

VISUAL SEMIOTICS ANALYSIS OF TOKOPEDIA X BTS RM AND JHOPE ADS "PAY BILLS AND BUY VOUCHERS? TOKOPEDIA ONLY"

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ABSTRACT

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Competition in the business world is getting tighter, especially in the e-commerce industry, where consumers have many varied product choices. The emergence of innovative products in a short time encourages the company to develop its products so as not to lose to competitors. Consumers have great power in making choices, and brands influence consumer decisions. This research uses a qualitative approach with case studies as a research method. Data is collected through qualitative documents and audio-visual materials, especially advertisements. Advertising conveys information about the product and seeks to influence and persuade consumers to choose the product. Through Tokopedia x BTS RM & JHope ad analysis: "Pay Bills and Buy Vouchers? Tokopedia Saja" in early 2020, this research revealed how modern advertising not only offers products but also creates a lifestyle and meets consumer needs easily and practically. This advertisement reflects Tokopedia's efforts in reaching the target market by focusing on visual elements and messages relevant to various groups of people, including those with special needs.



Introduction

Competition in the business world is increasingly visible. Competition in fighting for and retaining consumers is becoming tighter as well (Pujiriyanto, 2005). This can be seen from the increasing number of alternative products that consumers can choose (Jalaludin, 2021). The emergence of innovative products continuously in a short time requires the company to strive to develop products so as not to be left behind by its competitors.

Consumers are faced with so many varied product choices that consumers have enormous power in making their choices, especially in the e-commerce line, where more and more types and brands are circulating (Reinaldy, 2017). Consumers are increasingly observant and critical in choosing existing marketplaces (Sujatmiko, 2018). Consumers will use products and services that, according to their perception, are best. Brand (brand) is the principal value of marketing, so the more existing the brand, especially in terms of dominating consumer awareness, the more it will direct consumers to consume the product (Jalaludin, 2021).

The intense competition in this industry requires companies to be more careful in seeing the development of consumer tastes. Companies will find it difficult to survive in the face of competition without creative and innovative strategies to attract attention and

influence consumers. The company is trying to win the competition with similar products owned by competitors.

According to Vaughan 2011 in (Sidik, 2018), multimedia combines text, images, sound, animation, and video sent through a computer or other electronic device or by digital manipulation. One of the ways companies win the competition is through advertising. Ads are divided into two, namely, Above The Line and Below The Line. Above The Line is marketing products or services (advertising) that use mass media. The media used are usually television, radio, print, and the internet. While Below The Line, marketing or promotional activities carried out at the retail or consumer level with one of the goals is to embrace consumers with one of the goals is to embrace consumers to be interested in a poster product, brochures, leaflets, product sampling, and so on (Pujiriyanto, 2005).

This is taken seriously by Tokopedia in dealing with intense competition. Tokopedia is a company that provides services and products for fast-moving consumers. Tokopedia's head office is located in DKI Jakarta, Indonesia (Mohansyah & Parani, 2018). The company was founded in 2009. Tokopedia to expand the market it controls (Conita, Hadiprawiro, & Hidayati, 2021). Especially in the marketplace line, it faces various competition from its competitors. Its competitors, whether they come from old competitors or new competitors, are a threat to market share growth. Tokopedia utilizes K-pop trends, which proves that people are experiencing the Korean wave, better known as Hallyu. These terms refer to the meaning of the influence of modern Korean culture in countries around the world, including Indonesia (Fatkhur Rohman, 2021).

Tokopedia uses famous public figures from Korea to promote its products and services (brand ambassadors) to attract more consumer attention. Celebrities are seen as individuals who are favored by society, have attractive, popular advantages, and have a strong influence that distinguishes them from others. The use of brand ambassadors is expected to reinforce Tokopedia's brand association. Tokopedia chose BTS as brand ambassadors because they have the same vision, and BTS is an idol group that is hot to discuss regarding their achievements (Bongso & Kristiawan, 2022). BTS represents youth, trends, and up-to-date fashion, especially people who like Korean music K-poppers.

Promotions like this are the company's creative way to create a positive image of the Tokopedia brand, and they certainly have a purpose. The visual elements must also be able to attract the public's interest to think and take action. Examining the visual elements of Tokopedia x BTS RM & JHope ads, Pay Bills and Buy Vouchers is interesting. Tokopedia Saja is denotative and connotative contained in its advertisements.

According to Rakhmat. 2011 in (Gogali, 2016), Wright explained that mass communication, as a new form, can be distinguished through critical characteristics such as a relatively large number of audiences, heterogeneous, and anonymous. Messages delivered openly, often reaching most audiences simultaneously, are fleeting. Communicators tend to be located or engaged in complex organizations that involve significant costs (Febrianto & Fatmasari, 2022). Mass communication has a function to process disseminating information to the public through mass media.

According to Kotler and Keller. 2007 in Sugiono and Sume. 2017 stated that Above The Line promotion (top-line advertising) is an advertising tool that aims to inform, persuade, remember, and provide additional value to a product or brand to consumers. From Kotler and Keller's explanation, the writing understands that Above-the-line (top-line advertising) is a promotional activity companies usually carry out to form the desired brand image.

Research Methods

In this study, researchers used qualitative research with a case study approach. According to Cresswell, qualitative research is a method to explore and understand meaning (Sidik, 2018). This qualitative research process comes from collecting data, analyzing data inductively ranging from specific themes to general themes, and interpreting the meaning of data. To collect data, researchers collect qualitative documents and audio-visual materials. This document can be public, and a video in the context of this research is an advertisement. Researchers then narrowed the boundaries of the study by only analyzing Tokopedia advertisements in the past year for the reason of recency, so that there was one ad analyzed, namely Tokopedia x BTS RM & JHope in early 2020, as for advertising videos obtained from various sources on the Tokopedia YouTube platform.

Results and Discussion

Advertising does not just convey information about a product (ideas, services, and goods). However, advertising also has the nature of "encouraging" and "persuading" so that people like, choose, and then buy (Hoed. 1992 in Sidik. 2018). Here is the data and analysis of Tokopedia x BTS RM & JHope: Pay Bills and Buy Vouchers? Tokopedia Only in early 2020.

Screenshot of Ads	Denotative	Innovative
	1. The background is an architecture that reads Tokopedia. 2. The architecture is blue. 3. Inside the architecture, there is a cardboard box. 4. RM embracing Jhope 5. RM in a light brown suit with a white t-shirt. 6. JHope in a dark blue T-shirt. 7. The writing is right on the screen of Tokopedia x BTS	1. Architecture that likens a store that says Tokopedia. 2. blue is associated with open space, freedom, intuition, imagination, spaciousness, inspiration, and sensitivity. 3. Cardboard boxes are stocked with goods in the store that are ready to be sent to consumers.\ 4. the closeness between RM and JHope, who are the same age.

		5. The brown color gives the comfort and warmth exuded by RM. 6. Dark blue gives the impression of ingenuity in choosing a marketplace.
	1. A mobile phone with green wallpaper. 1. The hand holding the mobile phone. 2. Mobile phones located in green dials. 3. The words "Tokopedia Number 1 Everyday" appear	1. Technology that indulges the human lifestyle. 2. Control over technology performance or performance. 3. Policy from the position. Desire or Desire in search of something. 4. Take a line that speaks to a particular society (deaf).
	1. Crem-colored walls. The writing supported by wood reads, "Buy data package, Buy credit, Buy game voucher." 2. RM, who gesticulated, and JHope, who smiled.	1. Gives an elegant and antic effect. 2. Notify or inform products in the store. 3. A magnifying glass is like a more detailed search that informs easy access by providing keywords. 4. RM, whose gestures invite to buy products, and JHope, which causes pleasure.
	1. There is a hashtag number "1" and the words "Everyday." 2. many blue faucets are supported by small wood, and an envelope is under the faucet. 3. many yellow lights are supported by small pieces of wood and an	1. Signaling that they can access and the first choice is dropped to Tokopedia every day. 2. Faucets are synonymous with flowing water and blue, symbolizing water with envelopes as water payment transactions.

	envelope under the faucet. On the screen is a magnifying glass logo that reads "water" and "electricity." 4. RM and JHope are dancing.	3. Lights are identical to electricity, and yellow symbolizes light from lamps whose envelopes symbolize the message of electricity payment transactions. 4. search the Tokopedia website and notify the public, especially deaf people, to access it. 5. Giving the intention of quickly making payments without the hassle of waiting in line.
	1. RM and JHope are dancing. 2. The appearance of the words "Need to Top-up and buy a voucher?"	1. Tell you how easy it is to make payments. 2. Inform people with special needs, namely deaf.
	1. All the words "buy credit, buy game voucher" and character lights, faucets, and envelopes. 2. RM and JHope talk "Tokopedia Only" 3. The words "Tokopedia Saja" appear on the layer.	1. All payable. 2. Informing the general public. 3. Inform the particular community, namely people who are deaf or hard of hearing.
	RM is dancing.	Hints at the ease of making electricity, water, credit, and voucher payments.
	JHope, who dances.	Hints at the ease of making electricity, water, credit, and voucher payments.

	1. RM and JHope dance. 2. The words "Pay bills and any Top-ups?"	1. Hints at the ease of making payments for electricity, water, credit, and vouchers without queuing. 2. Inform people with special needs, namely deaf people.
	1. All the BTS members showed their respective mobile phones. 2. Mobile phone with green screen with the words "Tokopedia" 3. There is a transparent hashtag in the middle of the screen with the number "1" and the words "Everyday." 4. There is writing under the screen, "Tokopedia Saja."	1. BTS members tell the public how easy it is to access payments. 2. Symbolizes the guarantee presented by Tokopedia. 3. Remind consumers to access Tokopedia every day. 4. To inform the particular community, namely people who are deaf or hard of hearing.
	1. Beige background 2. The symbol of love is purple. 3. BTS members stand parallel 4. The words "Tokopedia" in the middle of the screen and "Download Tokopedia." 5. The text at the bottom of the screen, "Open Tokopedia Every Day."	1. Crem gives an elegant and antique effect. 2. The color of BTS fans, namely ARMY, gives the impression of the strength of BTS. 3. In line with Tokopedia's vision and mission. 4. Pay attention to the audience to download and use Tokopedia. 5. Cue deaf viewers to use Tokopedia for every transaction.

Conclusion

In modern times, advertising no longer says "Buy it" but has gone all the way to the stage of lifestyle and so on. Tokopedia has offered a condition where necessities can be paid for efficiently, quickly, and practically without the temptation of long queues. It also explores the visual elements and targets that Tokopedia achieves. The general public and people with special needs can also feel the advertising message conveyed. By the function of semiotics, advertising not only provides information on a product or service but has been able to function as a knife to dissect a design and multimedia work, especially in this discussion.

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