survive and getting success. They have to enjoy their life until on aged is not spend their life in around the street, displaced, and become sacrifice by people who are not responsibility, it have get attention from us in order there is again the children around the street or life in poor. Intention of utterance in *Data #5.1* the speaker informing to the hearer to help children survive. With join to UNICEF, we will be UNICEF family that gives our soul to do one basic program of UNICEF.

*Data #5.2* Nowadays only UNICEF organization that help children survive as intense. It makes the UNICEF famous in the world. There are many program that make the UNICEF is different with other program. As follow: committing to child survive (a promise renewed), unite for children (unite against AIDS), emergencies, crisis in the sahel, protection and education. Much organization about humanity however is not like UNICEF. Intention of utterance in *data #5.2* the speaker informs
to the hearer that there is no organization better than UNICEF because UNICEF was born as organization since war world two.

**Data #5.3** War world 2 happened around 1939 that involve a big power from view of country to increase their ascendant territory. It happened approximately 6 years and reduced all of the people activities. Much more parents died especially father and it makes their wife and children displaced. It make the UNICEF organization was born to help them. Intention of utterance in data #5.3 the speaker informing to hearer that the UNICEF has one basic program is saving life kids from disease, abuse, violence and exploitation.

**Data #5.4** UNICEF always supply to country that have economic crisis and make all of item is expensive. Automatically the people have no much money get the risk. In addition, many countries like Africa crisis about water while the people need water to survive because no water no life. Intention of utterance in data #5.4 the speaker informs to the hearer that UNICEF going program for a long time as organization in the world.

**Data #5.5** many children outside is not like us. We have parent that treat us when kid while them have to faces the world alone. No family, drink dirty water, no everything. In addition, they could be die if we do not help them. Intention of utterance in data #5.5 the speaker invited the hearer help children survive because we can make the children happy and saving if we support them to faces the world