

CHAPTER I

INTRODUCTION

1.1 Research Background

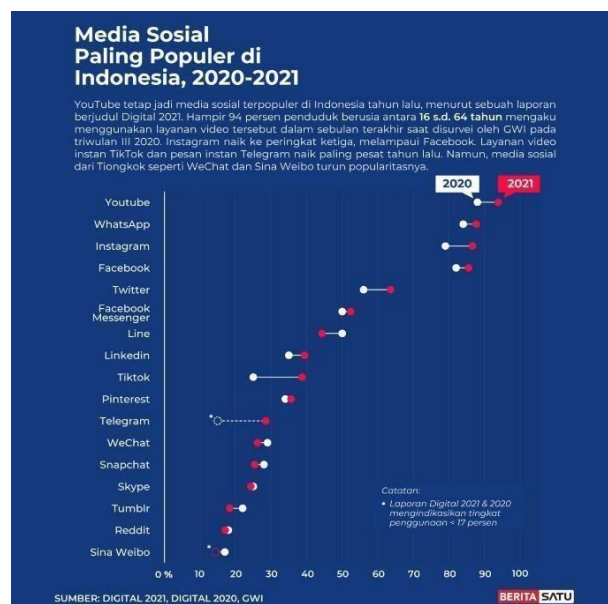
Indonesian society is a society with diverse ethnic, racial, religious and economic backgrounds. Each culture has its own characteristics, such as customs, food, cultural and linguistic norms, as well as believed values. This diversity allows Indonesians to coexist with existing diversity. There are approximately 633 ethnic groups in Indonesia, and it was formulated in 2013 in collaboration with the Central Statistics Agency and the Institute of South Asian Studies (ISEAS). Bali is one of the many regions in Indonesia. Bali is an area that has many cultures with its own characteristics. Bali is also one of the highly respected provinces in Indonesia as a tourist destination for domestic and foreign tourists.

However, due to the COVID-19 pandemic, tourism in Bali has stagnated. Bali has very high tourist attractions compared to other islands in Indonesia. Bali, a region that utilizes tourism as its main economic source, has been hit particularly hard by the coronavirus pandemic. Every time the tourism sector collapses, the local economy automatically collapses. This time, the coronavirus has had a far greater impact than the Bali bombings that have already occurred. Then. According to data from the Bali branch of Bank Indonesia, at the end of July 2020, Bali's economic growth was negative 10.98%. This is the deepest negative economic growth among Indonesia's 34 provinces. This means that tourism is the cause of Bali's economic downturn, and it is tourism that is reviving Bali's economy. Therefore, local governments and tourism actors in Bali must make every effort to revive Bali tourism which was stagnant due to the pandemic, so that the wheels of the economy can turn again.

The Indonesian Tourism Industry (ITI) noted that the losses suffered by Bali's tourism sector amounted to 140 trillion. In terms of labor, there are 1.4 million tourism workers who must be laid off. This is a major and worst phenomenon in the history of Bali tourism and is far worse than the impact of the Bali bombing tragedy. To overcome the post-demic crisis, several strategies can be taken to get

out of the predicament, one of which is to strengthen the promotion of national and international tourism through attractive advertising. These technological advances make it easier for us to carry out promotional activities such as advertising, such as the Internet. And in the form of development, several sites appeared that exist on the Internet, one of which is Youtube.

YouTube is a platform where you can watch videos uploaded by other YouTube users. The dissemination of information through video can be done anytime, anywhere, allowing users to share or obtain video information from around the world very quickly. YouTube's role as a vehicle for publishing video content in Indonesia is growing. The time it takes to upload content in Indonesia has more than doubled year after year. YouTube is currently the most active social media in Indonesia. YouTube is an effective medium for delivering advertising messages, since users are presented with ads that allow them to skip 5 seconds to watch the video they want or watch until the video runs out. 86% of Indonesians who use YouTube watch 5 or more ads.



Picture 1. 1

Survey of the most active social media platforms in Indonesia

(Source: <https://www.beritasatu.com/>)

The number of YouTubers reaches 94% in the age group between 16 and 64 years. These figures are based on a survey conducted by the Global Web Index in Q3 2020. (Source: [https:// www.beritasatu.com/](https://www.beritasatu.com/)). Therefore, with the survey data obtained, YouTube is still one of the most active social media platforms, which is also one of the reasons why many companies use YouTube to post ads.

Gojek is an Indonesian application-based transportation service. Gojek is here as a solution to many dangerous traffic problems today. Gojek is a solution that connects service providers with consumers who need it. Gojek's initial idea was born when ojek service providers had difficulty finding consumers and saw that many consumers had difficulty accessing ojek services. Gojek is an Indonesian company with the concept of a sharing economy. The sharing economy offers convenience in the form of efficiency and effectiveness. For example, Gojek is very efficient in helping people do certain activities for their convenience and does not need to drive themselves. The development of the concept of sharing economy and e-commerce is based on environmental issues related to pollution, congestion, and fuel consumption. Fossilized redundant, and functionally, the car should be used by many passengers (not one) and other factors. Especially when we talk about e-commerce, we need the role of social media in e-commerce because social media is a Marketplace for Online businesses. Today's society is changing from social media to social media. Nadiem Makarim, who is Gojek's Chief Executive Officer, then started developing applications to bridge the gap between consumers and service providers. Initially, Gojek was just a Call Center run by a limited management team. Gojek does not have an app or Online ordering. Gojek serves consumers by phone only, consumers order ojek services through call centers, and operators find the next driver. In addition, the call center ensures the arrival of the driver through a navigation system and consumer coordination. In 2014, Nadiem took full control of Gojek's business. Gojek is the first unicorn company in Indonesia. Increase the order to 300,000 per day. More than 30,000 friends with disabilities have joined Gojek. And in 2021, Gojek and Tokopedia merged into GoTo, the largest technology company in Indonesia, to become a "mobile" ecosystem that meets all your daily needs.



Picture 1. 2

Gojek "Bangun Lagi, Bali" ad on YouTube

(Source: YouTube Go-Jek)

This Gojek advertisement shows the lives of Balinese people who are trying to wake up from a long sleep during the pandemic. Rebuilding tourism and destinations that had been stagnant due to the COVID-19 pandemic. It focuses on the tourist and cultural destinations of Bali highlighted in this ad. Through this research, the author seeks to investigate the Balinese culture presented in this Gojek advertisement. Semiotic analysis by Charles Sanders Peirce.

Semiotics is the study of signs, their functions and the production of meaning. A symbol is something that means something to another person. The semiotic study of signs, the use of signs and everything related to signs, that is, semiotic ideas (signs, meanings, denotatums and interpretations) can be applied to all spheres of life. (Christomie and Lucky Uwono 2004: 79).

Therefore, the researchers decided to investigate the existence of Balinese culture in Gojek advertisements, because Bali is one of the islands in Indonesia with a very diverse culture, which is also the reason why many tourists visit Bali. Compared to other regions in Indonesia, for example, Jakarta. Tourists rarely visit Jakarta because of cultural factors in the country. It is undeniable that every region in Indonesia has its own culture. However, Bali remains a choice that is in great

demand today because its cultural cultures such as Balinese dance, ngaben and melukat are very attractive in the eyes of domestic and foreign tourists.

Previously, a similar study has also been carried out with the title "Representation of Balinese Culture in YOU-C1000 Advertisements Hari Bahagia" written by Putu Fahrudin and Suranto, the research uses the semiotic analysis method by Roland Barthes, so this is also what distinguishes the research being carried out by researchers from previous research that has been carried out. One of the companies that is also in the same field as Gojek is Grab. However, the benchmark for researchers in choosing Gojek Ads, Because This advertisement is interesting to research because Gojek is one of the Indonesian companies that has won many awards. It is interesting to learn because the advertisement shows the social and cultural life of Bali, representing Indonesia on the international stage.

Against this background, researchers are interested in studying Balinese culture in the Gojek advertisement "Bangun Lagi Bali" semiotic analysis Charles Sanders Peirce. The author chose Charles Sanders Peirce 's method of semiotic analysis because of Charles Sanders Peirce, who defined semiotics as the general science of signs (McQuail, 1987: 181). A sign is something that has a physical form that can be taken by the five human senses and is a reference (representation) of something other than the sign itself. References to these symbols are called objects. A sign object or reference is a context, social reference, or sign reference. The most important thing in the process of semiosis is how meaning arises from symbols when people use them when communicating.

1.2 Research problems

Based on the explanation presented in the background, the focus of this study is to analyze Balinese culture in the Gojek advertisement "Bangun Lagi Bali" semiotic analysis of Charles Sanders Peirce. Following the semiotic analysis of Charles Sanders Peirce, he used three elements: symbols, objects, and interpreters.

1.3 Research Identification

Based on the description above, it can be formulated that the problem of this research is Balinese culture in Bali Go-Jek Bangun Lagi Bali is a method based on the semiotic analysis of Charles Sanders Peirce using a triangular semantic model.

1.4 Research Purpose

The purpose of this study was to find Balinese culture in the advertisement Gojek Bangun Lagi Bali using a triangular semantic model from Charles Sanders Peirce's semiotic analysis.

1.5 Research Objectives

Based on the background, focus and objectives of this study, the results of this study are expected to provide benefits both theoretically and practically.

1. Theoretical

Academically, this research is expected to increase knowledge of communication science research, and the contribution of qualitative research literature, especially related to semiotic representation and analysis, especially for students who concentrate on marketing communication related to how to analyze advertisements with semiotic analysis methods.

2. Practical

This research is expected to be a reference for reading in interpreting the cultural diversity of television advertising. In addition, this research is expected to help readers become more sensitive to exposure in mass media, especially in YouTube advertising.

1.6 Time and Research Period

Table 1. 1

Source : Processed by the author

Activities	2022			2023		
	Oct	Nov	Des	Jan	Feb	Mar
Submission of Proposal Title						
Proposal Preparation						
Desk Evaluation Registration						
Research						