

Article Info:

Published Date: 13 Januari 2025

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Cultural values in Coca-cola animated advertisement: Chinese New Year (2022-2023)

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To cite this article (APA): Jingrou, L., Mat Sin, N. S., & Ran, Z. (2025). Cultural values in Coca-cola animated advertisement: Chinese New Year (2022-2023). *KUPAS SENI: Jurnal Seni Dan Pendidikan Seni*, 13(1), 19–29. <https://doi.org/10.37134/kupasseni.vol13.1.3.2025>

To link to this article: <https://doi.org/10.37134/kupasseni.vol13.1.3.2025>

ABSTRACT

With Chinese immigrants spreading across the globe, the Chinese New Year has gradually become a global festival. Along with advancements in information technology and the close connection between media and culture, the ways of presenting animated advertisements are becoming increasingly diverse. Most research focuses either on advertisements or animations, with less emphasis on those appearing in animated ads. The culture of the Chinese New Year has become an important element in animated advertisements. This study primarily uses qualitative research methods to analyze the dominant cultural values in two Coca-Cola Chinese New Year animated advertisements. Data analysis employs Roland Barthes' semiotic analysis. The study examines the content analysis results, which show that the values include tradition, harmony, etiquette, benevolence, face, family, filial piety, perseverance, wisdom, nature, beauty, youth, modernity, happiness, and enjoyment. It is evident that Chinese animated advertisements not only convey Chinese cultural values but also incorporate cultural values from other countries. Furthermore, it highlights the significant role of Chinese cultural values in animated advertisements.

Keywords: Cultural value, Animated advertisements (Animated ads), Chinese New Year (CNY)

INTRODUCTION

In recent years, animated advertisements have gained significant popularity as an innovative marketing tool. Compared to traditional advertising formats, animated ads are more effective at capturing viewers' attention and conveying messages due to their unique visual effects and vivid expressions. The rise of the internet and social media platforms has further contributed to the increased prevalence of animated ads (Smith, J. 2023). Recent market research indicates that the global animation market is projected to reach \$408.08 billion by 2024, with the use of animated ads also on the rise; approximately 15% of advertisements incorporated animation in 2022. (<https://www.linearity.io/blog/animation-statistics/#future-trends-and-innovations-in-animation>) The use of animation in advertising is growing at a rate of 7% per year. (<https://marketsplash.com/animation-statistics/>) The creation of animated advertisements often includes interpretations and reflections on societal values and ethical standards, thereby positively impacting social culture. For example, some animated ads tell stories about themes such as environmental protection and social responsibility, guiding viewers to pay attention to and think

about these important societal issues (Lee, K. 2022). Cultural backgrounds from different countries and regions have a profound impact on the creativity and expression of animated advertisements. Animated ads often incorporate local cultural elements, making the ads more relatable to viewers and creating unique cultural symbols (Tanaka, M. 2021). At the same time, animated advertisements serve as a bridge in cross-cultural communication, facilitating more frequent and deeper exchanges between different cultures through global dissemination. In China's diverse and unique cultural environment, the importance of cultural values is particularly evident (Qian et al., 2023). The deep historical background and distinctive cultural values significantly influence how audiences perceive and evaluate advertisements. As a globally renowned beverage brand, Coca-Cola has consistently emphasized the use of animation in its advertising strategy. Coca-Cola China released two special Chinese New Year animated ads for the Year of the Tiger and the Year of the Rabbit, both filled with festive cheer and elements of traditional Chinese culture. These animations closely link the product with the core values of Chinese culture while showcasing how the brand integrates innovation and technology into modern life. Therefore, this study uses content analysis to examine the cultural values presented in these two animated ads to explore the relationship between animated advertisements and culture.

Related work

Values encompass many elements, such as morality, honesty, politics, religion, society, and art (Wikipedia.org, 2006). Therefore, values shape behavior, and both behavior and values influence culture (Belk, Bryce & Pollay, 1985). Cultural values are relatively enduring beliefs held by a society, serving as standards that guide its members' attitudes and behaviors toward social and cultural recognition (Rokeach, 1973). Due to the uniqueness of cultures, the ranking or prioritization of cultural values can vary between different cultures.

Chinese cultural values

The modern Chinese cultural value system consists of three major elements: traditional culture, orthodox communist ideology, and contemporary Western values. Chinese traditional culture encompasses various, sometimes competing, schools of thought such as Confucianism, Daoism, and Buddhism, as well as many regional cultures. Nevertheless, Confucianism is undoubtedly the most influential philosophy; it forms the foundation of Chinese cultural traditions and continues to provide a basis for interpersonal behavior norms among Chinese people (Pye, 1972). Chinese values have developed into a clearly defined and consistent system that has been passed down through generations (Kindle, 1983; Hsu, 1970). Yang's (1997) research indicates that contemporary Chinese youth still hold some traditional Chinese values. The cultural structure of Chinese society is deeply rooted in these generationally transmitted values and beliefs, and it has been a focal point for many scholars. Rooted in various philosophical traditions, the core Chinese values include interpersonal harmony, relational hierarchy and traditional conservatism (Bond, 1996; Chen & Chen, 2002; Chen & Chung, 1994; Zhang et al., 2005).

These values in general emphasize social order and stability, humanitarianism, harmony with others, and relational hierarchy (Hofstede, 1980; Penny, 2006; Zhang & Harwood, 2004). Confucianism is basically the behavioural or moral doctrine that are based on the teaching of Confucius regarding human relationships, social structures, virtuous behaviour and work ethics. In Confucian thought, rules are established for each individual's social behavior, regulating the entire scope of human interactions within society. According to Confucius, there are Five Constant Virtues: humanity, righteousness, propriety, wisdom and faithfulness (Ch'en, 1986). Many studies have examined the values in modern Chinese mass media. Children tend to imitate characters and behaviors seen on television, especially those that are rewarded (Bandura, 1986; Barcus, 1983; Forge & Phemister, 1987). Consistent with these views, animation, as a popular medium beloved by children, undoubtedly has the potential to influence and shape children's value systems (Baker & Raney, 2007). Values and culture incorporated into animation (Md Ishak, 2005; Rahmat, 2006) can showcase positive values in the daily lives of both children and adults (Hassan, 2010). Ji and McNeal (2001) found in their study of television advertisements targeting Chinese children that both traditional Chinese values (such as male authority and attractiveness) and non-traditional themes (such as low power distance and uniqueness) were

present. Similarly, Zhang and Harwood (2004) demonstrated that Chinese television advertisements showcase a blend of traditional Chinese values (such as family and filial piety) and non-traditional themes (such as modernity, beauty/youth, and pleasure), reflecting diverse cultural values in animated advertisements.

Semiotic Theory

Semiotics is the science of describing the relationships between signs, the characteristics of sign forms, and their meaning processes in a systematic way (Sobur, 2006). Barthes' concept of meaning has two levels: denotation and connotation. Denotation refers to the literal meaning directly visible from the object, while connotation is the developed, implicit meaning related to the researcher's culture and experience. This connotation evolves into a myth, which is an issue agreed upon by society to neutralize ideology. Barthes believed that connotative signs not only carry additional meanings but also include the denotative signs as their foundation (Sobur, 2006). This study integrates cultural cultivation theory, the current realities of contemporary Chinese society, the policies of the State Administration of Radio and Television on animation production and broadcasting, and relevant literature to analyze the mainstream cultural values in Coca-Cola's Chinese New Year animated advertisements (2022-2023). The aim of this study is to explore the cultural values embedded in the storylines of these two Coca-Cola Chinese New Year animated ads.

METHODOLOGY

This study examines the value themes presented in Chinese New Year animated advertisements, focusing on two ads, each approximately 1 minute long, directed by Yves Geley and produced by Ogilvy Shanghai. The analysis delves into each storyline, which depicts scenes, characters, or events within specific time intervals to advance the main narrative. By exploring Chinese New Year's cultural context, the study reveals the dominant value themes. These themes are reflected through direct statements by actors or interactions between characters. The study refers to the specific contexts of value presentation and reviews literature on Chinese values (Bond, 1996; Chinese Culture Connection, 1987; Zhang & Harwood, 2004). Traditional values in this context are defined as the beliefs, moral principles, norms, and social practices passed down through generations in Chinese culture (Inglehart & Baker, 2000). The three major philosophical or religious sources contributing to these traditional values are Confucianism, Daoism, and Buddhism (Chen & Chen, 2002). Based on previous research, ten traditional cultural values have been identified (tradition, harmony, etiquette, benevolence, face, family, filial piety, perseverance, wisdom, and nature) (Shao, 1999; The Chinese Culture Connection, 1987; Yau, 1988). The remaining four categories are considered non-traditional themes (beauty and youth, modernity, happiness, and enjoyment), reflecting values emphasized in Western societies and increasingly popular in contemporary China (Lin, 2001; Yang, 1996; Zhang & Harwood, 2004).

RESULTS

2 animated advertisements

“Bring home the magic of Chinese New Year”



Figure 1 "The True Magic of the Lunar New Year" animated ads

"The True Magic of the Lunar New Year" tells an emotional story between a father and his son, portrayed as tigers. The advertisement uses animation to show how this father-son duo overcomes generational gaps during the Spring Festival and reconnects through a bottle of Coca-Cola. (Refer to Figure 1) Initially, the tiger son returns home alone to celebrate the New Year with his parents. While the tiger son and his mother cuddle together, he and his father remain distant. The tiger mother hands a Coca-Cola bottle to the father and son, who then chase after it as it rolls away. The playful interaction between the two tigers brings them joy. Eventually, the tiger son manages to grab the Coca-Cola bottle from a tree branch, but the branch can't support him, causing it to break. The tiger son falls off the cliff, but the tiger father catches him with his tail. At the dinner table, the tiger father nudges his son, who then properly places the fallen Coca-Cola bottle upright. The two tigers start arguing over who gets to drink the Coca-Cola first, but the observant tiger grandfather sees through this and takes the bottle away. Other tigers also join in and grab the Coca-Cola. The family then enjoys their New Year's Eve dinner together.



Figure 2 "Chinese New Year may change, but celebrating together is magic" animated ad

"Chinese New Year may change, but celebrating together is magic" portrays the different interpretations of the Spring Festival traditions across generations within a rabbit family, ultimately uniting them through a shared plate of traditional dumplings and a bottle of Coca-Cola. The story begins with Grandma Rabbit preparing dumplings at a table in a grassy burrow, while Grandpa Rabbit hangs lanterns on a stool. Grandma Rabbit reminisces about past reunions where the table was only filled with her homemade dumplings, and the two rabbits enjoyed Coca-Cola together. Returning to the present,

Grandma Rabbit wraps up the dumplings and heads with Grandpa Rabbit to their granddaughter's home, which is situated in a bustling, city-like area. Upon arrival, Grandma Rabbit sees Grandpa Rabbit and the granddaughter embracing at the door. Feeling unsure, Grandma Rabbit enters the house holding the wrapped dumplings. The granddaughter, noticing Grandma Rabbit's absence, follows her into the house. When Grandma Rabbit sees the abundant dishes on the table, she hesitates. The granddaughter then takes out a bottle of Coca-Cola and shares it with Grandma Rabbit. She places Grandma Rabbit's dumplings in the center of the table and unwraps them, revealing the dumplings. The generational gap is bridged as the granddaughter warmly hugs Grandma Rabbit, echoing the fond memories from earlier. Other rabbit family members also join in the embrace. The family then toasts with Coca-Cola to celebrate the New Year together.

Connotation

In the analysis of the storyline, descriptions of the characters featured in the animated advertisements have been provided. The relationships between these characters represent various cultural values in everyday life. This cultural value study examines these values through the narrative of the storylines. Roland Barthes' theoretical methods are applied to analyze these narratives, focusing on their denotative, connotative, and mythological meanings. Barthes' approach allows for a deeper understanding of how these narratives communicate cultural values. The denotative meaning pertains to the literal, surface-level interpretation of the characters and their actions. The connotative meaning involves the underlying, implicit values associated with these actions, influenced by the cultural and social context. Lastly, the mythological meaning explores how these narratives contribute to larger cultural myths and ideologies, reflecting and shaping societal norms and values.

“Bring home the magic of Chinese New Year”

The tiger's return home implies a strong desire for home and an urgent need for reunion. This eagerness symbolizes the importance of “home” in the tiger's mind, further naturalizing the cultural connotation of “going home”. The family prepares for New Year's Eve together, conveying a warm and happy atmosphere, symbolizing the cohesion of the family and the continuation of traditional culture. The snuggling between the tiger's son and his mother symbolizes the deep emotion and unconditional love between mother and son. This scene conveys strong family warmth and care. The fact that the tiger's father sees this scene and turns away symbolizes his “good faith” character and his unwillingness to show too much emotion in front of his family, especially when he sees the mother and son snuggling together. The father tiger goes into the cave and looks at the photographs of his son's happy childhood, showing his nostalgia for the intimate moments of his son's growing up and his sadness at the loss of these moments. The setting of the cave emphasizes his inner loneliness and self-reflection, which accentuates the change in his emotional connection with his son. The son watching from outside the cave represents the new generation's concern and care for the old generation, but also reflects the emotional gap between the generations, and shows his commitment to family responsibilities and emotions as he grows up. Mother Tiger is concerned about the situation between the father and the son and uses Coca-Cola to reconcile the two, implying the mother's role as a mediator in the family. Coca-Cola is not only a drink here, but also symbolizes the medium of family relationship, representing the resolution of complex emotional conflicts through simple sharing. Coca-Cola, as a simple object, becomes a trigger for the father-son conflict, reflecting a deeper emotional conflict. They begin to compete for a common goal, showing the competitive nature between them. In the end, both of them press the bottle at the same time, symbolizing that after the fierce competition, they are reconciled and cooperated, and their affection is repaired again. The look and smile between father and son symbolize the easing of their bond. It also symbolizes the unshakeable emotional bond in the family. They continue to run and play in the forest showing the revitalization and rejuvenation of their relationship, and eventually the father and son playfully compete again for the Coca-Cola, which the tiger's son fights for, and the lofty stance on the branch signifies the young man's over-confidence or pride, which causes him to lose sight of the reality of his vulnerability. The breaking of the branch symbolizes the instability that comes with pride, suggesting the conflict between pride and reality, and the failure or frustration that can result from overconfidence. This scene embodies a warning against overconfidence. The father

tiger catching his falling son with his tail symbolizes the strength of a father's love and unconditional protection. Even though the son made a mistake due to his pride, the father still lent a helping hand at the critical moment to prevent him from getting hurt. It shows the selfless love and support in the family, where the father, as the protector of the family, is always there for his children when they are in trouble. The gesture of the tiger's father nodding to his son is not only a recognition of his son's behavior, but also an encouragement of his growth and progress. At the family dinner, the tiger son shows his respect and filial piety to his father by giving him a Coca-Cola. It also conveys the way he honors and cares for his father.

"Chinese New Year may change, but celebrating together is magic"

As Grandma Rabbit recalls the image of drinking Coca-Cola and cuddling with her granddaughter, it symbolizes the warm moments she cherishes in her family. The combination of Coca-Cola, a symbol of modern life, with the traditional activity of making dumplings shows the natural fusion of modern and traditional culture. It also implies that this fusion symbolizes the intergenerational transfer between family members, i.e., while preserving the tradition, it also incorporates modern elements to form a unique family culture. The image of hugging not only shows the intimate relationship between the grandmother and her granddaughter but also symbolizes the transmission and maintenance of affection. Grandma Rabbit demonstrates a sense of happiness and fulfillment. This emotion can encourage viewers to cherish the current life and enjoy every beautiful moment. Grandma Rabbit holds the wrapped dumplings in her mouth, an action that symbolizes her deep love for her granddaughter. Dumplings are not only food, but also a symbol of love, representing the care and expectation of the elders for the younger ones. In this way, Grandma Rabbit expresses the importance she attaches to family reunion and affection. Grandpa Rabbit accompanies Grandma Rabbit to her granddaughter's house, an action that symbolizes cooperation between husband and wife and family cohesion.

The husband and wife's joint participation in family affairs symbolizes the harmony and joint efforts of the family during the festival. The tall building symbolizes the urbanization of modern society, and the combination of the tall building and the nature shows a state of modern city life, that is, the connection with nature can still be maintained in the busy city. The two rabbits go to their granddaughter's house, implying their desire for freedom and exploration. The high-rise building, as a symbol of modernization, makes Grandma Rabbit feel strange or alienated, and here it suggests her adaptation to and reflection on the new age environment. Her complex emotions may contain pride in her granddaughter's growth, while there may also be a hint of sentimentality about the changing times and nostalgia for the traditional way of life that is fading away. It also suggests the conflict and integration between tradition and modernity. The embrace symbolizes family intimacy, sense of belonging and transmission of emotions; the gaze of the grandmother rabbit may suggest that the elders have mixed feelings, both joy for family reunion and lamentation for the passage of time. Grandma Rabbit's gestures imply tradition and care in the family. The wrapped dumplings are not only a food, but also a symbol of family reunion. Her looking around expresses the complex emotions within her heart, or she is looking for an appropriate time to enter the room, symbolizing her expectation and concern for family harmony and reunion. This episode implies the subtlety of intergenerational emotional expression. Grandma Rabbit chooses to enter the house quietly in order not to disturb the atmosphere of family reunion. At the same time, this may also symbolize that the care and understanding between elders and younger generations need to be maintained through delicate emotional communication. The family watching Grandma Rabbit demonstrates a sense of family cohesion and respect for tradition. The family's anticipation of the objects in Grandma Rabbit's hands is not only a desire for material things, but also a spiritual expectation for family reunion, cozy times and family traditions. This anticipation also hints at the deep affection between family members and their respect and dependence on their elders. Many of the delicate dishes and dumplings reflect the conflict between tradition and modernity.

Grandma Rabbit's dumplings symbolize traditional family virtues and cultural inheritance, while the modern dishes on the table represent the fusion of new lifestyles and values, and Grandma Rabbit's hesitation demonstrates a concern about whether tradition is still accepted, and the potential uncertainty of her position in the modern family. She feels that her contribution as an elder is insignificant, showing her helplessness towards generational differences and changing times. Coca-

Cola, as a globalized cultural symbol, symbolizes modern lifestyle and consumer culture. By handing Coca-Cola to her grandmother, the granddaughter not only expresses her comfort to her grandmother but also symbolizes the reconciliation between the two generations between modern life and traditional values. Drinking the drink with their eyes closed suggests that the rabbits are enjoying this moment of peace and pleasure. The twitching of the ears further reinforces this feeling of contentment, symbolizing a deeper psychological pleasure. The fact that both rabbits are drinking the same drink with their eyes closed at the same time symbolizes their emotional resonance and strong connection. Coca-Cola serves as the medium that connects them, becoming a symbolic bridge of emotional exchange. Hugging is not only an expression of emotion, but also a symbol of family bonding. Hugging conveys love and support in the family, especially in the interaction between elders and juniors, which is more profound. Coca-Cola is not only a drink but also symbolizes the happiness and joy that is indispensable in family gatherings, conveying the implicit meaning of family reunion and spending good time together.

This episode shows family love and togetherness, harmony in intergenerational relationships, and the joy, celebration and sharing that Coca-Cola symbolizes. In both animated advertisements, the shared dinner scenes reflect traditional Chinese dining etiquette and customs, such as sitting together at a meal with elders in the honored seats. The red lanterns and festive decorations emphasize cultural traditions. Grandma Rabbit making dumplings highlights Chinese culinary culture. Tigers, as territorial animals, typically compete with other tigers over territory, mates, and food. In the context of the South China tiger, especially in the unique Karst landscape of Tianzi Mountain in Hunan, the animation underscores the harmony between animals and nature. This competitive environment showcases their courage and enjoyment in facing challenges. It also highlights their desire to be the best for the sake of pride, emphasizing independence while demonstrating intelligence in overcoming difficulties. Rabbits live in burrows dug into the grass, typically in single, standalone nests under short grass with vegetation cover. These areas provide abundant grasses and other plants for the rabbits' food, highlighting their integration with nature. As social animals, rabbits thrive on mutual dependence. The transition from burrows to tall buildings reflects the increased affluence of modern life, yet the bond between the two rabbits remains unchanged, illustrating the enduring nature of familial reliance. In both animated advertisements, Coca-Cola plays a significant role, serving as a catalyst for real and magical family relationships. In one ad, a playful Coca-Cola bottle rolling around brings joy, while in the other, sharing Coca-Cola helps to improve the family atmosphere.

Cultural Value and myth Respect for Tradition

Tradition encompasses not only family customs and cultural heritage but also the continuation of values, ethics, and lifestyles. In the context of the tiger father-son relationship and the cultural transmission within the rabbit family, tradition is a central element driving character behavior and storyline development. Tradition not only maintains family harmony and unity but also ensures the intergenerational transmission of family values through cultural continuity. Additionally, the scenes of family members gathered around the dinner table, with elders seated in honored positions, and the tradition of eating dumplings highlight Chinese customs and dining etiquette. The animated advertisements effectively convey the importance of family and societal harmony, as well as cultural continuity within Eastern culture, through their depiction of traditional practices.

Harmony

Harmony encompasses not only the relationships between family members but also the balance between individuals and society, as well as between individuals and nature. The conflict and reconciliation between the tiger father and son, as well as the generational relationships and cultural transmission within the rabbit family, highlight harmony as a central pursuit and storyline in the advertisements. Harmony resolves internal family conflicts and deepens emotional connections between characters, making the family more united and stable. By showcasing harmonious family relationships, the animations effectively convey the Eastern cultural emphasis on family and societal harmony. This portrayal enhances the audience's sense of identification and emotional resonance with family life.

Li/Etiquette

Etiquette encompasses not only behavioral norms but also respect and care towards others, family, and society. Whether it's the education and respect between the tiger father and son or the generational interactions and traditional rituals within the rabbit family, etiquette plays a crucial role in regulating behavior, enhancing harmony, and maintaining family relationships. Etiquette not only stabilizes and harmonizes family dynamics but also ensures the continuation and development of family values through cultural transmission. By showcasing etiquette, the animations effectively convey the concept of 礼 (li) in Eastern culture, deepening the audience's understanding and recognition of family and social relationships.

Benevolence

In Confucian thought, benevolence (仁, *ren*) is regarded as the highest moral virtue, emphasizing care, compassion, tolerance, and responsibility towards others. In the tiger father-son relationship and the intergenerational interactions within the rabbit family, benevolence plays a crucial role in maintaining family harmony and fostering personal growth. The virtue of benevolence helps to manage family dynamics and encourages understanding and compassion between characters. Tolerance and understanding reflect how family members handle differences and conflicts. Through tolerance, characters are able to move beyond superficial disagreements to find common ground and build deeper emotional connections. This value is of global significance, particularly in multicultural contexts, where tolerance and understanding are essential for fostering social harmony. Benevolence is not only an emotional bond in family relationships but also the foundation of social morality. By practicing benevolence, families become more united and content. The animation successfully conveys the importance of benevolence in Eastern culture, highlighting its role in fostering family and societal harmony. Through this portrayal, the audience gains a deeper understanding and appreciation of benevolence as a core value, enhancing their recognition and alignment with this fundamental principle.

Face-saving

In the rabbit animation, the concept of face-saving is subtly present, particularly through Grandma Rabbit's complex emotions as she presents her traditional dumplings. This highlights her concern for self-worth and the preservation of traditional cultural values. In contrast, the tiger animation reflects face-saving more overtly through the sense of dignity and competitive spirit between the father and son. Their rivalry underscores the importance of maintaining personal honor and the desire to emerge victorious, emphasizing how face-saving influences behavior and interactions in both familial and social contexts.

Family

Family is a central value that drives the entire storyline. In the tiger animation, the competition between father and son transforms into understanding and cooperation, highlighting the complexity of family relationships and the eventual strengthening of their bond, emphasizing education and personal growth. In the rabbit animation, the warmth and generational continuity within the family emphasize unity and the central role of family throughout the narrative. The depiction of interactions, care, and support among family members underscores the importance of family in personal life and social culture. Family is not only the setting for emotional expression but also the core driver of the storyline. Through its portrayal of family dynamics, the animation successfully conveys a deep appreciation for family harmony, unity, and happiness, emphasizing the enduring significance and central place of family in Eastern culture.

Filial Piety

Filial piety is a crucial component of family ethics and morality, especially in Eastern culture, emphasizing respect, care, and responsibility towards parents and elders. It permeates the interactions

between characters and the development of family relationships. In the tiger animation, although subtly presented, the concept of filial piety is evident through the interactions between father and son, reflecting respect and understanding within the family dynamic. In the rabbit animation, filial piety is more explicitly illustrated through the interactions between grandparents and grandchildren. This highlights the care and respect among family members and underscores the importance of honoring family traditions. Filial piety is not only demonstrated through respect and care for elders but also through the fulfillment of family responsibilities and the respect for traditions. Its portrayal enhances family harmony and warmth, adding emotional depth to the story. This helps the audience gain a deeper understanding and appreciation of the love and responsibility inherent in family relationships.

Perseverance and Wisdom

Perseverance is vividly showcased through the characters' actions, story progression, and emotional depth. Whether it's the reconciliation and growth between the tiger father and son or the unity and warmth within the rabbit family, perseverance plays a crucial role. It helps the characters overcome both physical and emotional obstacles, driving the narrative forward and making the story more engaging and complete. Through these portrayals, perseverance emerges as a key theme in both advertisements, highlighting the importance of persistence in the face of challenges and the growth and harmony that such perseverance ultimately brings. Wisdom is demonstrated through the educational methods of the characters, family interactions, and emotional expressions. The tiger father imparts wisdom to his son, aiding in his development, while Grandma Rabbit uses traditional wisdom to maintain family harmony. Wisdom not only advances the plot but also deepens the emotional connections between characters. This concept of wisdom is closely aligned with Eastern cultural views, emphasizing the role of wisdom in achieving family and societal harmony and happiness. Wisdom is portrayed as a fundamental quality of the characters and a crucial force in maintaining family relationships and propelling the story forward.

Nature

Nature represents not only the physical environment but also symbolizes the harmony between humans and nature, the cycle of life, and the respect and dependence on natural forces. In the animations, nature is vividly portrayed through environmental depiction, character interactions, and plot development. In the tiger animation, the father and son grow and learn in a natural setting, engaging in free running and adventure. The natural environment plays a significant role in their development and experiences. Similarly, in the rabbit animation, the family's lifestyle and cultural heritage are depicted within a lush, green environment, highlighting their connection to nature. Nature is not just the backdrop and driving force of the story but also a symbol of character growth, family harmony, and cultural continuity. By showcasing nature, the animations convey the idea of living in harmony with the environment, emphasizing respect for nature and reverence for life. This portrayal deepens the audience's understanding and appreciation of the value of nature and its role in shaping human experiences.

Beauty and Youth

Beauty and youth are richly portrayed through natural landscapes, character development, and the nuanced depiction of family life. In the tiger animation, the vitality and youthfulness of the tiger cub are highlighted, while the beauty and vibrant atmosphere of the rabbit family's life, including the granddaughter's growth, showcase the essence of beauty and youth. These elements not only advance the plot but also enhance the emotional and visual appeal of the story. By illustrating the themes of beauty and youth, the animations effectively convey a deep respect and affection for life, nature, and family. This portrayal strengthens the audience's understanding and appreciation of beauty and youth, emphasizing their significance in the context of personal and familial growth.

Modernity

Modernity is depicted through character actions, plot development, and the blend of traditional and contemporary elements. In the tiger animation, the competition over a modern brand product illustrates the pursuit of contemporary material culture. The portrayal of modern lifestyles, such as drinking Coca-Cola, contrasts with traditional practices, like making dumplings, highlighting the integration of modern culture. This blend of modern values not only drives the story forward but also enhances its realism and emotional resonance by merging cultural and traditional elements. The animations effectively convey themes of personal growth, family harmony, and cultural continuity within a modern context, reflecting the diversity and inclusiveness of contemporary society.

Happiness

Happiness, as a core value, is closely tied to positive emotions, joyful experiences, satisfaction, and pleasurable moments in life. In the tiger animation, the cub's growth and exploration, and in the rabbit animation, the family's reunion and traditional activities, are central sources of joy. Happiness drives the plot and enhances emotional resonance and viewer engagement through character interactions. The animations effectively convey an uplifting attitude towards life, showcasing happiness and fulfillment within family and cultural contexts. This portrayal enriches the characters and adds warmth to the story, reflecting the significance of joy in both personal experiences and cultural heritage.

Enjoyment

Enjoyment is a key theme showcased in both animations, highlighting its role in enhancing relationships and cultural experiences. In the tiger animation, the father and son's shared enjoyment of Coca-Cola symbolizes reconciliation, and the joy derived from togetherness. This shared moment not only resolves their conflict but also strengthens their bond, illustrating how enjoyment can bring people closer. In the rabbit animation, the enjoyment of dumplings and Coca-Cola represents more than just a culinary experience; it signifies the transfer of emotions and cultural sharing between generations. The act of enjoying these traditional and modern elements together fosters emotional connection and reinforces cultural continuity. Both animations effectively convey how enjoyment, through shared experiences and cultural practices, enhances family relationships and celebrates cultural heritage.

DISCUSSION AND IMPLICATIONS

Animated advertisements themed around Chinese New Year make significant contributions to conveying cultural values. These two ads not only entertain but also educate viewers about traditions, customs, and the diversity of Chinese culture. Notably, both ads draw inspiration from traditional Chinese culture for their story backgrounds. The findings highlight the importance of cultural values in animated advertisements, illustrating how these values influence the narrative. Despite the impact of various cultures, Chinese animated ads remain rooted in tradition, albeit with some non-traditional themes. Traditional values predominantly focus on self-interest, harmony between humans and nature, and contribute to building a peaceful and prosperous society. The two advertisements feature zodiac animals as protagonists, depicting their daily lives within a society composed of various customs and cultures. The foundation of these characters' steadfast values is rooted in Chinese cultural values, which are evident across these advertisements. Despite some influence from other cultures, the themes of Chinese animated advertisements remain predominantly traditional, though there are also non-traditional elements. Traditional values often center around social stability, collective interests, and harmony between humans and nature. The differences between male and female characters regarding traditional and non-traditional values highlight that men are seen as the backbone of traditional Chinese society, while women's pursuit of enjoyment reflects a more modern and non-traditional aspect. Through the narratives presented, the two advertisements illustrate that Chinese traditional cultural values are not merely additional aspects but are integral to Chinese identity. These advertisements show how diverse groups, and cultural backgrounds can coexist harmoniously, creating a mutually supportive

community. However, the analysis of cultural values in these ads is limited to a single narrative perspective. From a semiotic standpoint, animated advertisements can be analyzed from various visual and auditory angles. Therefore, further research into the impact of cultural values should consider additional visual and auditory factors within the media environment.

CONCLUSION

Through the narratives presented, the two advertisements illustrate that Chinese traditional cultural values are not merely additional aspects but are integral to Chinese identity. These advertisements show how diverse groups, and cultural backgrounds can coexist harmoniously, creating a mutually supportive community. However, the analysis of cultural values in these ads is limited to a single narrative perspective. From a semiotic standpoint, animated advertisements can be analyzed from various visual and auditory angles. Therefore, further research into the impact of cultural values should consider additional visual and auditory factors within the media environment.

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