

CHAPTER I

INTRODUCTION

1.1 Background

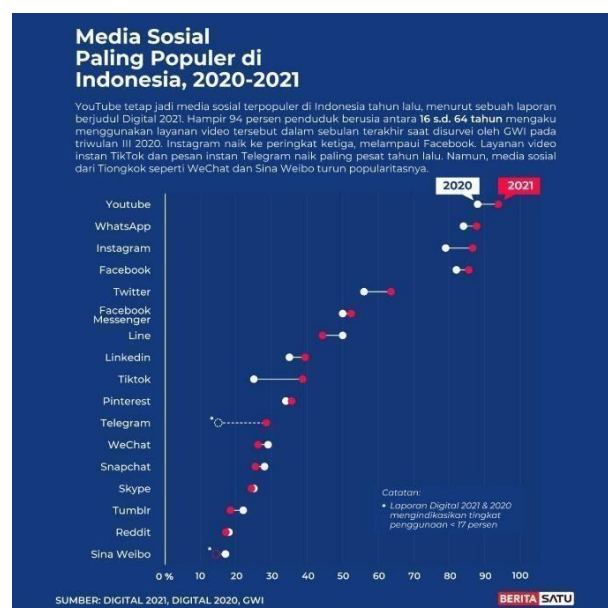
Indonesian society is a society that has a diversity of backgrounds in tribes, races, economic religions, and groups. Each culture has its own characteristics such as the language of customary customs, food and cultural norms or values that are believed. This diversity makes Indonesian people coexist even with the diversity that exists. Indonesia has about 633 tribes this is formulated through the cooperation between *Badan pusat statistik* and Institute of South Asian Studies (ISEAS) in 2013. In addition to Indonesia, Papua New Guinea is also one of the countries that have a diversity of tribes and languages. It has 840 languages and 312 tribes according to survivalinternational.org. From the data above if we conclude using comparisons then the number of tribes and languages in Papua New Guinea is only half of the tribes and languages that we have in Indonesia. This is obtained from the grouping of tribes and sub *suku* in Indonesia. Thousands of islands in Indonesia is a feature that this country is a country with a variety of different cultural backgrounds.

Multiculturalism in Indonesia can be a reference for big problems that can occur, because of the unequal understanding of multicultural concepts and values that exist in society, and this will certainly cause many problems, as we have also experienced, namely civil wars or between ethnic group. so, it is important for us to understand well the concept of *Bhinneka Tunggal Ika*. (Munif: 2018)

Along with the entry of the current era of globalization, it also brings foreign cultures into Indonesia. In an age of sophisticated and rapid technological developments it is easy for us to know many cultures from many parts of the world. But this also makes many foreign cultures enter Indonesia without any filtering. The rapid development in the current era of globalization makes the process of cultural acculturation, especially the influence of western culture. The advancement of modern technology makes it very easy for us to know other cultures and bring change to the basic level of people's lives in Indonesia.

The development of this technology is what makes it easier for foreign cultures to enter Indonesian life, one of which is through the internet. And in the form of its development appeared several sites that exist on the internet, one of which is YouTube. YouTube is a platform that allows you to watch videos uploaded by other YouTube users. The dissemination of information through video can be done anywhere and anytime so that its users can share or get video information from all over the world very quickly.

YouTube's role in Indonesia as a means of publishing video content continues to increase. The number of hours of content uploaded from Indonesia has more than doubled from year to year. Currently YouTube is the most active social media in Indonesia. YouTube is considered effective as a medium for delivering advertising messages because to watch the video that YouTube users want to watch will be presented with ads that can be skipped in 5 seconds or must be watched until it runs out. As many as 86% of Indonesians who use YouTube will watch 5 or more ads. still the most popular social media in the country.



Picture 1.1
Survey of the Most Active Social Media Platforms in Indonesia
 (Sumber : <https://www.beritasatu.com>, 2021)

The number of YouTube users reaches 94% with the age range in the range of 16 to 64 years. This figure is based on a survey conducted by GWI in the third quarter of 2020 (Source : <https://www.beritasatu.com>).

So with the survey data obtained, YouTube is still one of the most active social media platforms and this is also one of the reasons many companies use YouTube to publish their ads.

Gojek is one of the application-based transportation services in Indonesia. Gojek is here as a solution to many problems, namely transportation conditions which have recently been less secure, is a solution that brings together motorcycle taxi service providers with consumers in need. The first Gojek idea comes from seeing the difficulty of ojek service providers to get consumers and also the number of consumers who find it difficult to access motorcycle taxi services. Gojek is one of the companies in Indonesia that has a sharing economy concept. The sharing economy provides convenience in the form of efficiency and effectiveness, for example, Gojek is very efficient for people to carry out certain activities, no need to drive themselves, be picked up and so on, for the convenience of the community. The development of the sharing economy and e-commerce concept is based on environmental issues related to pollution, congestion, and excessive use of fossil fuels, then functionally that a car should be used by many passengers (not just one) and other factors. Furthermore, discussing e-commerce, in e-commerce the role of social media is very much needed, because social media is a market for online business actors. Today's society tends to enjoy activities in social media, and the tendency to be influenced is very large. Then Nadiem Makarim (CEO of Gojek) started to create an application that bridges the meeting between consumers and service providers. Original Gojek is just a call center that is run by the management team with a limited number of people. Gojek doesn't have an app yet or hasn't done online ordering. Gojek only serves consumers via telephone, consumers order an ojek service through the call center, then the operator will look for a driver the closest. Furthermore, the call center will ensure the arrival of the driver by consumer navigation and coordination systems.

For three years running the business with a call center service model, Gojek is widely used by companies to provide courier services such as inter-delivery letters,

documents, or goods. Whereas initially Gojek was a transportation service for people traveling. In 2014, Nadiem fully managed Gojek's business. Gojek is the first unicorn company in Indonesia. Increase orders to 300,000 per day. More than 30,000 disabled friends join Gojek. And in 2021 Gojek and Tokopedia merged to become GoTo, the largest technology company in Indonesia and become the "go to" ecosystem for all daily needs.



Picture 1.2

Gojek advertising version “Cari Kebaikan Itu” on Youtube

(Source : Youtube Gojek, tahun)

This special Gojek Ramadhan ad tells the story of a young man who wants to share the goodness in Ramadan from starting to help mom take care of homework, wanting to share with iftar Together, helping an orphanage, driving dad to study and so on. In this ad it is seen how a young man wants to help and share kindness regardless of whether it is family or others, regardless of ethnicity, race, religion, economic background and occupation. Through this research the author wants to examine the multicultural representation contained in this advertisement. Messages that represent the multiculturalism hidden from the ad will be seen through the visual signs and verbal signs displayed by the characters in the ad. Therefore, the signs or symbols contained in this advertisement can be seen or researched with semiotic studies. The signs or meanings that appear in visual ads will build or make their own interpretations for their audience.

Semiotics is the study of signs, sign functions, and the production of meaning. A sign is something that means something to someone else. Semiotic studies of signs, the use of signs and everything related to signs. In other words, semiotic ideas

(signs, meanings, denotatum and interpreting) can be applied to all areas of life. (Christomy dan Lucky Yuwono 2004: 79).

Therefore the researcher chose to examine the sign of multicultural meaning in Indonesia because Indonesia is a country with a multicultural society. multiculturalism provides added value for the nation. Many countries in the world that have cultural diversity in the world such as America for example but the difference is that America has many cultures because it is a superpower so many people choose to migrate there then this brings with it leaves a diverse culture in America. Unlike Indonesia we already have this diversity from the previous people before us. Even Indonesia is formed on cultural differences and diversity. Therefore, although Indonesia is not the only country in the world that has cultural diversity, Indonesia has a uniqueness that is different from other countries. The diversity of race, ethnicity, ethnicity or religion becomes its own characteristic, as the Indonesian nation is unique and complicated because of the plurality of ethnic groups, religions, nations and races. Indonesia's multicultural society is a society based on the ideology of multiculturalism or the multicultural *Bhinneka Tunggal Ika*, which underlies the structural features of Indonesian society at the national and local levels.

The factors that cause the emergence of a multicultural society are geographical conditions, the influence of foreign cultures, mixed marriages and also a different climate. Indonesia, as a country rich in cultural treasures. Judging from the geographical conditions of Indonesia, there are thousands of islands lined up from the West to the East, from Sumatra to Papua. Each island has its own ethnicity, religion and race. Judging from the influence of foreign cultures, such as the entry of Chinese, Arab and Indian ethnicities and from generation to generation, Indonesian people have habits different perspectives and ways of life. This ad is interesting to study because Gojek is one of the companies from Indonesia that has received quite a number of awards, besides that this ad is interesting to study because it managed to get a Ramadhan ad award "most loved" and this ad raises the theme of social and cultural life in Indonesia.

Based on this background, researchers are interested in researching the representation of the multicultural meaning of the signs contained in the Go-Jek advertisement for the search for goodness on YouTube using Roland Barthes'

semiotics analysis method. Writers choose Roland Barthes semiotics analysis method because according to Barthes, semiology is the study of human security to mean something around it. So, an object is a sign that carries an implied message. Barthes makes perfect thinking out of Saussure's semiology with a system of connotative marking and myth (Vera, 2014:27).

1.2 Research Problem

Based on the explanations laid out in the background, the focus of the study was to analyze multicultural representations of the Gojek ad version of "Cari Kebaikan itu" in Roland Barthes' semiotic perspective.

1.3 Research Identification

Based on previous background, the writer formulate the following research questions :

1. How multicultural representation in Gojek ad titled of " Cari kebaikan itu" in the level of denotations.
2. How the multicultural representation in the Gojek ad titled of "Cari Kebaikan itu " in the level of connotations
3. How the multicultural representation in the Gojek ad titled of "Cari Kebaikan itu " in the level of myths.

1.4 Research Purpose

The objectives that the authors want to achieve through this study based on the identification of the problem are :

1. Knowing the multicultural representation in the Gojek ad version of "Cari kebaikan itu " in the level of denotations.
2. Knowing the multicultural representation in the Gojek ad version of "Cari kebaikan itu " in the level of connotations.
3. Knowing the multicultural representation in the Gojek ad version of "Cari kebaikan itu " in the level of Myths.

1.5 Research Aim

Based on the background, focus and objective of this research, the results

of this research are expected to provide benefits both theoretically and practically.

1. Theoretically

Academically, this research is expected to add knowledge in the study of communication science, especially for students with a concentration of marketing communication related to how to analyze advertisements with analytical Methods semiotic and increase the contribution of qualitative research literature, especially related to the representation and analysis of semiotics.

2. Practically

This research is expected to be a source of reference for reading in interpreting cultural diversity in television advertising. In addition, this research is also expected to help readers to be more sensitive in addressing an impression in the mass media, especially on ads on YouTube.

1.6 Time and Period of Research

No	Research Stages	Mar	Apr	Jun	Jul	Aug	Sep	Oct	Nov	Des	Jan
1	Research Preparation										
2	Determine topic and title										
3	Arrange chapter I-III										
4	Research Proposal and										

	Revision										
5	Proposal Defense										
6	Proposal Defense Revision										
7	Research										
8	Arrange Chapter IV- V										
9	Thesis Defense										