

# ROLAND BARTHES SEMIOTICS ANALYSIS IN TOKOPEDIA ADVERTISING RAMADHAN SPECIAL

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## ABSTRAK

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COVID-19 pandemic that hit the world, including Indonesia, gave a huge impact on many factors, especially the mobility of people, in carrying out their daily activities. To help this problem, Tokopedia which is one of the biggest e-commerce in Indonesia communicated special advertising activities throughout Ramadan with the slogan "Dekatkan yang Jauh, Kirim yang Bermakna". The ads are very interesting, because it describes the condition of recent society or situation in the pandemic COVID-19, so the authors do a semiotics approach to dissect the meaning of the signs displayed in the advertisement in from plot, facial expressions, gestures, and backgrounds by using Roland Barthes' semiotic approach to dissect the meaning of the signs displayed in advertisements in connotation, denotation, and myth. The conclusion from analysis shows that Tokopedia wants to create a myth that 'far' has different meanings depending on how someone responds to it, besides that Tokopedia also wants to convey the message that no matter how far the distance that is the limit during the pandemic period can be reached by Tokopedia. Through the research made, it can be seen that the role of plot, facial expressions, gestures, and background in an advertisement is very important in conveying messages to the public so that it needs to be displayed properly

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## 1. Introduction

Advertising is a promotional tool that helps individuals or companies in disseminating knowledge to their audiences so that audiences can find out the existence of the products or services offered. Advertising basically must be made interesting and unique in order to attract attention and attention to each promotion, namely the audience follows the wishes of the company (Morisan, 2015). These objectives vary, the purpose of advertising is so that the products sold, services are used, or selected as candidates, even advertisements that introduce a campaign or movement that is being carried out so that the knowledge

formed from the campaign can be spread widely and can change a person's behavior such as desired (Morrison, 2015).

There have been several previous studies that studied the meaning of advertisements for more further, such as in the journal written by Sembiring and Purnama (2020) which saw signs of love in the Dukacita B.J. Habibie in *Republika* newspaper which was dissected using Roland Barthes' semiotics. There is another similar journal that looks at the meaning of Cantik in the advertisement for Pond's X Maudy Ayunda Limited Edition (Achmad, 2020). The next journal is a journal that looks at the representation of women in an advertisement and finds various meanings contained, such as the stereotyping of society towards the nature of feminism and beauty and the power of women themselves (Yusuf, 2020).

The three journals each use Roland Barthes' semiotic analysis method and look for meaning using the signs contained in an advertisement to represent a form of meaning that the advertisement wants to show. Every meaning contained is realized in the form of a story or myth which is the result of the meaning that is peeled from the signs in the advertisement. In a previous research journal entitled "*Analisis Semiotika John Fiske Mengenai Realitas Bias Gender Pada Iklan Kisah Ramadhan Line Versi Adzan Ayah*" written by Puspita and Nurhayatu (Puspita, 2018). The purpose of this study was to determine the meaning of gender bias in the advertisement of Ramadhan Line Adzan Ayah version through the reality level. The results of the study show that gender bias is shown by presenting men and women simultaneously. In the aspect of place, it is shown from the work that women do in the domestic sphere and men in the public sphere.

In this study, researchers examined the advertisement of Tokopedia WIB Special Ramadhan. This advertisement is an advertisement regarding the problems experienced by all people in every circle due to the pandemic that hit the country, resulting in the government banning homecoming activities. This advertisement made by Tokopedia tells about the longing of various figures in the advertisement, be it parents to children, workers and other figures who are separated between the city and hometown. In the advertisement it is mentioned an empty Ramadan without people or relatives coming home so it is explained by the word "*setoples rasa pun hilang*". There are many interesting things displayed by the Tokopedia WIB Special Ramadhan advertisement. These interesting things are found in the addition of songs that are displayed in audio as well as writing that acts as a supporter of the atmosphere, so that the appearance of the advertisement becomes more dramatic. Tokopedia shows various locations such as urban and rural areas, urban depict migrants who find it difficult to return to their hometown or can be called homecoming, while rural areas show parents and children looking forward to spending time with those who are wandering in urban areas.

In some scenes, the advertisements always display a green color and the Tokopedia logo on the cellphone screens of the main characters, there is also a green box with the words "Tokopedia" which is described as a package ordered by Tokopedia customers from various regions. The commercial scene also focuses on the facial expressions of the main characters when they have problems and the expressions after Tokopedia helps the main characters solve their problems.

Semiologist Roland Barthes argues that a media content is a tangible form of a study of the structure of "language" which consists of symbols (signs), narratives or myths. Roland Barthes (1957) states that the relationship between the signifier and the signified is formed due to the presence of a mediator (arbitrator). There are 2 levels of semiotic theory marker system, namely denotation (first level significance) and connotation (second level

significance). Barthes divides the meaning of a sign in associations and images expressed in certain signs by dividing them into two orders of signification. The first stage is the relationship between the signifier and the signified contained in an external reality or what Barthes calls denotation, namely the visible or visible (real) meaning of a sign. Second stage. shown using the connotation which is how a real object is described. This connotation is very subjective because the meaning of a reality can differ from one individual to another (Sobur, 2009). Roland Barthes' semiotic theory explains that language becomes a sign of the assumptions of society at a certain time (Marshca & Lesmana, 2022).

Denotation is what is visible or clearly visible, while connotation is a sign that is implied or contained in meaning. The context of denotation refers to signs that are separate or different from words and other forms of communication that involve symbols, are historical and are related to emotions. Connotative context refers to a cultural meaning that is different from words or other forms of communication (Riwu & Prujati, 2018). Connotative meaning is a mixture of denotative meaning with all memories, images and feelings that arise when our senses come into contact with signs. According to Barthes, connotation is synonymous with myth, which is the thing that marks a society and a communication system known as language and is also a development of connotation. The connotations that have long been formed in society will become myths (Marshca & Lesmana, 2022).

The interesting thing that distinguishes Barthes' semiology from the others is the extension of his basic idea of meaning by introducing the concept of myth. Barthes mentions that in meaning there is a lot of cooperation from the feelings or emotions of sign connoisseurs whose understanding can be largely determined by the cultural values they hold because each individual has a different picture of the surrounding reality. Cultural values, ideologies, understandings, and subjective interpretive things determine what kind of myth or story that will appear after. (McQuail, 2011).

From Roland Barthes's rationale, researchers are interested in examining the advertisement of Tokopedia WIB Special Ramadhan with the title "*Dekatkan yang Jauh, Kirim yang Bermakna di WIB Spesial Ramadhan*" with the form of the problem formulation of this research is how to represent the meaning behind the sign contained in the advertisement of Tokopedia WIB Special Ramadan in changing the mindset of the public. At the end of this study the researcher can describe the meaning behind the sign contained in the advertisement of Tokopedia WIB Special Ramadhan that can changing the mindset of the audience.

## 2. Method

In this study, the author uses an interpretive qualitative approach with semiotic analysis from Roland Barthes. In Greek, the word 'Semiotics' has the meaning of a sign or can be called Semeion, a discussion of semiotics by Yuliantini and Putra, Semiotics is a study and science that studies, discusses, explores a sign where the sign has a life as well as a broad meaning in society both literally and figuratively, using language or not, semiotics is also the science that discusses an object, event, event, culture as a sign, semiotics has the aim of understanding the true meaning of the sign, exploring a sign related to the workings of the sign, its uses and benefits. signs for people's lives, and interpreting the meaning of signs so that they can be captured, understood, and understood by the community, semiotics examines objects, activities, events and culture related to communication and expression. The expressions meant are facial expressions, body language, sign language, style, humans, and others (Yuliatini & Putra, 2017).

The research method is qualitative, observing the community in its environment, interacting with the community, understanding the language and views of the community with the surrounding environment. The principle in qualitative research methods is to understand in depth the objects chosen to be observed or researched (Sitanggang, 2019). In qualitative research, data is obtained from various sources, using various data collection techniques and is carried out continuously until the data is saturated. Data analysis in qualitative research is carried out before entering the field, while in the field, and after finishing in the field. Activities in qualitative data analysis are carried out interactively and continuously until completion. So the data is saturated. Data analysis activities are data reduction, data display and conclusion drawing/verification.

The researcher uses interpretive qualitative research because it relates to the discussion under study, namely Roland Barthes' semiotic analysis in the advertisement of Tokopedia WIB Special Ramadhan. The object of this research is the advertisement of Tokopedia WIB Special Ramadhan and the unit of analysis is all signs contained in the advertisement, song, soundtrack, setting and all verbal and non-verbal communication displayed in the advertisement. The research consists of 4 sections that have been categorized by the author based on the advertising scenes displayed by Tokopedia, the divisions are selected from audio, background, text, gesture, and expression. The four parts are: 1) The first scene discusses the problems that often occur in the community, featuring 4 main actors who are chosen to represent the community along with the problems that are often experienced by the community during the COVID-19 pandemic, 2) The second scene tells about solutions from the problems experienced by the main character, scenes that show the seriousness and process of Tokopedia in helping people who are experiencing problems during the COVID-19 pandemic, 3) The third scene depicts a feeling of happiness, the advertisement featuring the four main characters expresses joy because the problem can be solved. overcome thanks to the assistance provided by Tokopedia who happily sends packages to destinations throughout Indonesia during the Ramadan period during the COVID-19 pandemic, 4) The last scene depicts the Tokopedia tagline, showing the Tokopedia tagline which is the theme in the Ramadan edition.

To see the meaning in the advertisement of Ramadan special "*Dekatkan yang Jauh, Kirim yang Bermakna*", the author will use semiotic analysis from Roland Barthes. According to Barthes, semiotics is divided into two orders of signs, namely denotation and connotation. Denotation is information or data that is explicit in the image. While connotation is information that is implied and appears in the mind of the observer after seeing an image and is more subjective. Then, Roland Barthes' semiotics also contains the basic concept of myth. Myth is a method of showing negative human culture. Semiotics research not only examines markers and signifieds but also looks at the overall relationship (Ihza and Jannah, 2020).

### 3.Result and Discussion

**Table 1.**

***Sign, signifier, dan signified scene part 1: describes the problems felt by society***

Sign	Signifier	Signified
There is a young woman wearing a white collared blouse with a pattern and a long light brown skirt and a man wearing a long white shirt with a tie and pants. In	<i>"Jauh.. Rindu bertepuk sebelah gedung", "Setoples rasa pun hilang", "Andai keriput tak menjemput. Pun waktu dapat ditawar", "Sahur tak akan diguyur air tawar"</i>	The four main characters are a young woman, a grandfather wearing a dark blue collar, a grandmother wearing a white shirt with a light blue floral pattern and a father from a

addition, there is also a grandfather wearing a dark blue collared shirt and a grandmother wearing a dark blue long-sleeved shirt with a floral motif. There is also a grandmother wearing a white dress with a blue flower pattern and 5 small children. There is a family consisting of grandfather, grandmother, husband, wife and 3 children as well as a grandfather wearing a cap, long white shirt and carrying an umbrella.

small family. They all have sad and worried faces

Source: Olahan data penulis, 2021

**Table 2.**  
**Sign, signifier, dan signified scene part 2: the solution to the problem**

Sign	Signifier	Signified
There are several people who wear green box costumes with Tokopedia inscriptions, 4 of them have decorations in the form of writing, namely, 'Buat Teman Sahur Satu Frekuensi', 'Ku Kirim Doa Lewat Sambal Roa', 'Rayakan Sepiring Kehangatan di Meja Makan', 'Lewat Skincare Aku Care', and the four main characters, namely a young woman, a grandfather wearing a dark blue collar, a grandmother wearing a white shirt with a light blue floral pattern and a father from a small family.	"Mengharukan..", "Ayo, "Oh kalo gitu, Tokopedia lagi ada yang ekstra!", "Ramadhan ini yang dikirim pasti ekstra senang", "Ku kirim rindu sesuai aplikasi, walau jauh tetaplah menanti", "Samudra Pasifik kuarungi", "Gunung Rinjani pun kudaki, hingga hijau kulit ini", "Meski dingin nasib menerpa, ku yakin hangat beserta, "Walau rambut memutih, jangan kau letih".	The four people wearing green box costumes with Tokopedia inscriptions and decorations in the form of writing gave a box to the main characters. And the main cast had surprised and happy faces.

Source: Olahan data penulis, 2021

**Table 3.**  
**Sign, signifier, dan signified scene part 3: happiness**

Sign	Signifier	Signified
There is a young woman wearing a white collared blouse with a pattern and a long light brown skirt and a man wearing a long white shirt with a tie and pants. In addition, there is also a grandfather wearing a dark blue collared shirt and a grandmother wearing a dark blue long-sleeved shirt with a floral motif. There is also a	"Saat hati se-frekuensi", "Hangat doa di atas nasi", "hujan terasa teduh", "Usia Pun luluh"	The four main characters had happy expressions and laughed together.

grandmother wearing a white dress with a blue flower pattern and 5 small children. There is a family consisting of grandfather, grandmother, husband, wife and 3 children as well as a grandfather wearing a cap, long white shirt and carrying an umbrella. The four people wearing green box costumes with Tokopedia inscriptions and decorations in the form of writing

Source: Olahan data penulis, 2021

**Table 4.**  
**Sign, signifier, dan signified scene part 3: Tokopedia tagline**

Sign	Signifier	Signified
There is a fairly congested road with forest views on the right and left. Then, there were two green airplanes that were passing, there were six ships with red and white flags crossing the ocean, three green parachutes with white writing "TOKOPEDIA" flying through the rice fields, and the sentence containing "Selalu ada, Selalu bisa" which is the tagline of Tokopedia.	" <i>Ramadhan ini, dekatkan yang jauh, kirim yang bermakna</i> ", " <i>Selalu ada, Selalu bisa</i> "	Displays some transportation that is running as if it is sending a package and displays the Tokopedia tagline, namely, "Selalu ada, Selalu bisa"

Sumber: Olahan data penulis, 2021

The author divides the commercial scene into 4 parts, namely 1) Problems felt by society, 2) Solutions to the problems, 3) Happiness, 4) Tokopedia tagline. The analysis carried out focuses on the message that wants to be conveyed through the advertisement which is related to the Tokopedia tagline, namely "Selalu ada, Selalu Bisa" so the author will analyze the meaning and signs in the Tokopedia advertisement entitled "Dekatkan yang Jauh, Kirim yang Bermakna di WIB Spesial Ramadhan Tokopedia" which is related to the Tokopedia tagline. There are several main characters with their own problems, including a woman and a man, a big family of 6 people, a grandmother with her grandson and a grandfather with a grandmother.



**Figure 1.**  
**The scene describes the problems felt by the society**

Scene 1, 00:00 – 00:42 is the beginning of the part for the advertisement of Tokopedia WIB Special Ramadhan. In the first part, the advertisement shows scenes from the main characters and the problems they have, the first scene tells of a young woman wearing a white collared blouse with a black pattern and a long black skirt and can only stare at a man she wants wearing a long colored shirt. white with a tie and brown pants, because the two of them are separated by the distance of the apartment building from where they live, then the young woman sits holding her cell phone and looks sad at the actor, the next scene is an old man who lives on an island has a house with a shack style wearing blue clothes he was sitting with a sad expression while holding a small bottle with chili roa written on it, the grandfather was sad because he ran out of a jar of chili roa followed by a scene of a grandmother who also lived on an island opposite to her grandfather, living in a hut cooking and looking at the house au across from where the grandfather lived and opened an e-commerce application on a green background with white writing "Tokopedia", both of them had sad expressions.

The next scene tells of a grandmother wearing a blue dress with a flower pattern in the living room sitting holding a photo album where there is a portrait of her youth while contemplating and holding her cheek, after seeing the photo the grandmother shows a sad expression, then on the side On the other hand, there are five small children who are grandchildren of the grandmother, apparently this was witnessed by the five grandchildren, the grandmother realized the existence of the grandchildren, then they ran to the room opening an e-commerce application with a green background with white writing "Tokopedia" while breaking a piggy bank as well as collecting change and the last main character told about the problems experienced by a family of 7 people who couldn't eat together because of a leaking roof due to heavy rain, they were forced to eat far apart and had a sad face, then came a grandpa de wearing a white shirt, wearing a cap, a red scarf, and carrying a black umbrella looking at the family then looking for and opening his cellphone.

The shooting technique uses Extreme Long Shot. The scene shows the sad expressions of each of the main characters. Plus there are songs and lyrics to strengthen the atmosphere and help explain the situation of the main characters, the lyrics include "*Jauh.. Rindu bertepuk sebelah gedung*" lyrics to explain the situation of the main character, a young woman and a man who live in opposite apartments, "*Setoples rasa pun hilang*" the lyrics of the song that explains the situation of the main character, an old man sitting while holding the empty chili roa, "*Andai keriput tak menjemput. Pun waktu dapat ditawar,*" the lyrics of the song that supports the situation of the main character of a grandmother who is in the living room looking at her past photo album and there are five small children who are her grandchildren looking at the grandmother, and the lyrics of the song that describes the situation of the main character of a family consisting of 7 people who are eating together but when they eat their food they have to rain because the roof of their house is leaking while accompanied by the lyrics "*Sahur tak akan diguyur air tawar*".

With extensive shooting can display the background and profile of the character or main character to explain that the character is part of the environment (Embossphotography, n.d). The four main characters describe the condition of the community in the Pandemic period during the Ramadan holiday where people must reduce interaction and maintain distance between each other. In the advertisement through the four main characters, 'distance' is described differently, in the scene for the female lead, 'distance' is meant to be just the opposite building, then 'distance' in the main character, grandfather, 'distance' is described as far between islands, 'distance' in the scene of the main character grandmother is

depicted with years (age), and the main character of a family is described as 'distanced' as not being able to have dinner together.



**Figure 2.**  
**The scene describes the solution to the problem**

Scene 2, 00:43 – 01:56 entering the second division in this advertisement section is a solution to the problems experienced by the community, the scene that explains the situation is Tokopedia's desire to help the community and shows the order preparation process carried out at Tokopedia's shipping warehouse. This scene shows that Tokopedia is aware of the problems that occur in the community, this is shown through the existence of a hologram that shows people who are having difficulties and have sad faces, therefore Tokopedia helps the community starting with the products chosen by the community and then packaged into a package, in the ad is depicted with a green box with white words "TOKOPEDIA".

Each package contains a different message, including a package for the main character, a woman that reads '*Buat Teman Sahur Satu Frekuensi*'. The package contains a walkie-talkie, then the package contains chili roa for the main character, a foot that reads '*Ku Kirim Doa Lewat Sambal Roa*', the package for the main character of a family with 7 members contains a round dining table that reads '*Rayakan Sepiring Kehangatan di Meja Makan*', and the last package for the main character of a grandmother which contains makeup and skincare that reads '*Lewat Skincare Aku Care*'. After that, the package is sent to its destination through various types of transportation such as buses, trucks, ships, and motorbikes.

The journey made from each of the green boxes using different transportation, there is one who rides an online motorcycle taxi while wearing a helmet and prepares to go down the streets in urban areas, the other box has to ride a truck while carrying a plate of warmth on the dining table, then there is a box that runs at the pier, then there is also a package that carries chili roa through the sea while rowing accompanied by birds and whales swimming. There is a package box that carries skincare while riding a bus while passing through the streets in rural areas. Even though it is a long journey, the package sent will arrive in good condition, this is shown through an advertisement scene where the packages (green boxes) manage to arrive at the location and deliver packages to the public.

The shooting technique uses Full Shot and Extreme Long Shot. The scene depicts the atmosphere of a building owned by Tokopedia preparing orders from the public, there is also a conversation that takes place between two men in green box costumes "*Mengharukan..*" said the man with a not too tall body with a mustache "*Ayo kirim apa gitu*" said the man in a green box costume another "*Oalah kamu lah, jangan asal kirim toh kirim yang bermakna!*" said the man who wasn't too tall "*Oh kalo gitu, Tokopedia lagi ada yang ekstra!*" replied the

tall man. The conversation ended with a man with a not too tall body saying *“Ramadhan ini yang dikirim pasti ekstra seneng!”*

There are songs and lyrics to strengthen the atmosphere in the commercial scene, including *“Ku kirim rindu sesuai aplikasi, walau jauh tetaplah menanti”* songs and lyrics to support the atmosphere in Tokopedia's shipping building *“Samudra Pasifik kuarungi”* songs and lyrics to support the atmosphere in the cast scene The main character is a grandfather who lives on an island, *“Gunung Rinjani pun kudaki, hingga hijau kulit ini”* songs and lyrics to support the atmosphere of the main character of a young woman who lives in an apartment, *“Meski dingin nasib menerpa, ku yakin hangat beserta”* songs and lyrics for support the atmosphere of the main character scene of a family of 7 people, and *“Walau rambut memutih, jangan kau letih”* songs and lyrics to support the atmosphere in the scene of the main character of a grandmother.

There is also a conversation between two men in green box costumes and written in white by Tokopedia, the following is the conversation *“Mengharukan..”* said the man with a not too tall body *“Ayo kirim apa gitu”* said the man in another green box costume lainnya *“Oalah kamu lah, jangan asal kirim toh kirim yang bermakna!”* said the man with a not too tall body *“Oh kalo gitu, Tokopedia lagi ada yang ekstra!”* replied the tall man. The conversation ended with a man who wasn't too tall saying *“Ramadhan ini yang dikirim pasti ekstra seneng!”*

With these two shooting techniques, messages are conveyed through the appearance, movement, action, and behavior of the characters/actors before focusing on the feelings and reactions of the characters (NFI, n.d) and, shooting broadly wants to show the background and profile of the characters or characters. the main character to explain that the character is part of his environment (Embossphotography, n.d). In this scene, the impression you want to convey is Tokopedia's readiness to help the community overcome the problems they experience when celebrating Ramadan during the pandemic by preparing packages and delivering them to their destination regardless of distance. It also shows how Tokopedia e-commerce can be used as a place for people to send something valuable to someone they miss. No matter how far the distance is, Tokopedia will always be ready to deliver it throughout Indonesia.



**Figure 3.**  
**The scene describes happiness**

Scene 3, 01:57 – 02:18 is the third division depicting happiness, the scene depicting happiness is described in the following scene, the young female lead and the man she wants named David can talk live happily through walkie-talkies and reply with women who lives

across from his apartment. although the two are still separated by the distance between the buildings where they each live.

The second commercial scene shows the main character, a grandfather who lives on the island with his family, namely his wife and children running out of sambal roa, getting a shipment of sambal roa from the grandmother who lives across the island, they smile and the child takes a spoonful of chili roa and puts it on a plate. then they ate dinner with a shipment of sambal roa accompanied.

Next is the scene where the main character of a grandmother gets a gift package containing makeup and skincare from her grandchildren, showing a photo of grandmother in the past when she was young with her hair pulled back and wearing make-up. After that, behind the photo is the grandmother who is using powder with her hair pulled back, smiling at the camera and raising her eyebrows. Then the grandson who was sitting on the sofa along with the skincare I care laughed together at the grandmother's behavior. They then surrounded the grandmother who was already wearing makeup and spent time talking and laughing together, the grandmother was happy because she could be as beautiful as she was when she was young.

The next scene starts with a wet round wooden table and on the table there are five bowls that are used to catch rainwater. At the bottom of the table there are seven family members who are taking shelter then they give thanks and pray before eating food. The father who was under the table looked at the front of his house smiling at the grandfather who was wearing a mask, cap, sarong and umbrella. The grandfather answered by nodding his head, then the family enjoyed the time of breaking their fast warmly while talking under the table. The family was happy to get a round table because they could have dinner together close by without worrying about rain drops due to the leaking roof of their house.

Taking pictures using the Full Shot technique. This part of the commercial scene depicts the expressions of happiness from the four main characters when they receive a package delivered by Tokopedia. There are songs and lyrics that support the happy atmosphere of the four main characters including, "*Hangat doa di atas nasi*" as the song and lyrics for the scene for the main character of a young woman, "*Hangat doa di atas nasi*" the song and lyrics for the scene for the main character of a grandfather, "*Hujan terasa teduh*" the song and lyrics in the scene of the main character of a family of 7 people, and "*Usia Pun luluh*" the song and lyrics in the scene of the main character of a grandmother

Through Full Shot shooting, the message is conveyed by showing the appearance, movement, action, and behavior of the characters/actors before focusing on the feelings and reactions of the characters (NFI, n.d). The advertising scene in this section conveys the impression that the packages provided by Tokopedia are able to give happiness to the community by being a solution to the problems they are currently experiencing and helping the community to continue to do one of the cultures in celebrating Ramadan, namely sending parcels



**Figure 4.**  
**The scene describes Tokopedia tagline**

In scene 4, 02:19 – 02:29, after the storyline of the advertisement ends happily, Tokopedia displays several scenes to clarify the meaning of the message to be conveyed including a road that is quite congested with views of the forest on the right and left. Then, there were two green airplanes that were passing. After that, it was seen that there were six ships with red and white flags crossing the ocean. There are also three green parachutes with white writing "TOKOPEDIA" flying through the rice fields with the reflection of the sky in the afternoon accompanied by birds. The parachute came with a package, not only in rural areas, the parachute also flew across urban areas and the phrase "*Selalu ada, Selalu bisa*" which is the tagline of Tokopedia.

Taking pictures in the commercial scene is still using Extreme Long Shot. Based on the description of the scene above, it can be explained that there are pictures of land roads, boats sailing in the sea, parachutes carrying packages flying in the air and a tagline from Tokopedia. There is a song with the lyrics "*Ramadhan ini, dekatkan yang jauh, kirim yang bermakna*".

By taking extensive pictures, it is possible to display the background and profile of the character or main character to explain that the character is part of their environment (Embossphotography, nd), in this advertising scene it gives a message that Tokopedia will deliver packages ordered by the public regardless of distance, Tokopedia uses land routes, water routes and also air routes so that the package can reach its destination in good condition. From the storyline of the advertisement and the scenes that are shown, the main message that Tokopedia wants to convey is "*Selalu Ada, Selalu Bisa*", which means that Tokopedia will provide various needs of the community so that people can overcome the problems they experience.

A significant sign that often appears is in the Ramadan version advertising scene "*Dekatkan yang Jauh, Kirim yang Bermakna*", which displays a green e-commerce application with white writing and green package boxes delivered throughout Indonesia. This significant sign shows that green e-commerce is always there anytime and anywhere. The e-commerce application is Tokopedia, which is one of the malls for shopping online. In the scene, it can be seen that they are opening their cellphones and then opening an application that is highly highlighted with a characteristic green background and white writing. The application used is a mobile app from Tokopedia. The color that often appears is green, green is the color of the Tokopedia company.

Green e-commerce is identical to Tokopedia. While the white color is used by Tokopedia as the next step, when in the storage warehouse, you can see a green box which is a package box that is in the warehouse and which will be sent to their respective destinations. The boxes are seen starting to be packaged and sent through the warehouse. The green box has white tape with green writing on it. The box is green because it shows that the company color of the Tokopedia e-commerce is green. Furthermore, the writing on the white tape glued to the box reads Tokopedia. The box is a shipment sent by Tokopedia.

The connotative meaning of a significant sign is that Tokopedia as one of the e-commerce sites in Indonesia is always available anytime and anywhere, including during the blessed month of Ramadan. The goal is to help meet all the needs of the community. In

addition, the green box shows that all the needs of the community will be sent throughout Indonesia which will certainly arrive safely and in good condition.

### **Tokopedia Myth “Selalu Ada, Selalu Bisa”**

Myth is basically used by adhering to the existing culture. Therefore myth can be the background in creating a meaning that cannot be separated from everyday human activities. The purpose of meaning is to convey the thoughts and intentions of what is expressed by someone (Azahra, Rifai & Arindawati, 2021). Myths are not in the form of concepts, objects or ideas. Myth is a way to tell a message and contains something that is ideological but cannot be felt. Tokopedia is a myth creator by using advertising as a medium. The advertisements displayed tell about the conflicts experienced by the community due to COVID-19 during Ramadan so that people cannot return to their hometowns to meet their beloved family.

The myth created by Tokopedia in the advertisement “*Dekatkan yang Jauh, Kirim yang Bermakna*” is that Tokopedia is e-commerce that is always available anytime and anywhere and can help meet the needs of the Indonesian people, especially during the COVID-19 pandemic. During Lebaran 2021, the government urges the public not to go home with the aim that the level of COVID-19 does not increase and break the chain of virus spread. Tokopedia is aware of this problem and wants to help the Indonesian people to be able to feel the moment of Ramadan even though they do not return to their hometown. In every advertising scene, it can be seen that there is a Tokopedia application and a package box from Tokopedia. By using the Tokopedia application, people who previously faced difficulties can solve their problems. It was also seen that the package boxes sent by Tokopedia were also sent via sea, land and air transportation to be delivered to their destination. Tokopedia also emphasized that the destination must be all over Indonesia, both villages and cities, whether on far or near islands.

Tokopedia is here to solve problems and make the existing 'distance' feel close. This is reinforced by the tagline from Tokopedia, namely “*Selalu Ada, Selalu Bisa*”. The myth conveyed by Tokopedia is to send Eid gifts or parcels to loved ones through the Tokopedia application. The conclusion of this study is that Tokopedia is one of the online-based shopping platforms or often referred to as e-commerce in Indonesia which was founded in 2009 by William Tanuwijaya and Leontinus Alpha Edison. The presence of Tokopedia in the midst of society makes it easier for the purchase and transaction process, not only providing daily necessities, Tokopedia also provides payment services for electricity, pulses and others, through online purchases, buyers don't have to bother going out of the house when they want to buy something.

So far, Tokopedia has received several awards including, Marketeers of the Year 2014, and Markplus Conference 2015, Best Company in Consumer Industry. Tokopedia is not the only e-commerce company that stands in Indonesia, for that Tokopedia made an advertisement related to the current situation of people who have to struggle in the midst of the COVID-19 Pandemic, the ad is entitled “*Dekatkan yang Jauh, Kirim yang Bermakna*” special edition Ramadhan Based on research in the Tokopedia advertisement entitled *Dekatkan yang Jauh, Kirim yang Bermakna*” Ramadhan special edition against the myth of the Tokopedia tagline “*Selalu Bisa, Selalu Ada*”.

The overall denotation meaning of the advertisement is, with the Full Shot and Extreme Long Shot shooting technique, Tokopedia wants to show the environmental background of the four main characters in the advertisement along with the expressions of the main characters so that when the public sees the advertisement the message conveyed can be received and well understood by the public. Not only that, there are also songs in the background and song lyrics of the commercial scene which are made to further strengthen

and clarify the situation of that part of the advertising scene. While the meaning of the connotation in the advertisement is that Tokopedia is a solution for the Indonesian people in celebrating Ramadan in the midst of a pandemic that makes people have to be far away from loved ones on a meaningful day, here all problems start from 'distance'.

In the advertisement there is a storyline where at first it tells about the problems of several communities depicted through the four main characters, the delivery of 'distance' in the depiction is different such as 'distance' as far as the apartment is opposite, 'distance' as far as between islands, 'distance' as far as not being able to have dinner together, and 'distance' as far as youth and old age. The next advertisement scene, the message conveyed is that Tokopedia is a solution to the problems faced by the community, this can be seen when the advertisement displays a depiction of Tokopedia's storage warehouse when preparing products ordered by the public into packages that are ready to be sent. After that, all packages are sent using various transportations such as buses, trishaws, motorbikes, to boats. The connotation to be conveyed is that Tokopedia will send packages to their destination safely regardless of the distance traveled. of several communities depicted through the four main characters, the delivery of 'distance' in the depiction is different such as 'distance' as far as apartments are across, 'distance' as far as between islands, 'distance' as far as not being able to have dinner together, and 'distance' as far as youth and old age. The next ad scene, the message conveyed is that Tokopedia is the solution to the problems faced by the community, this can be seen when the ad displays a depiction of Tokopedia's storage warehouse when preparing products ordered by the public into packages that are ready to be shipped. After that, all packages are sent using various transportations such as buses, trishaws, motorbikes, and boats, the connotation that Tokopedia wants to convey is that Tokopedia will send packages to their destination safely regardless of the distance traveled.

When the package was received by the four main actors, they looked happy, so this expression reinforces the message conveyed in the previous scene, namely, Tokopedia is a solution for the community. At the end, Tokopedia displays their tagline, namely "*Selalu Ada, Selalu Bisa*" from the storyline it is proven that there is harmony with Tokopedia's tagline through the expressions, movements, and actions of the main stores and backgrounds.

At the end of the ad, seconds 2:27 describes the logo of Tokopedia along with the tagline "*Selalu Ada, Selalu Bisa*". Tokopedia closed the advertisement "*Dekatkan yang Jauh, Kirim yang Bermakna*" special edition of Ramadan by inviting the audience to download the Tokopedia application because Tokopedia is always there and can always help the people of Indonesia.

Overall, based on the semiotic analysis of the advertisement Tokopedia "*Dekatkan yang Jauh, Kirim yang Bermakna*" Ramadan special, the conclusion that Tokopedia wants to convey is that the distance that becomes a barrier can be in the form of many things, time, age, relationship, and place. During the COVID-19 pandemic, the government imposed a PSBB policy and a safe distance arrangement, the aim of which was to break the chain of virus spread. The implementation of the safe distance policy is also aimed at during the month of Ramadan, the public is advised not to return to their hometowns with the aim that the level of COVID-19 does not increase and break the chain of virus spread. Tokopedia is aware of this problem and wants to help the Indonesian people to be able to feel the moment of Ramadan even though they do not return to their hometown. Therefore, Tokopedia is here to solve problems and make the existing 'distance' feel close. This is reinforced by the tagline from Tokopedia, namely "*Selalu Ada, Selalu Bisa*". The myth conveyed by Tokopedia is to send Eid gifts or parcels to loved ones through the Tokopedia application.

Through this advertisement, Tokopedia wants to build a myth in society about the existence of Tokopedia, which is always there and can help people anytime and anywhere

#### 4. Conclusion

The Tokopedia advertisement “*Dekatkan yang Jauh, Kirim yang Bermakna*” Ramadan special edition was analyzed by the author using the semiotics method from Roland Barthes. The results obtained from the analysis are (1) figures use Tokopedia as a means to help solve problems experienced by the community during the COVID-19 pandemic; (2) Tokopedia is always there and can always help solve all community problems; (3) obstacles are described by the distance that makes the character or community far away from their family, especially during the COVID-19 pandemic

By using Tokopedia which is one of the largest marketplaces in Indonesia as a means to help bring those who are far away, the community helps realize the tagline of Tokopedia, namely “*Selalu Ada, Selalu Bisa*”. Tokopedia helps meet and answer all the needs of the Indonesian people regardless of place and time.

Tokopedia also pays attention to every detail in the advertisement starting from the flow, facial expressions, gestures, to the background so that the message conveyed can be conveyed properly and easily digested by the public. Ads in the form of stories are usually more desirable to see, therefore it is better if the advertisements contain stories that have deep meaning or touch the heart. So that advertisements become easier to remember in the minds of people.

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