

Social Media Marketing Youtube Analysis of Ad Impressions "Tokopedia x BTS: Belanja? TokopediaSaja!"

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ABSTRACT

The development of internet-based technology has made many companies do marketing through social media, such as YouTube. The study was conducted to look at the dimensions of social media marketing while at the same time revealing the meaning of sign objects, namely icons, indexes and symbols as well as discussing the triangle of meaning by involving elements of social media marketing in Tokopedia's advertisements, "Tokopedia x BTS: Belanja? Tokopedia Saja!". The research uses qualitative methods with Charles Sanders Peirce's semiotic analysis approach. The data was obtained through document studies on the official website, the Tokopedia YouTube channel, and online news media. The data obtained were reduced in sign groups, and tested by triangulation of documentation techniques. Advertisement "Tokopedia x BTS: Belanja? Tokopedia Saja!" contains dimensions of social media marketing, namely: online community, interaction, sharing of content, accessibility, and credibility. In Peirce's semiotic trichotomy analysis, there is an element of meaning from the object, icon, index, and symbol and which contains food in every piece of advertising scene that represents Tokopedia. BTS becomes an icon or sign that represents Tokopedia to be able to spread the values of the Tokopedia brand throughout the world. The index of clothing color, advertising background, and type of writing has represented both parties as a brand that is full of innovation, cheerful, full of enthusiasm, and joy. As well as symbols found as many as 11 symbols, describe and explain well the core message of the advertisement, which is to persuade so that viewers are expected to download the application and then shop online at Tokopedia. It is hoped that in the future, Tokopedia can produce advertisements that are more attractive and can be easily understood by various groups.

Keywords: Advertising ; Semiotic Analysis Peirce; Social Media Marketing

ABSTRAK

Perkembangan teknologi berbasis internet membuat banyak perusahaan melakukan pemasaran melalui media sosial, seperti YouTube. Penelitian dilakukan untuk melihat dimensi social media marketing sekaligus mengungkap makna objek tanda yaitu ikon, indeks, dan simbol serta membahas segitiga makna dengan melibatkan unsur-unsur social media marketing dalam iklan Tokopedia. , "Tokopedia x BTS: Belanja? Tokopedia Saja!". Penelitian ini menggunakan metode kualitatif dengan pendekatan analisis semiotika Charles Sanders Peirce. Data diperoleh melalui studi dokumen di website resmi, channel YouTube Tokopedia, dan media berita online. yang diperoleh direduksi dalam kelompok tanda, dan diuji dengan triangulasi teknik dokumentasi Iklan "Tokopedia x BTS: Belanja? Tokopedia Saja!" mengandung dimensi pemasaran media sosial, yaitu: komunitas online, interaksi, berbagi konten, aksesibilitas, dan kredibilitas. Dalam analisis trikotomi semiotik Peirce, terdapat unsur makna dari objek, ikon, indeks, dan simbol serta yang mengandung makanan di dalamnya. setiap adegan iklan yang mewakili Tokopedia. BTS menjadi ikon atau tanda yang mewakili Tokopedia untuk dapat

menyebarkan nilai-nilai merek Tokopedia ke seluruh dunia. Indeks warna pakaian, latar belakang iklan, dan jenis tulisan telah mewakili kedua belah pihak sebagai merek yang penuh inovasi, ceria, penuh semangat, dan kegembiraan. Serta simbol yang ditemukan sebanyak 11 simbol, menggambarkan dan menjelaskan dengan baik pesan inti dari iklan tersebut yaitu membujuk sehingga diharapkan pemirsa download aplikasinya lalu belanja online di Tokopedia. Diharapkan kedepannya Tokopedia dapat menghasilkan iklan yang lebih menarik dan mudah dipahami b y berbagai kelompok.

Kata Kunci: Analisis Semiotik Pierce; Iklan; Pemasaran Media Sosial

PENDAHULUAN

Business competition in Indonesia is growing quite rapidly from year to year, one of which can be seen from the growth in the number of companies and the emergence of new industries that have never existed before. Data from the Central Statistics Agency (BPS) shows that Indonesia's economic growth in the second quarter of 2021 compared to the second quarter of 2020 grew by 7.07 percent year on year. Year on year growth in the Second quarter of 2021 occurred in all island groups, especially the provinces in Java, contributing 57.92 percent, with a growth of 7.88 percent year on year (BPS, 2021).

Gita, Setyorini (2016) stated that business growth and competition are also supported by the rapid development of digital technology or the internet, bringing various positive and negative impacts on various aspects of human life. One of the impacts of the development of the internet is in the business world which gives rise to the trend of online shopping. With e-commerce that has a virtual nature, there is no boundary between people and goods, producers and end-users, local and international. According to the report on the results of the 2020 E-commerce Survey published by BPS (2020) regarding the development of online sales in Indonesia where every year there is an increase in the number of new businesses operating. It is recorded that 45.93 percent of new businesses started operating in the 2017 - 2019 range. A total of 38.58 percent of businesses have started their business in the 2010 - 2016 range, and only 15.49 percent of businesses have been operating for more than ten years.



commerce Businesses by Difference in Years, Months and Yearsof
OperationSource: Statistics Indonesia, 2020

To face competition in their business activities, of course, e-commerce business people

need to carry out marketing strategies. Marketing according to Lamb, Hair, and McDaniel is a planning process as well as a concept in pricing, promotion, service, product distribution, and ideas to create satisfaction between the company and its customers (Wibowo & Priansa, 2017). Meanwhile, according to Kotler and Armstrong (Raswen, 2019), it is a company's effort to create value, build strong relationships while capturing value from customers. The marketing strategy carried out by a company must of course be conveyed to its customers or consumers. For this reason, effective Communication is needed so that the message to be conveyed by the company can be conveyed in its entirety and can be well understood by customers. One of the strategies used by companies to communicate their products to customers is to conduct integrated marketing communication (IMC). Integrated marketing communication is a cross-functional process to be able to build and maintain mutually beneficial relationships between companies and customers. Also, through various elements of communication, it is hoped that it can create a strong brand relationship to generate sales and profits for the company.

Currently, in marketing communication, the term social media marketing is developing. Gunelius (Ratana, 2018) explains that social media marketing is all forms of marketing, either directly or indirectly, that are used to build awareness, introduction, recall, and take action on a brand, business, product, person, or other thing packaged. using tools on social websites, such as for blogging, micro blogging, social networking, social book marking, and content sharing. In the context of social media marketing, social media becomes a marketing channel, so it can use the characteristics of social media as a measurement dimension. Social media marketing is also a medium used to facilitate two-way or interactive social interactions. The existence of social media has made a significant change in the company's strategy to communicate with customers. Tactics and strategies commonly used by companies to promote the company and its products through social media marketing are based on the capabilities and targets the company wants to achieve. One of these promotions is to serve ads. Advertising is any form of non-personal presentation and promotion of ideas, goods, or services by certain sponsors that must be paid for either through newspapers, tabloids, magazines, radio, television, posters, or billboards. In line with the explanation from Katadata (2019), namely with the development of internet users, video ads with a duration of 5 to 10 seconds on social media will become a new trend in the advertising world. These short video ads are widely available on YouTube social media. Instagram, Facebook, WhatsApp and TikTok. The same thing was also expressed by (Moriansyah, 2015), that social media that are very popular and have millions of users in Indonesia is Facebook, Twitter, Instagram,

YouTube, Blogs, and others.

The growth of YouTube itself is increasing every year and is certainly a good opportunity for e-commerce business people in delivering communication to customers. YouTube provides opportunities for business people or marketers by conducting self-promotion products that can be presented in the form of videos, music, music videos, or video advertisements. In addition, it can also be sponsored advertisements and supplied by Google Ad Words (Wibowo and Priansa, 2017). Even now YouTube has become the market leader in the video-sharing website category (Pace 2008, Pratama, Anggraeni, 2019)

In Indonesia, YouTube is one of the most accessed social media. The data from the survey on the most use of social media as of January 2019 published by Hootsuite, Weare Social (Riyanto, 2021) shows that YouTube users in Indonesia reach 93.8 percent of the total population.

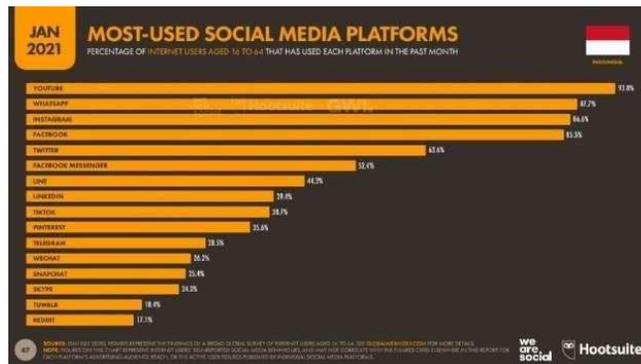


Fig.2. The Most Use of Social Media Platforms in Indonesia in 2021 Source: Riyanto, 2021

The opportunity was then read by e-commerce business people who started to make a lot of short advertisements and broadcast them on YouTube. One of the e-commerce business players is Tokopedia. Tokopedia is one of the Indonesian e-commerce startup companies that is included in the Unicorn ranks, with a valuation of 7 billion US Dollars. According to survey data by the iPrice research team (2021) based on average website visitors every quarter, application ranking, followers on social media, and the number of employees, Tokopedia ranks first in the competition with 50 other online stores, in the 3rd quarter of 2021.

Toko Online	Pengunjung Web Bulanan	Ranking AppStore	Ranking Playstore	Twitter	Instagram	Facebook	Jumlah Karyawan
1 Tokopedia	158,136,700	#2	#3	566,050	4,619,750	6,525,510	4,963
2 Shopee	134,383,300	#1	#1	672,390	8,110,190	23,498,770	12,322
3 Bukalapak	30,126,700	#6	#5	224,560	1,727,530	2,519,260	2,395
4 Lazada	27,953,300	#3	#2	447,600	3,039,430	31,852,130	4,429
5 Blibli	16,326,700	#8	#6	548,460	1,321,130	8,634,590	2,146
6 Orami	12,840,000	n/a	n/a	5,750	6,970	351,550	195
7 Ralali	5,513,300	#22	n/a	2,870	41,260	91,250	168
8 Bhinneka	4,506,700	#17	#10	66,700	42,370	1,034,260	493
9 JD ID	3,823,300	#7	#7	47,100	604,750	966,880	1,237

Fig.3. Indonesian E-commerce Business Competition, Quarter 3, 2021
 Source:<https://iprice.co.id/insights/mapofecommerce/:2021>

According to the data in Figure.3, Tokopedia excels in the number of website visits, Twitter, and the number of employees. However, it still lags behind its competitors, namely Shopee which, although it is in the second position, is superior in the AppStore,play store, Facebook,and Instagram. Of course, Tokopedia must not be careless in facingthis competition. One of the marketing communication efforts, one of which is aimed atincreasing brand awareness, on October 7, 2019, officially announced a regular collaboration with K-Pop stars BTS as brand ambassadors. BTS is a South Korean brandthat is currently the talk of the world with its various achievements and records.

The use of brand ambassadors by using famous people or artists is currently one of the digital marketing techniques that are often used. An ambassador is someone who is trusted by acompany as a product marketing tool to influence consumers. Furthermore, Purwaningwulan et al. (2018) suggest that the use of brand ambassadors is believed to involve consumers morein the creative process of creating ideas, promotional content to promote products, based on brand identity to provide a different approach.

Research on the use of brand ambassadors in Tokopedia advertisements, previously conducted by Yunita (2016) entitled "Analysis of Epic Model In Tokopedia Advertising "Version Isyana Saraswati-Bad Hair Day" In Media Television", with a quantitative method with an average score of dimensions empathy, persuasion, communication, and the EPIC modelmethod is effective enough to show respondents' concern for advertisements directed by the Company, with changes in attitudes and behavior, consumer involvement in choosing product after respondents see advertisements shown on television. The next research regarding advertisements on Tokopedia using the BTS brand ambassador belongs to Nadia and Aulia (2020) entitled "Pengaruh Brand Ambassador BTS KPOP Terhadap Keputusan Pembelian di Tokopedia". The study used quantitative techniques with 150 Tokopedia users

as respondents. The results show that there is an influence of Brand ambassadors on purchasing decisions at Tokopedia.

Research on advertising analysis uses more of Roland Barthes' semiotic theory, as has been done by Tanjung (2017) with the title "Analisis Makna Bhineka Tunggal Ika dalam Iklan Edisi "Bu Linda" pada YouTube Chanel Bukalapak", and research by Halensiana and Pramonojati (2016) with the title "Budaya Lebaran di Indonesia dalam Masyarakat Tontonan (Analisis Semiotika Roland Barthes pada Iklan Ramayana Versi #KerenLahirBatin di YouTube)". Meanwhile, an ad analysis with semiotic theory that discusses meaning was carried out by Sukendro (2019) entitled "Kreatif Hashtag (Analisis Deskriptif Makna Penggunaan Hashtag pada Iklan Tokopedia #MulaiAjaDuludi YouTube)".

Dewi (2013) conducted a study of Peirce's semiotic analysis entitled "Representasi Pakaian Muslimah Dalam Iklan (Analisis Semiotika Charles Sanders Peirce pada Iklan Kosmetik Wardah di Tabloid Nova)", but the research did not reveal advertising signs on YouTube shows but advertisements on magazines or magazines. print media. Meanwhile, research on Peirce's semiotics related to YouTube advertisements was carried out by Rahmatullah and Ratna Sari (2018) with the title "Analisis Tayangan Iklan "Agen Bukaklapak" Versi Tahu Bulat di YouTube".

The difference between this research and Rahmatullah's research is that Peirce's semiotic analysis discusses the triangle of meaning by involving elements of social media marketing in it. This research is also interesting because of the Tokopedia x BTS advertisement: Belanja? Tokopedia Saja!, using the brand ambassador of an artist who is going viral around the world, BTS, which makes Tokopedia's YouTube views soar high. So this research is aimed at knowing and describing what signs strengthen the Tokopedia x BTS: Belanja? Tokopedia Saja! so that managed to attract millions of viewers to see it.

Social Media Marketing

Social media marketing according to Mangload and Faulds (Prabowo & Priansa, 2017) is an amalgamation of characteristics of traditional IMC where companies talk to Customers and are broader than word-of-mouth communication. In other words, social media marketing is related to the transition from trying to sell to building relationships with consumers. Currently, many companies are changing their marketing practices with social media (social media marketing), in the hope that they can be involved in ongoing communication, can position the company brand, and can successfully collaborate with their consumers (Kotler, Kuspriyono and Nurelasari, 2018).

There are five dimensions in social media marketing according to As'ad and Alhadid (Widyawati & Hidayat, 2018), including 1) Online communities or online communities, namely communities that are interested in the same product formed through the use of social media. A shared interest in being able to share information and not be commercially interested; 2) Interaction, namely the ability to grow and invite colleagues, friends, and followers to connect to communicate and share so that real-time interactions occur which improve the user experience; 3) Sharing of content, namely this exchange can be in the form of videos, images or just status updates; 4) Accessibility, namely the ease of using social media to be able to participate online at a low cost; 5) Credibility, namely sending messages about the brand to build credibility about what is done and said and relates emotionally to the target audience.

Social media marketing or social media marketing places companies to be able to proactively become co-players in the discussions that occur on various social media sites, in a positive direction and hope to influence customer behavior. Social media marketing has several new features (Qurniawati, 2018), namely: 1) Social media marketing is participatory, meaning that user participation is required to make it social; 2) Social media marketing is generated by users; 3) Social media marketing consists of dialogue from various directions, namely brands talking to customers, customers talking to brands and customers talking to customers.

Social media marketing allows business people to form a public voice, present the web, and also other communication activities. Kotler and Kettler (2012) reveal three main platforms in social media marketing, namely: online communities and forums, blogs, and social networks. By referring to the basics of social media marketing in the form of reading the current situation, creating online content, distributing it, and finally discussing with customers.

Advertising

The demands on companies today are not only to produce good products or services but also to be able to inform consumers about the advantages of the product, instilling it into the minds of consumers. So the company needs to do an effective promotion. This promotion is intended to be able to retain old customers as well as acquire new customers. One of the mass promotions that companies often use is through advertising.

Advertising or advertising according to Barden and Ingram (Wibowo, 2012) is an element of non-personal marketing communication (requires mass media), persuasive, paid for by sponsors, and distributed through mass communication channels to a wide audience to

promote goods or services owned by the company. . Meanwhile, advertising is an activity to change and influence views, opinions, attitudes, and behavior to systematically disseminate views, or doctrines, beliefs that reflect specific interests and ideologies (Marcel, 2012).

Advertising is a form of indirect communication that contains information about the advantages and benefits of a product, which is made attractively to be able to foster a sense of fun and change the viewer's mind to then make a purchase. The purposes of advertising according to Terence A. Shimp (Halensina, Pramonojati, 2019) include: 1) providing information or informing with advertisements so that consumers will know, educate about the various features and benefits of a product's brand while facilitating the occurrence of a positive image of the brand. ; 2) persuading at persuading, meaning that effective advertising can foster a sense of wanting to try the advertised product, service and ultimately a purchase decision; 3) reminding or reminding, where advertisements can make the audience remember the products offered; 4) adding value or providing added value by enhancing innovation and brand quality by influencing audience perception; 5) accompanying or assisting, namely facilitating the business of the company in the marketing communication process.

The Semiotic Theory of Charles Sanders Peirce

Semiotics is a science that is used to interpret signs or messages that occur in the communication process. The semiotic tradition consists of a collection of theories about how signs represent ideas, things, situations, feelings, circumstances, and conditions Outside of signs, which not only provide a way of looking at communication but also as a strong influence on almost all perspectives applied to almost all aspects of life. communication theory. Where semiotic thinking involves the basic idea of a triad of meaning which asserts that meaning arises from the relationship between three things, namely the object (or the intended object), humans as interpreters, and the sign itself. (Littlejohn: 2011).

The word semiotics according to Charles S Peirce is a synonym for the word logic. Logic studies how people reason. Fundamental reasoning according to the hypothesis of Charles S Peirce is through signs. These signs allow humans to be able to think, relate to others and give meaning to what is in the universe. Semiotics according to Charles S Peirce is an action (action), influence (influence), or cooperation between three subjects, namely sign (sign), object (object), and interpretant (interpretant).

Nirmana (2000) explains that semiotics is an analytical method used to study signs. The sign is something that represents something else. Something, in this case, can be thoughts,

experiences, ideas, or feelings. Advertising in the context of semiotic studies is an attempt to convey messages by using a set of signs in a system. In the study of semiotic analysis, Charles Sanders Peirce is known as Peirce's triangle of meaning or triadic theory with three elements, namely: Representamen (signs) or something that represents something else/represents, something that is presented or object, and interpretant or someone's interpretation of the sign. (Dewi: 2013).

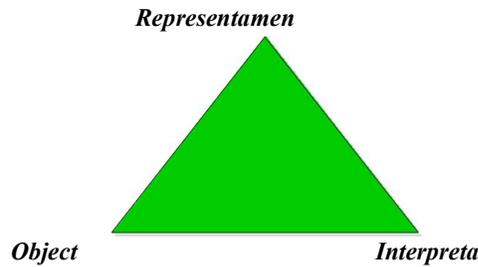


Fig.4. Charles Sanders Peirce's Trichotomy Model
 Source: Wulan & Siregar: 2020

Based on the object Peirce then divides the sign into an icon (icon), index (Index), and symbol (symbol), as shown in the following table (Sobur, 2006).

Table.1 Distribution of signs according to Charles Sanders Peirce

Type of Sign	Relationship Of Sign with Reference of Sources	Example
Icon	The existence of a relationship between the sign and the signified has something in common	Photo or map
Index	Shows a natural relationship between signs and signs that are causal	Black smoke means fire
Symbol	Shows the existence of a natural relationship between the sign and the sign which is arbitrary	The symbol of agreement in society

Source: Re-adoption of Sobur, 2021

METODE PENELITIAN

in this study is qualitative, using Charles Sanders Peirce's semiotic analysis method. The types of data used in the study are documents and various publications from companies in online media. Meanwhile, the method of data collection is the study of documentation. This is done by searching for publications, as well as downloading or downloading a Tokopedia

advertisement entitled “Tokopediax BTS: Belanja? Tokopedia Saja!!” which is on YouTube. Thenthe ad is cut into severalscenes or parts by using the software on the laptop, to make iteasier to analyze.

The results were analyzed using Miles and Huberman's interactive data analysis techniques, namely data reduction, data presentation, conclusion drawing, and verification. Data reduction means that data is simplified, while data presentation is structured information that allows concluding and drawing actions. Finally, conclusionsand verification that involve researchers in the interpretation process; determination of the meaning of the data presented. (Denzin, & Yvonna, 2009).

Testing the validity of the data in this study was carried out using the triangulation technique (Sugiyono, & Lestari, 2021). Triangulation is qualitative cross-validation. It assesses the sufficiency of the data according to the convergence of multiple data sourcesor multiple data collection procedures. The triangulation technique used is technical triangulation, namely by re-checking the results of data collection obtained from documentation studies by making observations related to news and Tokopedia advertisements, "Tokopedia x BTS: Belanja? Tokopedia Saja!!”

HASIL DAN PEMBAHASAN

Hasil Penelitian

Tokopedia is an Indonesian technology company whose vision is to build an ecosystem where anyone can start and find anything easily. And the mission is to achieveeconomic equality digitally, with 97% of sub-districts covered, 90 million active users every month, 6.8 million sellers, and 86.5% of sellers are new businesses. The idea of establishing Tokopedia began in 2007 and was realized in 2009, precisely on August 17,2009, by William Tanuwijaya and Leontinus Alpha Edison. (tokopedia.com).

Tokopedia is an Indonesian marketplace that has the most diverse products and collaborates with more than 6.8 million sellers, both official stores, logistics partners, and payments to be able to provide the best experience for its customers. In addition to the marketplace business, Tokopedia also provides digital products, financialtechnology, and Tokopedia partners. (tokopedia.com). Tokopedia is an online store withthe largest number of visitors in Indonesia received an investment from SoftBank VisionandAlibaba, amounting to 1.1 billion dollars or equivalent to 15.95 trillion rupiahs. Andafter the injection of funds,

Tokopedia has a valuation of 7 billion US dollars, equivalent to 101.5 trillion rupiahs. Which not only brings influence in Indonesia but also in Southeast Asia. (Franedya, 2018).

Tokopedia continues to innovate every year, and one of the efforts made by Tokopedia is to collaborate with the South Korean megastar group BTS, which has many achievements. The reason Tokopedia chose BTS to be its brand ambassador is that there is a common vision shared by both parties. Namely, BTS shows a strong commitment to innovation and is consistent in spreading positive influence, which is in line with the DNA of Tokopedia. So that BTS is considered suitable to be able to describe the persona of the Tokopedia brand to be able to spread messages about Tokopedia throughout the world. (tokopedia.com).

One of the forms of cooperation between Tokopedia and BTS is the creation of advertisements. From news published by the national online media, news about the collaboration between Tokopedia and BTS has become a trending topic on Twitter. And on October 7, 2019, an ad with the title "Tokopedia x BTS: Belanja? TokopediaSaja!" Officially broadcast on social media YouTube.

Thanks to the popularity of BTS as brand ambassadors, the 15-second advertisement was able to attract many viewers on YouTube. Since being broadcast on October 8, 2019, until December 2021, the short ad has been watched 68,916,465 times, with more than 125 thousand likes and 3,914 comments. This ad is the Tokopedia ad that gets the most views, likes, and comments. After this first advertisement was broadcast, Tokopedia periodically published advertisements in several versions, both versions of each personnel, as well as advertisements by displaying the advantages of Tokopedia represented by the personnel. The ad also has quite a lot of views.

In the social dimension of media marketing according to As'ad and Alhadid (Widyawati & Hidayat, 2018), it is stated that there are elements of the online community, interaction, sharing of content, accessibility, and credibility. By creating and showing these advertisements on YouTube, Tokopedia has shared content with viewers who are familiar with Tokopedia and who visit YouTube because they want to see BTS. This sharing of content occurs within the scope of the online community. Which then allows for interaction between fellow viewers, as well as viewers with Tokopedia. This happens because, on YouTube ad impressions there is a comment column that allows viewers to leave comments or messages filled by most BTS fans, and new people who are curious about BTS. For accessibility, of course, Tokopedia makes it easy for viewers to use YouTube social media and participate online, namely by giving

comments to each other in the comments column between Tokopedia and other viewers and viewers, easily and at a relatively low cost. And the last one is related to credibility, namely with Tokopedia sending messages about the brand through their brand ambassador, BTS, to build credibility about what they do, say, and relate emotionally to the target audience.

Concerning the Tokopedia advertisement, 12 scenes were placed which were obtained from the Tokopedia x BTS advertisement: *Belanja? Tokopedia Saja!* on Tokopedia's YouTube channel which is 15 seconds long. From the twelve scenes, an analysis was then carried out to produce the meaning in the advertisement by Peirce's Semiotic theory. The following is a cut of 12 Tokopedia advertisement scenes.



Fig.5. Tokopedia Ad Snippet
Source: Source: Research Data Processing, 2021

Research on the previous ad analysis conducted by Dewi (2013) using Peirce's semiotic analysis, revealed the meaning of each sign in the advertisement in Nova magazine. By Charles Sanders Peirce's semiotic theory, the Tokopedia x BTS advertisement: *Belanja? Tokopedia Saja!* Can be described as a triadic triangle as shown below:

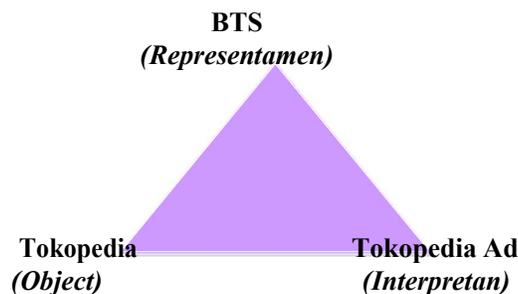


Fig.6 Charles Sanders Peirce's Trichotomy Model in theTokopediaxBTS:Belanja?Tokopedia Saja

Source: Research Data Processing, 2021

Pembahasan
Identify Tags in Ad Impressions

Based on the object, the sign is divided into icons, indexes, and symbols. With this reference, it is possible to identify several types of signs that are used as units of analysis to be studied. following The identifies the three types of signs that will be analyzed.

Table.2. Identify Tags on Ad Impressions “TokopediaxBTS:Belanja? Tokopedia Saja!”

SIGN	EXPLANATION	IDENTIFICATION
Icon	Associated with objects because of similarities	The figure of 7 BTS personnel, namely: RM (Kim Nam Joon), Jin (Kim Seok Jin), Suga (Min Yoon Gi), JK (Jeon Jeong Guk), V (Kim Tae Hyung), Jimin (Park Ji Min), J-Hope (Jung Ho Seok).
Index	There is a causal relationship	The clothes worn by BTS personnel are casual but slightly formal. With clothing colors that are soft or not flashy. The type of font (typography) used in writing the name "brand".
Symbol	There is a certain agreement between the users of the sign	Headline text: "TokopediaxBTS" Tagline text "Buka Tokopedia Saja" Green smartphone held by each personnel. Dance or cheerful body movements from the personnel Smiles from the staff. Tokopedia logo in the lower right corner. Narrative 1 of RM BTS: This is BTS Narrative 2 from a woman: "Shopping?" Narrative 3 (7 Personnel): "Only Tokopedia!" Narration 4 (7 personnel shouting): Tokopedia 2x Theme music: BTS DNA song

Source: Research Data Processing, 2021

Icon

In this section, the icons displayed are visuals of 7 members of the BTS group, namely RM (Kim Nam Joon), Jin (Kim Seok Jin), Suga (Min Yoon Gi), JK (Jeon JeongGuk), V (Kim Tae Hyung), Jimin (Park Ji Min), J-Hope (Jung Ho Seok). As stated on Tokopedia's official website (Tokopedia.com). Collaboration by choosing BTS as the brand ambassador because of the common vision shared by both parties. BTS is considered capable of demonstrating a strong commitment to innovation and consistently spreading positive influence, which is by Tokopedia's values. So that BTS is considered suitable to be able to describe the Tokopedia brand persona to be able to spread the message about Tokopedia to the whole world.

So by visually displaying the figures of the seven personnel who look handsome, energetic, with proportional bodies, many achievements in the music world, as UNICEF ambassadors against violence, and bring influence to many teenagers in the world, BTS is certainly the right person to introduce Tokopedia as an Indonesian e-commerce brand that is full of passion, achievements and innovation to compete not only in the Southeast Asian region but throughout the world.

In the world of advertising, the icon represented by an idol, artist, celebrity, or public figure as a brand ambassador is not only a symbol of self-expression and a generator of consumer appreciation but can serve as a reference in shaping the identity adopted by the brand ambassador. Thus evoking imitative behavior of consumers. From this collaboration, Tokopedia has the right to trade all kinds of official BTS merchandise, which makes it easier for fans in Indonesia to get closer to their idols. BTS has a big fan or fandom called ARMY (Adorable Representative M.C for Youth). Army's love for BTS makes them follow almost everything their idols do, not only in Indonesia but throughout the world (Cindoswari & Diana, 2019). Where they always hunt for what to wear, are liked by the personnel (Riona, & Krisdianto, 2021). Of course, this will make Tokopedia have a lot of new visitors either to the website or download their application. So that their goal to be known more widely throughout the world will be achieved.

Index

In this ad, two indexes represent Tokopedia. The first is the color of the clothes worn by the personnel. They look casual for young people, with a bit of a formal impression from a blazer, and shirts that are dominant in soft or pastel colors that are not flashy. The pastel colors of the personnel's clothes and the background in the video give the impression of a pleasant, relaxed, relaxed, familiarity, and comfort.

For the form of writing used at the beginning of the "Tokopedi x BTS"

advertisement, there are two types of letters that match their respective identities. That is, the first letter is the identity typography from Tokopedia, and the second letter represents the identity of BTS. So in this Tokopedia x BTS ad index, the index has represented both.

Symbol

There are eleven symbols found in the advertisement "Tokopedia x BTS: Belanja? Tokopedia Saja!". The symbols are in the form of writing visas, logos, body movements, facial expressions, voice narration, and sound music that become the background of the advertisement.

Theme Music: BTS DNA Song

From the beginning of the ad at 00:00 seconds until 00:15 seconds the sound of the song called DNA is playing. This gives an illustration that before the words "Tokopedia x BTS" appeared, and before the personnel's faces turned to the front of the camera, the audience already knew that what was in the advertisement was BTS by only listening to the sound of the song in the background. The DNA song also represents the spirit contained in the values or DNA in Tokopedia.

Headline text: "Tokopedia x BTS"

This writing appears simultaneously at 00:01 seconds to 00:04 seconds accompanied by RM BTS's narration sound and the sound of DNA song music. Describing and confirming that the advertisement features the figures of the seven BTS personnel who are the icons of Tokopedia, to attract attention and persuade viewers.

Narrative 1 of RM BTS: This is BTS

This narration appears at 00:03 seconds, the voice of RM (Kim Namjoon) is heard, who is the leader of the group. This narrative is a symbol that the one starring in the advertisement is the BTS group. This can be seen after they turned around to face the front so that the faces of the seven BTS personnel were visible.

Dance or cheerful body movement from the personnel

The small dancing movements of the personnel illustrate the enthusiasm, passion, ambition offered by Tokopedia to continue to innovate to meet the needs of its consumers.

Smile from the personnel

A smile is a form of emotion that describes joy, pleasure, satisfaction, and other beautiful things. The smiles of BTS personnel illustrate that consumers will get joy or satisfaction by shopping at Tokopedia.

Green Smartphone held by each personnel

It can be seen that from 00:07 to 00:10 the personnel are holding green smartphones. The green color is the color of the symbol or identity of Tokopedia. The activities of BTS personnel who are busy looking at the cellphones they are holding, want to show that they are browsing the Tokopedia website or application.

Narrative 2 from a woman: "Shopping?"

This narration appears at 00:07 seconds, with the voice of a woman asking a short question: Shopping? to the personnel who are still busy with their cellphones. This question wants to emphasize the activities that are being carried out by BTS personnel, namely shopping online.

Narrative 3 (7 BTS Personnel): "Only Tokopedia!"

Then following the second narration, at 00:08 seconds, the seven BTS personnel answered together the questions asked earlier, with the answer "Tokopedia Saja!". This answer illustrates and confirms that their activities of viewing smartphones and shopping online are carried out at Tokopedia.

Narrative 4 (7 BTS Personnel doing cheerful yells): "Tokopedia 2x"

From 00:10 to 00:13 the personnel who have been doing online shopping activities then perform small dance moves while singing or shouting the Tokopedia slogan twice. Here it describes after their online shopping activity, they become happy, happy, cheerful, happy, and satisfied which is described by body movements and yells: Tokopedia... Tokopedia. And at the end of the "yell", they move their hands forward to represent that they are presenting something, and the words "Buka Tokopedia Saja" and pictures of the AppStore and play store to download the Tokopedia application appear.

Tagline text "Open Tokopedia Only", an image of AppStore & play store applications.

Seconds to 00:14, the tagline "Buka Tokopedia Saja" appears. This article emphasizes what BTS members have to offer, who have received joy from shopping at Tokopedia. The word "just open Tokopedia" subtly gives encouragement or persuasion to consumers or viewers of the ad to participate in opening the Tokopedia application, as they did.

Tokopedia logo in the lower right corner, the subscribe channel sign in the upper left.

From the beginning of the advertisement, which is 00:00 seconds to the end of the advertisement at 00:16 seconds, the green Tokopedia logo, which resembles a bird's image, has appeared. The logo provides an overview for the ad viewer to recognize the identity of Tokopedia. So when they see the image or logo as shown on the bottom right, it means that it is Tokopedia. Meanwhile, at the end of the ad at 00:15 seconds, after the ad has finished

playing, the YouTube channel logo from Tokopedia will appear, along with the number of subscribers and a red sign to subscribe to the channel. As a sign that the ad belongs to Tokopedia and if you want to see other advertisements about BTS, you can go to Tokopedia's YouTube channel.

After Peirce's semiotic analysis was carried out based on the triangle of meaning and elements in the object, namely icons, indexes, and symbols, the data obtained were re-analyzed using the technical triangulation method, namely by re-checking the results of data collection carried out by documentation studies via the internet. By looking at the various publications on the official Tokopedia website, as well as various other online media regarding the news of the collaboration and the selection of BTS as Tokopedia's brand ambassador, the advertisements displayed on YouTube mostly contain positive responses to Tokopedia's collaboration, as well as the hopes of fans in Indonesia to Tokopedia, brought BTS to be able to perform concerts in Indonesia. Social media marketing with advertisements displayed by Tokopedia on Youtube has been following the objectives of the collaboration between the two parties, proven to be able to attract a lot of attention from YouTube social media users, both viewers from Indonesia, and even the whole world. The 15-second ad managed to attract 68,916,465 times, with 125 hundred thousand likes and 3,914 comments. And in January 2021, BTS was again officially appointed as a Brand ambassador. Of course, with the social media marketing strategy, viewers will become more familiar with Tokopedia. This is in line with research conducted by Kurniasari and Budianto (2018), wherein this study it was found that with the existence of social media marketing and high brand awareness, it made interest and purchasing decisions for J.CO Donuts & Coffee products in the City. Semarang. It is also reinforced by the research by Pramesthi (2020), which shows that BTS as Tokopedia's brand ambassador has a significant influence on brand switching.

SIMPULAN

Tokopedia continues to innovate to be able to expand its business reach throughout the world. With the development of internet-based technology, Tokopedia uses it to carry out sales promotions through social media marketing through YouTube, by creating advertisements starring the phenomenal band BTS.

Based on the results of Peirce's semiotic analysis on the Tokopedia x BTS ad: Belanja? Tokopedia Saja!, several conclusions can be drawn including 1) Social media marketing conducted by Tokopedia has fulfilled five dimensions regarding social media marketing, namely the formation of an online community, interaction, sharing of content, accessibility, and

credibility; 2) Based on the meaning triangle and the sign object elements which include icons, indexes, and symbols, it can be seen the meaning of the message stored from the sign on the YouTube advertisement, "Tokopedia x BTS: Belanja? Tokopedia Saja!", BTS becomes an icon or sign that represents Tokopediato be able to spread the values of the Tokopedia brand throughout the world. The index of clothing color, advertising background, and type of writing has represented both parties as a brand that is full of innovation, cheerful, full of enthusiasm, and joy. As well as the symbols found as many as 11 symbols have well described and explained the core message of the advertisement, which is to persuade the audience to download the application, and in the end, it is hoped that online shopping at Tokopedia is expected. Promotion with social media marketing also represents Tokopedia's implied desire to build brand awareness.

Based on the results of the analysis, if it becomes a note for Tokopedia. Where the advertisements created and displayed by Tokopedia on the YouTube channel are more visible to target young millennials, it can be seen from the advertisements made with the current model or following the current trend. But keep in mind that not all viewers of YouTube ads are young people, it could be children, adults, even the elderly. Of course, some viewers can interpret signs well, and others cannot understand the meaning of signs (semiotics) well so they will feel that the advertisement is not understandable due to limited narration or interaction. Hopefully, the creative team or the advertising director can also consider that the ad can be enjoyed by all people, not only young people.

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