

# CHAPTER I

## INTRODUCTION

### 1.1 Background

The world is facing a big crisis where a virus attack almost all part of world and causes a very high number of deaths. The name of the virus is coronavirus. Coronavirus is a new kind of virus that causes disease called Covid-19. According to WHO (World Health Organization) ‘CO’ stands for corona, ‘VI’ for virus, while ‘D’ stands for disease. This disease was referred to as ‘2019 novel coronavirus’ or ‘2019-nCoV.’ COVID-19 virus is a new virus linked to the same family of viruses as Severe Acute Respiratory Syndrome (SARS) and some types of common cold. The information from WHO official website, until June 5<sup>th</sup>, 2020 there are 6,515,796 confirmed cases of COVID-19 with 387,298 deaths.

Started in the beginning of 2020, coronavirus was founded for the first time in Wuhan, China. When the first time the virus attacked Wuhan, coronavirus has infected 27 people. But as the time goes by, the number of coronavirus victims in China keep increasing until it reaches thousands of victims. But, it turned out that coronavirus is not only affected China. The virus started to spread to other countries throughout the world. Until now, there are around 188 countries that affected by coronavirus. USA and Brazil noted as country with the highest number of coronavirus cases. Until June 5<sup>th</sup>, 2020, USA reach almost two million cases and Brazil reach around 600.000 coronavirus cases.

Coronavirus is a kind of virus that spreads very quickly from one person to another person. This virus can be transmitted when someone makes direct physical contact with people who are infected by the coronavirus or touch something that has just been touched by an infected person. That is why when someone is in public places and their hands are not clean, they are not allowed to touch their face (eyes, mouth, and nose). Because mouth and nose are the respiratory tract which are part of sense which easily infected by coronavirus.

Beside that, people need to be careful of respiratory droplets of person who’s suffer cough and flu. Cough and flu is one of the symptoms of Covid-19. The respiratory droplets of the infected person when they are coughing or sneezing are the

transmission that has the greatest risk. The Covid-19 virus may survive on surfaces for several hours, but the use of disinfectants can kill the virus.

What makes people feel more afraid of this virus is because people never know who is infected by the virus and who is not. That is why every people should be careful when they are in public places such as supermarket, market, office, mall, and other crowded places . In this kind of situation, the government create regulation to stop public places such as mall and worship place (mosque, church, and temple) to stop operating. The government asks people to worship at home. But, based on DKI Jakarta governor regulations number 33 of 2020 article 10 about The Implementation of Large Scale Social Limitations In The Management Of Corona Virus Disease 2019 (Covid-19) in DKI Jakarta some sector are still allowed to operate with criteria below:

- a. All government offices / agencies, both at central and regional levels based on regulations from the relevant ministries
- b. Representative offices of foreign countries and / or international organizations in carrying out diplomatic and consular functions and other functions in accordance with international law
- c. State / Regional-Owned Enterprises that participate in handling Corona Virus Disease (COVID-19) and / or in meeting the basic needs of the community following the arrangements of the relevant ministries and / or the Provincial Government of DKI Jakarta
- d. every entrepreneur that works in these kind of sectors:
  1. Health
  2. Comestibles/foods/beverages
  3. Energy
  4. Communication and information technology
  5. Financial
  6. Logistic
  7. Hospitality

8. Construction

9. Strategic industries

10. Basic services, public utilities and industry determined as national vital objects and certain objects; and / or

11. Daily needs.

e. local and international community organizations engaged in the disaster and / or social sector.

Besides that, office, school, and campus also should stop operating normally and move all the teaching and learning activity to online to decrease the spread of coronavirus. Some countries even do lockdown. In Indonesia, the government choose to apply large-scale social restrictions instead of lockdown.

Due to the current condition, people are expected to just stay at home and reduce outside activities. But, if there are things that require people to do activities outside their home, to prevent the spread of coronavirus, according to World Health Organization, there are several things that must be considered:

1. Staying home when sick
2. Covering mouth and nose with flexed elbow or tissue when coughing or sneezing. Dispose of used tissue immediately
3. Washing hands often with soap and water
4. Cleaning frequently touched surfaces and objects.

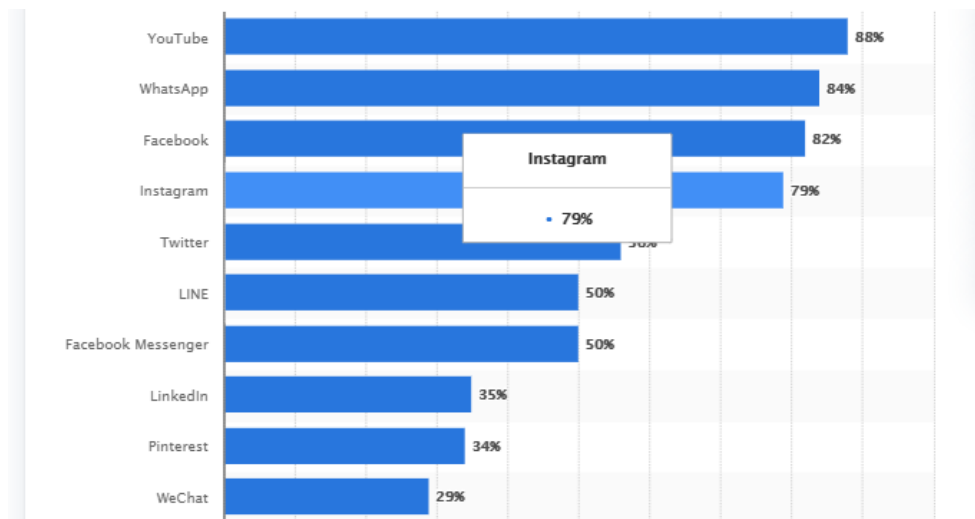
The existence of coronavirus pandemic cannot be separated from the media spotlight. Media is an intermediary tool used to deliver certain messages that consist of meaning from a communicator to the communicant. In this case, media take a part as a channel. The parties that included as communicator can be individuals, agencies, or companies. While the communicant in this case can be either individual or public. In this era, there are many kind of media that can be used as a tool to deliver message. There are offline media and online media. The example of offline media that usually find in daily life such as magazine, newspaper, brochure, banner, billboard, and many more. But, because of the efficiency of digitalization, people nowadays are prefer to use digital media. People began to leave offline media such as newspaper and

magazine. Because, even without newspaper or magazine, people can still access news and information through online articles. Magazines also provide the online version of it so that people can easily access it anywhere and anytime. But, it does not mean that people stop reading offline magazines and newspapers. As time develops, online media is also used a lot by people because it is considered easier and cheaper than the offline one. By using online media, people can also easily find information faster anywhere and anytime. For example, social media such as Instagram, Twitter, YouTube, and Facebook. There is also an official website and online article.

The existence of social media helps to fulfill fundamental human needs, which is communication. Humans as social beings need to communicate with each other. By using social media, this activity became easier to do without limited time and space, humans can communicate with other people whenever and wherever they want. That is why social media is really successful. Social media is also very useful for companies to communicate easily with their customers (Smith, 2011).

Social media is online media that is widely used by many companies to promote and sell their products/services. One of the reasons why companies use social media as a platform is because social media fulfills a fundamental human need: to communicate. Social media is huge because it simply lets customers communicate with each other and organizations communicate with customers (this includes listening). (Smith, 2011). Social media usually provide features where customers can give their feedback or suggestions towards the product/service. By looking at the feedback from customers, it can give ideas to the company so they can improve their service or add new products. Besides that, by using social media, companies/organizations feel closer with the customer because both parties can easily interact with each other. The use of social media as a promotion platform is considered effective because it can reach a wider community.

YouTube is one of the media that is highly used to spread information in this era. Nowadays, many companies do promotion of their products on YouTube. This is also one of the companies' ways to share information with the audience instead of using television. In the third quarter of 2019, the number of YouTube users in Indonesia reached 88%.



**Picture 1. 1**

**The number of youtube user in Indonesia**

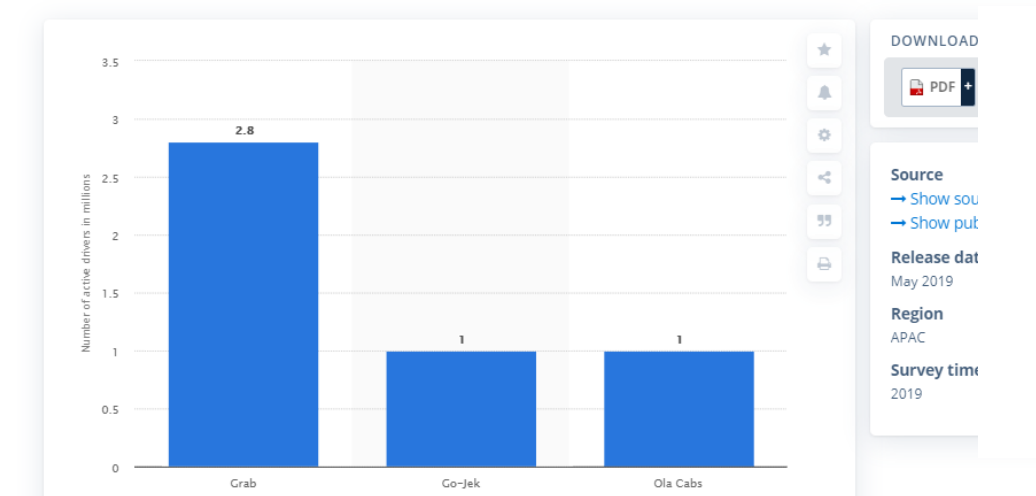
(Source: <https://www.statista.com/statistics/284437/indonesia-social-network-penetration/> accessed on June 9<sup>th</sup> 2020 on 21:36 WIB)

By seeing the large number of YouTube users in Indonesia, information will be faster and easier for the audience to accept and see. Youtube offer various kind of content that can be watched freely. The user can find any kind of content that they want. Such as music video, news, tutorial video, humor content, learning content, game, beauty content, daily activities, vlog (video blog), travel, technology, lifestyle, and many more. Even as a platform for companies or individuals to promote their product/services. Many people use youtube as a platform to distribute their creativity and talent. From the video that the youtube users made, many of them gain popularity and got money from it. That is why, nowadays being a Youtuber is a job that become popular. Usually, a Youtuber categorize themselves as one specific category depend on what is the content of videos in their youtube channel. There are beauty youtuber, vlogger, gaming youtuber, etc. Because of its easy access, many people use Youtube to share positive information, but some people often use Youtube for negative purpose. Whether they did it on purpose or not. Because of the high number of youtube user in Indonesia, many companies promote their product by making interesting advertisement on youtube because it's consider effective to attract people to use their product/service. One of the example is Grab.

Grab is mobile technology company engaged in the field of transportation, was found in Kuala Lumpur, Malaysia in 2012 established by Anthony Tan and Tan Hooi Ling. Beside transportation (online taxi service), Grab also provide another service such as food delivery, health, eScooter, groceries, mart, clean and fix, etc. Beside Indonesia, Grab also exist in other Southeast Asia country such as Cambodia,

Malaysia, Myanmar, Philippines, Singapore, Thailand, and Vietnam. It shows that the expansion of Grab very wide. Grab application has more than 100 million downloader in play store. Grab has around two million driver in total on 2019. According to Grab official website, Grab has more than 74,000 GrabBike driver partners spread throughout in Indonesia.

Number of active drivers of Asia Pacific ride-sharing companies as of 2019  
(in millions)



Picture 1. 2

### The number of active Grab drivers in 2019

(Source: <https://www.statista.com/statistics/1034777/apac-number-of-active-drivers-of-ride-sharing-companies/> accessed on June 11<sup>h</sup> 2020 on 19:34 WIB)

In promoting their service, Grab also use youtube as a promotion media. Grab Indonesia youtube channel has 129.000 subscriber. The channel actively share many kind of contents that promoting Grab service with various types of themes depending on what is the current trend. It's really important for a brand to know what kind of advertisement that can makes audience feels connected. Whether it's the latest trend, current situation, and many more. So that when the audience watch the advertisement, the advertisements will leave an impression. Beside content, signs that used in advertisement must contain certain meaning. An advertisement can not be meaningless. There must be a message to be conveyed in an advertisement. Because, the purpose of an advertisement is not only for promotion, but must be able to convey a positive message that is useful for the audience.

Regarding the current situation, where people have to stay at home and work/learn from home, Grab make many contents related with quarantine and how to prevent coronavirus while showing the different types of services they have.

**Table 1. 2 Grab Advertisement Data with Coronavirus-related content**

	Title	Viewers	Upload
1	Armada Higienis GrabKitchen Siap Jaga Kebersihan Pesananmu!	1,981,289 views	March 23 <sup>rd</sup> , 2020
2	Saling Andalin Lalui Semua #KitaVSCorona	3,857 views	March 26 <sup>th</sup> , 2020
3	<b>Ramadan Ala Yang di Rumah Aja</b>	9,474,038 views	April 20 <sup>th</sup> , 2020
4	<b>Jadi duta BAIK Grab mulai hari ini!</b>	12,674 views	April 1, 2020
5	<b>Baru! Pesanan Terjadwal!</b>	2,512,912 views	April 29th, 2020
6	<b>Stok bulanan di rumah menipis?</b>	785,823 views	April 29th, 2020
7	<b>Suka-Suka Ngapain Aja, GrabFood Siap Menemani!</b>	609 views	June 1 <sup>st</sup> , 2020

**Source: processed by writer**

In promoting their service, from the videos that was uploaded by Grab Indonesia on their youtube channel, it can be seen that Grab choose humor as a theme of most of their videos. According to KBBI (Kamu Besar Bahasa Indonesia) humor means something funny. Humor in advertisement aims to attract the attention of the audience as stated by Fugate (1998), humor in advertising on television has several advantages including humor attracting the attention of the audience, humor encouraging people to remember the advertisements and also the message, humor shows that we are human beings where we can laugh and smile by looking at the sides of humanity, humor makes people like us and ultimately enhance our brand

impression. Suhadi, quoted from (Ridwan, 2010), define humor as a sense or symptom that stimulates us to laugh or tends to laugh mentally, it can be a sense, or awareness, within us (a sense of humor); can be a symptom or a result of creation from within or from outside ourselves.

Eisend (2018) stated that research further shows that the effects of humor in advertising on consumer attitudes are stronger than most other persuasion tools. The use of humor on advertisement to make customer feel close with the brand by providing theme that many audience like. This is one of the way to attract people attention and build their awareness towards Grab. Beside Grab, the use of humor theme are also widely used by other brand. Results further show that humor works best if the kind of humor fits the demographic characteristics of the target group (Gulas, Charles S and Weinberger, 2006); that humor effects different across countries, gender, age, and education; and that humor effects depends on the processing style of respondents (Zhang 1996), their sense of humor (Cline, Altsech, and Kellaris 2003), and their brand or product experience (Chattopadhyay and Basu 1989).



**Picture 1. 3**

**Grab Advertisement ‘Armada Higienis GrabKitchen Siap Jaga Kebersihan Pesananmu!’**

*Source: (Youtube. Accessed on June 17<sup>th</sup>, 2020 on 20:44 WIB)*



One of the Grab advertisement that also used humor appeal as well as being the main object of this research is the advertisement with title ‘Armada Higienis GrabKitchen Siap Jaga Kebersihan Pesananmu!’ that was posted on March 23<sup>rd</sup>, 2020 and got 1,981,289 views. This advertisement is about how *Armada Grab* make sure the food hygiene when customer order food through Grab application. Grab try to convince the customer that Grab can guarantee the food safety and cleanliness because GrabKitchen always implement a virus prevention protocol. This advertisement delivered by using humor appeal just like most of Grab advertisement on their youtube channel.

In a line with current situation where people have to be more careful about cleanliness and health, Grab made various kind advertisement about it. One of them is ‘Armada Higienis GrabKitchen Siap Jaga Kebersihan Pesananmu!’ advertisement.

‘Armada Higienis GrabKitchen Siap Jaga Kebersihan Pesananmu!’ advertisement contained a message on how to prevent Covid-19. Message is something delivered by communicator to communicant. An advertisement should contained a positive message that can give a positive impact to the audience. There are various kinds of message content. It can be knowledge, entertainment, suggestion, or information (Cangara, 2011). Not all messages in an advertisement are conveyed explicitly, sometimes advertisement delivered the message implicitly. The success of a message is determined by message content, how the message delivered, and how the message is structured.

Based on the background above, researcher is interested in revealing Covid-19 prevention message contained on Grab advertisement “Armada Higienis GrabKitchen Siap Jaga Kebersihan Pesananmu!”. The reason why researcher choose this advertisement, because this advertisement different with the other Grab advertisements that used a same theme in the table above, although this is not a grab advertisement that has the most views, this advertisement not only promoting Grab service, but the advertisement also describe current situation and how to prevent covid-19. Meanwhile, in this threatening situation there are still many people who still lack of awereness in maintaining their safety by not wearing mask or washing hands regulary. Through the message contained in this advertisement, it is expected that people can build their awareness in maintaining their safety and health. Beside that, this advertisement posted on social media which is Youtube. Through youtube, as one

of the social media that has the most users, the advertisement has a high chance to bring a positive impact to people because many people watch youtube these days.

In the opinion of researchers, this advertisement consist of signs that can be analyzed with Ferdinand De Saussure semiotic theory. The analysis model consist of signifier, signified, and signification. Signifier is a sign in a form physical appearance of the object that can be seen or can be heard. Signified is the meaning behind each aspect/sign. While signification is the whole meaning/conclusion to be conveyed from an object. Analysis model of Ferdinand De Saussure focuses on every aspect on the object.

### **1.2 Problem Identification**

1. How is the form of signifier in the Grab ‘Armada Higienis GrabKitchen Siap Jaga Kebersihan Pesananmu!’ advertisement?
2. How is the form of signified in the Grab ‘Armada Higienis GrabKitchen
3. How is the form of signification in the Grab ‘Armada Higienis GrabKitchen Siap Jaga Kebersihan Pesananmu!’ advertisement?

### **1.3 Research Purpose**

1. To find out the meaning of ‘signifier’ in Grab advertisement ‘Armada Higienis GrabKitchen Siap Jaga Kebersihan Pesananmu!’
2. To find out the meaning of ‘signified’ in Grab advertisement ‘Armada Higienis GrabKitchen Siap Jaga Kebersihan Pesananmu!’
3. To find out the meaning behind the delivered message in Grab advertisement ‘Armada Higienis GrabKitchen Siap Jaga Kebersihan Pesananmu!’

### **1.4 Research Benefit**

#### **a. Theoretical benefits**

This research expected can give a positive impact for academy field, gain knowledge, and give contribution for the development of science that is related to how to analyze advertisement using Ferdinand De Saussure semiotics model. Especially for communication science. This research also expected to generate other new studies with the same theme to enrich this discussion.

b. Practical benefit

The practical benefit of this research is this research can be a reference for other researcher who are doing research with the same or similar topic. Beside that, this research is expected can give an understanding to people about Grab 'Armada Higienis GrabKitchen Siap Jaga Kebersihan Pesananmu!' advertisement and understand the meaning behind the advertisement.

This research can generate a positive impression from the public towards the company. At the same time build the awareness of society of the importance of maintaining health and safety.