



TOKOPEDIA X BLACKPINK ADVERTISING DISCOURSE ANALYSIS

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ABSTRACT

Advertising is an interesting discourse to attract public attention. Advertising itself has undergone changes where lately it has focused on the approach side to products, product symbols, personal, and market segments. Not a few online buying and selling sites use advertisements to promote trademarks, for example Tokopedia. Tokopedia provides a variety of products that are needed. Tokopedia Advertising Discourses are produced to attract consumers to use or buy the products offered. The emergence of popular artists in online store advertisements is a current trend. No need to be surprised if Indonesia uses Kpop artists in marketing their products. This study used a descriptive qualitative method. The data is taken from Tokopedia's e-commerce advertisement in collaboration with Korean girl group Blackpink. The object used in this research is an advertisement from the online shop Tokopedia collaborating with a Korean girl group, namely BLACKPINK with the theme Tokopedia x Blackpink by discussing the discourse structure of Teun A. Van Dijk in 3 aspects, namely superstructure, micro structure, and macro structure. Discourse analysis research on Tokopedia advertisements using Van Dijk Theory shows that the three parts has successfully appear in Tokopedia advertisements. From the analysis that has been done, it shows that the material owned by Tokopedia ads is complete and the advertisement is able to describe the message that the advertiser wants to convey to the audience which are the benefits and special events.

Keywords: Discourse Analysis, Online Shop, Tokopedia, Kpop ads

INTRODUCTION

Internet usage is popular all over the world, namely online shopping, including in Indonesia. The internet is not only used because of browser facilities, but currently internet users can play an active role as producers and consumers (Sullivan, 2013). According to data obtained by Kominfo, the number of Indonesian Internet users has reached 63 million users in 2021 (Kominfo, 2022). From this data, 95% of users access the internet for social networking. Internet users as consumers can determine what products to buy by simply scrolling on the online shop website. The shopping process on online sites can be done with a smartphone or laptop that has an internet connection. This kind of shopping process is also known as e-commerce, which is now starting to be widely known. Bain & Company released data on detik.com that digital consumers in Indonesia and ASEAN are increasing rapidly. In Indonesia, digital users are around 53%, which since 2017 has increased by around 20% each year, with users aged 15 years already making up the majority of this percentage.

A survey conducted by the Indonesia's Central Statistics Agency on e-commerce in 2020 found that of 17,063 businesses spread across 34 provinces in Indonesia, 99.64% or 16,277 samples of businesses use e-commerce. The massive development of internet technology has an impact in all fields, in the world of trade for instance. The much easier internet access has a significant impact on the increasing number of merchants who use the internet to do their business. This convenience is also used so that it diverts conventional sales to digital or through e-commerce. Of the 16,277 e-commerce businesses analyzed, 71.18 percent of them started selling via the internet over the last four years, an increase of almost 3 times from the previous years (Statistics, 2020).

The increase in internet users for e-commerce is inline to the promotions carried out by e-commerce users. Promotional strategies are carried out in various ways through the convenience offered by the Internet. This promotion will provide benefits for producers of

internet users, especially the affordable costs are the advantages of selling using e-commerce. The existence of online stores that provide buying and selling services has made it easier for Indonesia's economic development lately, especially during the pandemic. In the era of new technology currently, where many transactions are digitized, worsen by the pandemic conditions, people are forced to reduce activities carried out conventionally. Indonesia is one of the countries that has e-commerce which is growing rapidly up to 78% per year and this figure comes from 3 giant marketplaces, namely Tokopedia, Bukalapak and Shopee (Kominfo, Kominfo are targeting three new unicorns by 2024. , 2020). Advertisements from this marketplace reach their customers through TV ads and other social media.

Advertising is an example of discourse, where there is an interaction desired by the advertiser. The use of language and visuals that audiences read, see and hear constitute brief 'conversations' with authors. Gee said that language has magical properties: when people speak or write, they structure what they have to say according to the situation or context in which they are communicating (Gee, 1999). But, at the same time, how they speak or write creates the situation or context too. In other words, discourse can be constructed and organized through language that is appropriate for the speaker.

Advertising is an interesting discourse to attract public attention. Advertising itself has undergone changes where lately it is more focusing on the approach to the products, product symbols, personal, and market segments. Although sometimes people have a little difficulty digesting the contextual slogans in advertisements due to language and advertising structure (Brata, 2020). Here advertising plays an important role as an economic driver in the industrial world, where advertising is able to change people's lifestyles and dependence on an advertised product.

Not a few online shop sites use advertisements to promote the brand, for example Tokopedia. Tokopedia provides a variety of products that are needed. Tokopedia provides everything from household needs, gadgets, stationaries, garden needs, men's clothings, baby clothes, women's clothings, etc. The following is a survey data conducted on several online shops in Indonesia.







						
Good reputation	14.8%	13.0%	12.9%	13.7%	10.9%	14.3%
Cheaper product price	6.5%	15.1%	11.0%	13.5%	18.0%	13.3%
More product selection	6.5%	14.6%	5.2%	11.3%	13.0%	16.8%
Authentic products	13.9%	3.9%	19.5%	7.2%	4.2%	4.3%
Good customer service	12.0%	8.9%	5.2%	6.5%	7.7%	8.8%
Fast delivery	7.4%	6.0%	8.6%	10.0%	7.6%	5.8%
Free delivery	13.0%	6.8%	14.8%	10.6%	18.4%	3.2%
Easy return policy	6.5%	5.7%	2.9%	5.4%	4.5%	5.3%
Easy navigation on site	4.6%	7.0%	3.3%	3.8%	3.5%	9.3%
More payment options	9.3%	8.9%	11.0%	13.4%	5.3%	8.4%
Better mobile app	4.6%	9.6%	5.7%	4.4%	6.8%	9.4%
Loyalty program	0.0%	0.3%	0.0%	0.0%	0.1%	0.0%
More promo	0.9%	0.0%	0.0%	0.0%	0.2%	0.9%
More secure	0.0%	0.3%	0.0%	0.1%	0.0%	0.2%

Figure 1. Data on online purchases in Indonesia (Detik.com)

Tokopedia's advertising discourse is produced to attract consumers to use or buy the products offered. The emergence of popular artists in online store advertisements is a current trend. No wonder if Indonesia uses Kpop artists in marketing their products. In his article that examines social media strategies by the Korean entertainment industry by Joongho Ahn (2013) explains that Kpop artists are not only used by agencies or companies in Korea themselves to market products. Many companies from outside Korea use Korean artists to market their domestic products and will be shown on local TV commercials and social media (Joongho, Sehwan, & Hyunjung, 2013). Advertisements on Tokopedia are able to attract consumers to buy the products offered with the help of the emergence of well-known artists supported by interesting and creative themes. In terms of creativity in packaging the information shown can not be separated from the function of advertisement in showing novelty (Adi, 2016).

Interesting content in advertisements can reach and influence consumer's interest. Persuasive advertising language can influence people who see the ads, either to just feel invited to communicate, or even be influenced to buy the products. Advertising analysis is an interesting study among linguistic academics.

A previous study on discourse analysis in advertisements was conducted by Holifatul Azizah and Agik Nur Efendi who examined the structure of discourse in Bukalapak advertisements. Holifatul applies the theory from Van Dijk and analyzes the superstructure, micro structure, and macro structure (Azizah, 2020). From this research, it was revealed that Bukalapak had used a complete advertising discourse structure and succeeded in helping readers identify the products offered. Also, Bukalapak's advertisements provide different effectiveness and creativity from advertisements on other sites.

Another research on the structure of advertisements in SPA houses conducted by Adi. This research was conducted by Adi Indra Brata by discussing the structure of discourse from verbal and non-verbal elements (Brata, 2020). From the results of the research conducted, the two structures analyzed appear in SPA house advertisements. The theory used in this research is the theory of Van Dijk.

This study has similarities with the two previous studies in the theory used, but the difference in this study is the object, where the object used in this study is an advertisement from the online shop Tokopedia collaborating with a Korean girl group, namely BLACKPINK with the theme Tokopedia x Blackpink by discussing the structure of the discourse proposed by Teun A. Van Dijk in 3 aspects, namely superstructure, micro structure, and macro structure (Van Dijk, 2015).

Van Dijk's Discourse Structure Analysis

In his work, Van Dijk argues that structure analysis can be carried out based on 3 main parts, namely macro structure, superstructure, and micro structure (Van Dijk, 2015). Macro structure is the basic meaning in which the text is understood from the topic of the text. Analysis of this macro structure is a collaboration between text analysis combined with social conditions to get a complete theme. Meaning is obtained from concluding the core of the entire text in a coherent manner (Eriyanto, 2001). The superstructure is the basic framework of the text which includes the arrangement / series of threaded text, arranged in such a way as to make the text interesting. In the superstructure analysis there are categories such as headlines, illustrations, body copy, signature lines, and standing details (Eriyanto, 2001). As for the microstructure, the analysis was carried out based on the intrinsic elements. This intrinsic element is divided into semantic, syntactic, stylistic, and rhetorical elements.

METHOD

This study used a qualitative descriptive method. The object of this research is Tokopedia's e-commerce advertisement in collaboration with Korean girl group Blackpink. The study began by collecting data in the form of images obtained from advertisements on the YouTube site. Then the ad is analyzed from the aspect of superstructure, micro structure, and macro structure.

RESULTS AND DISCUSSION

This study discusses the structure of discourse in the Tokopedia x Blackpink advertisement. The analysis is carried out in the form of discourse structure analysis, namely the superstructure, micro structure, and macro structure of the Tokopedia x Blackpink advertisement which then draws conclusions from the video scene pieces studied.

Superstructure

According to Van Dijk (2015), texts are arranged, sorted and made into a unified meaning (Van Dijk, 2015). Superstructure is a basic discourse schematic that is commonly used, such as introduction, main content, and ending with a conclusion that forms a coherent whole. Superstructure is the author's way of showing the flow of the message to be conveyed while still emphasizing the important things. Leech stated that the structure of advertising discourse consists of headlines, illustrations, body copy, and logo signatures (Leech, 1966). Tokopedia uses the store site icon as the background, so this Tokopedia icon is not only a signature line but also a background.



Headline Structure

Tokopedia's headlines are beautifully present in the advertisement display. The headline icon "Selalu Ada, Selalu Bisa" which means "Always There, Always Can" here appears in text with a brightly colored border. The existence of lighting around the headline icon is a symbol of lighting for the audience, that Tokopedia can always be relied on and always provides enlightenment.

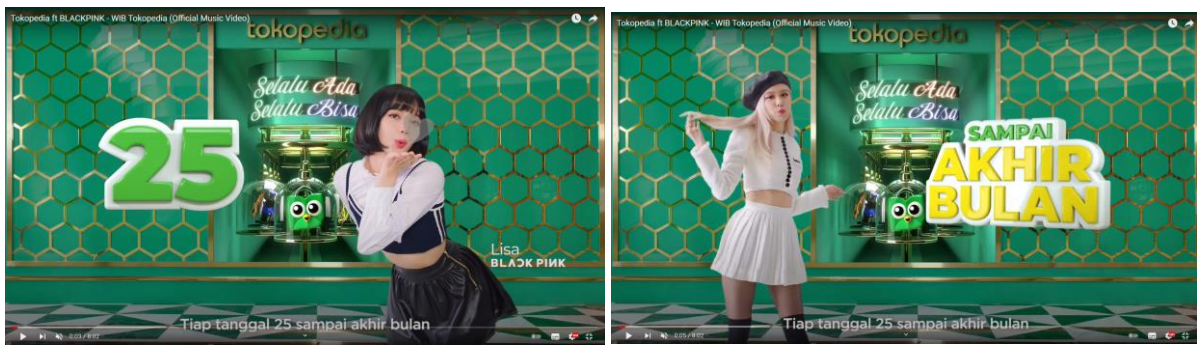


Illustration Structure

The illustration structure in the Tokopedia advertisement consists of the use of colors, symbols and idol figures. For the color, there are green, yellow, black and white colors in the ad.

- The green color symbolizes the impression of peace and fertility. The use of this color in a brand is used to convey a message that is expected to be read by the audience, namely fertility/sustainability.
- The yellow color in this advertisement symbolizes an optimistic and clear attitude. This color serves to show a message of optimism from the online shop Tokopedia which provides clarity and qualified capabilities, in this case, is to comply with market demands for the products offered.
- The black color symbolizes luxury and sophistication. This color is usually used to introduce the luxury of a product and is easily remembered by the audience.
- The white color can represent simplicity and cleanliness, this shows that the products offered highlight cleanliness and sterility.

In this ad, there are illustrations of clothes racks, shopping baskets, and other products. The use of this symbol shows that Tokopedia is a store like other conventional stores, where customers can find the desired product on Tokopedia.

Meanwhile, another illustration comes with the appearance of idol figures from South Korea, Blackpink. The presence of Blackpink in this advertisement presents a classy and fashionable impression, as Blackpink is an international class artist who always uses good products to support a fashionable appearance.

Body Copy Structure

The body copy structure consists of verbal and nonverbal elements. The messages are conveyed through verbal and also nonverbal communication.

1. Verbal elements

In conveying a message to the audience, the advertiser produces the message in spoken or written form. The following are the verbal elements contained in the body copy structure of the Tokopedia advertisement.

a. Tokopedia



The word “Tokopedia” clearly states that this store is not an ordinary store. The combination of the word *toko* which means shop which is a place for buying and selling and *pedia* which comes from the Latin 'paideia' which means education. Here, the advertisement states that Tokopedia shows its existence as a leading among other online stores.

b. Waktu Indonesia Belanja



The word “Waktunya Indonesia Belanja” which means "Indonesian Shopping Time" by highlighting the letter WIB, similar to WIB (West Indonesia Time), using yellow color shows that Indonesian people who know about WIB can spend time shopping only at Tokopedia.

c. 25 Sampai Akhir Bulan



In the structure of this body copy, the phrase “25 sampai akhir bulan” which means “25 until the end of the month” is written to remind the audience that the event held by Tokopedia takes place for a certain duration. Recognition of viewers who have watched this ad will show loyalty to Tokopedia, that the audience sees and remembers the duration of the event.

d. Kejar diskon produk mulai dari 10rb, bebas ongkir sepuasnya



The phrases “Kejar diskon produk mulai dari 10rb, bebas ongkir sepuasnya” means “go for product discount, starting from 10.000 rupiah, free shipping”. Here, Tokopedia conveys that there are special promotions, namely discounts of up to 10 thousand rupiah, written in a larger font than others to get the audience's attention. Writing as much as you like using italic fonts shows a relaxed impression so that it can please the audience.

e. #cashback special, Bayar ditempat (COD)



The sentence #cashback special, Pay on the spot (COD) shows promotions and conveniences that can be obtained by online shop customers. It is depicted with the same size to show that these two facilities are equivalent in providing benefits to customers.

f. Subtitle that is sung.

Another form of body copy in this ad is indicated by the presence of subtitles at the bottom of the screen. It is used to emphasize what the customer has already said in the song when they see this advertisement, so that the audience is unconsciously exposed to the advertisement discourse through visual and auditory.

2. Nonverbal Elements

In communicating, nonverbal language is also often used in delivering messages through advertisements. To convey nonverbal language, advertisements use body language, signs, symbols, actions, deeds, and other objects. The following are nonverbal elements found in Tokopedia ads.

a. Owl Shopping Bag

A shopping bag combined with an owl is the symbol chosen by Tokopedia in conveying a message to the public. The shopping bag is a symbol of Tokopedia which is a solution for the community by providing convenience for shopping without having to leave the house. Then, the owl is a symbol of intelligence and wisdom. The owl symbol is used to show that Tokopedia is here to bring benefits to everyone, without exception.

b. Color

There are several colors used in advertisements on Tokopedia, namely green, yellow, black and white in advertisements. Each color carries a different interpretation and has a different function to lead the viewer's thoughts. The green color symbolizes the impression of peace and fertility. The use of this color in a brand is used to convey a message that is expected to be read by the audience, namely fertility/sustainability. The yellow color in this advertisement symbolizes an optimistic and clear attitude. This color serves to show a message of optimism from the online shop Tokopedia which provides clarity and qualified capabilities, in this case, is to comply with market demands for the products offered. The black color symbolizes luxury and sophistication. This color is usually used to introduce the luxury of a product and is easily remembered by the audience. The white color can represent simplicity and cleanliness, this shows that the products offered highlight cleanliness and sterility.

Signature Line Structure



The structure of the signature line in Tokopedia advertisements is divided into two repetition phrases, namely "Always There, Always Can". These two phrases appear in the form of lights with the word "Always" which uses a green light to represent the colors of Tokopedia.

Micro Structure Analysis

This micro structure analysis includes textual analysis of a discourse. The analysis will be divided into two parts, namely verbal analysis and nonverbal analysis. The following is a description of each section.

Verbal Elements

In this Tokopedia advertisement, there are verbal elements in the headline, signature line and body copy. In the headline there is a logo written by Tokopedia, while in the signature line there is a Tokopedia slogan, namely "Always There, Always Can". Then for the body copy, there are several phrases that appear as an explanation of the facilities offered by Tokopedia.

There are repetitions of words that can be seen in the signature line "Always There, Always Can". The word "Always" is repeated several times in one ad serving, both spoken and written. This is to emphasize that Tokopedia can be relied upon, as can be seen from the way the word "always" is used.

Nonverbal Elements

Nonverbal Elements advertisement illustration in the form of the use of colors, owl shopping bag icons, as well as famous South Korean artists. The green color symbolizes the impression of peace and fertility. The yellow color in this advertisement symbolizes an optimistic and clear attitude. This color serves to show a message of optimism from the online shop Tokopedia which provides clarity and capable capabilities. The black color symbolizes luxury and sophistication. White can represent simplicity and cleanliness. There are clothes racks, shopping baskets, and other products in this advertisement, showing that Tokopedia is a store like other conventional stores, where customers can find the desired product on Tokopedia. The presence of Blackpink in this advertisement gives a classy and fashionable impression.

Macro Structure Analysis

Macro structure analysis was carried out using a contextual approach with the help of the micro-analysis described above. There are two parts of the analysis, namely the analysis of the meaning of the advertisement and the message of the advertisement.

Meaning of Advertisements

The meaning of advertisements in Tokopedia's advertising discourse focuses on headlines, illustrations, and signature lines, then the meaning of advertisements is emphasized by the function of verbal elements in the body copy which emphasizes the advantages and facilities of Tokopedia. Text analysis on ads will be combined with contextual aspects to interpret the meaning of ads.

In the headline, Tokopedia's writing is the background for the advertisement. This shows that Tokopedia is an online store that is the basis for all the needs needed by the community. Supported by the signature line "Always There, Always Possible", the public seems to be guaranteed by the sense of trust that Tokopedia has built with its slogan. The repetition of the word "Always" is a powerful way to emphasize that this is the advantage that Tokopedia has. Then the use of illustrations (Owl shopping bags and Blackpink) in advertisements becomes a communicative language in conveying the message that Tokopedia is a trusted and classy shopping platform. Just like Korean artists who are known and loved

by many people, Tokopedia communicates that Tokopedia is also an online store that is known and loved by many people, not only in Indonesia, but also in the world.

Based on these conditions, Tokopedia is able to fulfill the wishes of today's society, where living conditions are exacerbated by the pandemic. Tokopedia answers the needs of the community in this digital era by only using a smartphone, all needs can be met. Full control is held by the buyer. Then the facilities offered by Tokopedia can facilitate buying and selling and economic sustainability.

Message of Advertising

Discourse analysis on advertising is a whole-package research on advertising. In the advertisements researched, Tokopedia tries to meet the current issues of today's society. Modern society that cannot be separated from gadgets desperately needs a platform that makes their daily needs easier, Tokopedia comes with an online shopping solution without having to leave the house. By using green for sustainability purposes, Tokopedia initiates viewers and customers to continuously show loyalty by using the Tokopedia application. In the Tokopedia advertisement which was analyzed with Van Dijk's theory, there is the first part, namely the superstructure (headline, illustration, body copy, and signature line), the second part is the microstructure (verbal and nonverbal elements), and the third part is the macro structure (meaning). and message)

CONCLUSION

Discourse analysis research on Tokopedia advertisements using Van Dijk Theory shows that the three parts has successfully appear in Tokopedia advertisements. The first part in the ad is the superstructure, the headline in this ad is written in *Tokopedia*. The illustration in the ad is shown in the form of a shopping bag icon, Korean artist Blackpink, and the dominant color is green then other colors are added such as yellow, black and white. The body copy of this advertisement is indicated by various phrases that show the advantages and facilities owned by Tokopedia, packed in attractive fonts and colors to get the attention of the audience. The signature line in this advertisement focuses on Tokopedia's slogan "Always There, Always Can" to emphasize existence and reliability. The second part of the ad is the micro structure. The verbal element is found in the body copy and also the signature line. Meanwhile, nonverbal elements appear in the headlines and illustrations. The third part of the advertisement is the micro structure where the meaning and message of the advertisement is obtained from the combination of textual and contextual analysis. From the analysis that has been done, it shows that the material owned by Tokopedia ads is complete and the advertisement is able to describe the message that the advertiser wants to convey to the audience which are the benefits and special events.

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