

**ANALISIS SEMIOTIKA FERDINAND DE SAUSSURE DALAM
PENYAMPAIAN PESAN CARA PENCEGAHAN COVID-19 PADA IKLAN
GRAB ‘ARMADA HIGIENIS GRABKITCHEN SIAP JAGA KEBERSIHAN
PESNANAMU!’**

*Ferdinand De Saussure Semiotics Analysis in Delivering Message How to Prevent
Covid-19 in Grab Advertisement “Armada Higienis GrabKitchen Siap Jaga
Kebersihan Pesananmu!”*

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ABSTRAK

Virus corona tiba-tiba menyerang dunia pada awal tahun 2020 di Guangzhou, Cina. Seiring berjalannya waktu, ternyata virus corona juga menyerang Indonesia. Hingga saat ini virus ini masih terus menyebar dimana-mana, mengharuskan semua orang untuk lebih menjaga keselamatan dan kesehatan masing-masing. Berkaitan dengan keadaan saat ini, Grab sebagai salah satu e-commerce yang banyak digunakan di Indonesia, membuat iklan digital dengan menggunakan youtube sebagai wadah, dengan mengangkat tema yang berhubungan dengan covid-19 dengan judul “Armada Higienis GrabKitchen Siap Jaga Kebersihan Pesananmu!”. Berhubungan dengan iklan ini, peneliti bertujuan untuk meneliti pesan cara pencegahan covid-19 yang terkandung dalam iklan ini. Untuk mengungkapkan pesan yang terkandung dalam iklan ini, peneliti menggunakan metode penelitian kualitatif dan paradigma konstruktivisme dengan pendekatan analisis semiotika Ferdinand De Saussure dalam mengungkapkan pesan yang terkandung dalam iklan ini. Analisis semiotika Ferdinand De Saussure menggunakan konsep penanda (signifier), petanda (signified) dan makna (signification). Hasil penelitian ini menunjukkan bahwa iklan Grab “Armada Higienis GrabKitchen Siap Jaga Kebersihan Pesananmu!” merepresentasikan pesan cara pencegahan covid-19. Penelitian ini juga menunjukkan bagaimana cara yang benar untuk mencegah penyebaran virus corona.

Kata kunci: iklan digital, covid-19, semiotika, Ferdinand De Saussure

ABSTRACT

The corona virus suddenly attacked the world in early 2020 in Guangzhou, China. As time goes by, it turns out that the corona virus has also attacked Indonesia. Until now, this virus is still spreading everywhere, requiring everyone to take better care of their own safety and health. In a line with the current situation, Grab as one of the e-commerce sites that is widely used in Indonesia, creates digital advertisements using

YouTube as a platform, with a theme related to Covid-19 with the title “Armada Higienis GrabKitchen Siap Jaga Kebersihan Pesananmu!”. Related with this advertisement, researcher aims to analyze the messages on how to prevent Covid-19 contained in this advertisement. To express the message contained in this advertisement, the researcher used qualitative research methods and constructivism paradigm with Ferdinand De Saussure's semiotic analysis approach in delivering the message contained in this advertisement. Ferdinand De Saussure's semiotic analysis uses the concept of signifier, signified and signification. The results of this study shows that Grab advertisement " Armada Higienis GrabKitchen Siap Jaga Kebersihan Pesananmu!" represents a message on how to prevent Covid-19. This research also shows how to properly prevent the spread of the corona virus.

Keyword: *digital advertisement, covid-19, semiotics, Ferdinand De Saussure.*



1. Introduction

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. 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. 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.

Started in the beginning of 2020, coronavirus was founded for the first time in Wuhan, China. 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. While, the number of victims who died as a result of covid-19 is still increasing until today.

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. Also 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 a coronavirus pandemic cannot be separated from the media spotlight. Whether it's offline media or online media. Especially for online media, information is spreads very quickly. As the time develop, online media also used a lot by people because it consider easier and cheaper than the offline one. By using online media, people also can easily find information faster anywhere and anytime. For example social media such as Instagram, twitter, youtube, and facebook. There is also official website and online article.

Youtube is one of the media that highly used to spread information in this era. Nowadays, many company do promotion of their product on youtube. One of the company that used Youtube as a platform is Grab. Grab used Youtube a lot to make advertisements about their product/service. 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. One of the advertisement is 'Armada Higienis GrabKitchen Siap Jaga Kebersihan Pesananmu!' that was posted on March 23rd, 2020 and got 1,981,289 views. The advertisement is basically telling 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 addition to entertaining, this ad also contains messages conveying how to prevent Covid-19, which aims to build awareness, because there are still many people who do not maintain their safety and health in the current situation. The message to be conveyed in this advertisement can be analyzed using Ferdinand De Saussure semiotic theory. Each signs on the advertisement will be classified into 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.

2. Basic Theory

2.1 Theory of Communication

Definition of communication according to Hovland, Janis dan Kelly is a process through which a person (communicator) delivers a stimulus (usually in the form of words) with the aim of changing, shaping the behavior of other people (communicants / audiences) (Sendjaja, 2005:10).

2.2 Digital Communication

Digital communication is a form communication that occurs in digital media. According to Anwar & Rusmana (2017) digital messages that contained in digital communication can be more easily produced and delivered. The content of messages that are considered more interesting is able to attract the audience and bring a very influential impact, whether the message is useful or not. While Folkerts, et al (2008) stated that digital media is one of a kind of media whose contents are formed and created by technological advances.

2.3 Digital Advertising

Basically, advertisement is an intermediary to deliver message or information by using electronic media or printed media. Advertising is one of the important part in digital communication. Digital advertising is an online promotional activity that produced for wide community (Virgile et al., 2016). Another definition from Sarwono & Prihartono (2012) define online advertisement/digital advertisement as a paid message set on the online site or the like.

2.4 New Media

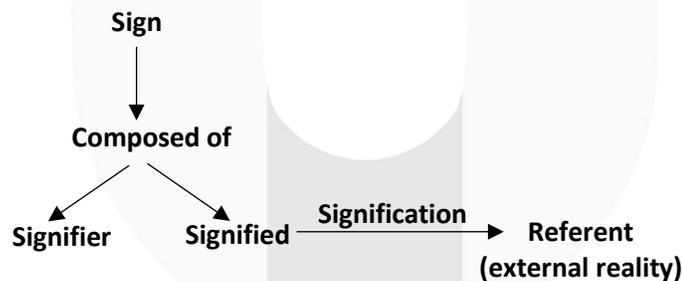
New media is a term that often used by people these days, usually referred to something that related with digital and technology. New media is a new intermediary tool, which in this case in terms of time, production, benefits and distribution (Moza & Atnan, 2019). New media is a change from old media to new media that everything is using digital. New media can not be separated with the existence of internet, because new media works by using internet.

2.5 Semiotics

According to Wibowo (2013:9) semiotics is a model of social science, which understands the world as a system of relationships that have a basic unit with a sign. Therefore, semiotics learn about the essence of the existence of a sign. Etymologically, the term semiotics comes from the Greek word *Semeion* which means sign. The sign itself is defined as something that can be considered to represent something else. Signs were initially translated as something that shows something else. For example, smoke indicates a fire, loud car sirens indicate a fire in the corner of the city (Wibowo, 2013:7).

2.6 Ferdinand De Saussure Semiotic Theory

Ferdinand De Saussure called semiotics as semiology. He said that semiology is a science that studies the life if signs within society (Kris Budiman, 2011 in Hamzah, 2019). A sign has two aspects: a signifiant (usually rendered in English as a ‘signifier’) and a signifié (a ‘signified’) (Chandler, 2017:13). The relationship between the signified and the signifier is arbitrary. It is arbitrer because each sign has a reference to an object without us knowing the reason or background.



Picture 2.1 Ferdinand De Saussure Semiotics

Model

2.7 Message

Message is one of the important element in communication process. Message is what is delivered from communicator to communicant. This also stated by Mulyana (2015:70) message is what is communicated in any kind of form whether it’s verbally and nonverbally delivered by the sender to the recipient. Message is the result of effective communication process. If the message received well by the communicant, it means that the process of communication is success.

3. Research Method

To analyze Grab Advertisement “Armada Higienis GrabKitchen Siap Jaga Kebersihan Pesananmu!” the research method used in this research is qualitative research. Research paradigm that used in this research is constructivism paradigm with Roland Barthes' semiotic analysis approach to reveal the message contained in this advertisement

4. Result and Discussion

4.1 Scene 1

The message conveyed from the relation between signifier and signified on scene 1, in this current situation it is important to take preventive action before doing something to prevent the transmission of the virus. The use of gloves in scene 1 has purpose to avoid direct interaction between GrabKitchen seller and food. So that viruses and germs will not contaminate food. It means people no longer need to be afraid to order food according to their individual preferences.

4.2 Scene 2

The signification to be conveyed from scene two is in making food, it is not just a hand, but it's also important to cover the other part of body that may cause infection such as mouth and also hair, by using mask and hair nets. Because people never know where the virus came from. The audio, “memperkenalkan, armada higienis GrabKitchen” want to tell that GrabKitchen has a trusted ‘fleet’ that always maintain cleanliness.

4.3 Scene 3

The signification on scene 3, by the scene where some people are queuing waiting for their turn to have their body temperature checked, the advertisement trying to convey message that checking body temperature is necessary to know and make sure that people in public places has a normal body temperature (health body condition). And also to prevent the transimission of virus, it's important to always put on mask and wears gloves, also wears hair nets if it's needed. The term “Jagoan Tolak Panas” referring to the male worker's job as someone who is responsible for checking body temperature of everyone who want to enter that place.

4.4 Scene 4

The signification of scene 4 is deliver a message of the importance of washing hands. It also can be heard from the voice over and text that appeared on the scene, which is ‘Jagoan steril’. ‘Jagoan steril’ in this scene has a meaning of someone who always maintain cleanliness to prevent germs and virus. Depicted by the scene of a woman washing her hands with soap. The importance of wearing masks and hair nets in preparing food is emphasized again in this scene.

4.5 Scene 5

The message on scene 5 is to wash hands regularly to reduce the transmission of the virus and germs between people and people as well as people and food / objects around them. The message delivered through the scenes in scene 5 and also voice over which stated, “rajin mencuci tangan berkala, bantu terhindar dari segala kuman dan penyakit”. In addition, washing hands should be done properly by using water and soap for at least 20-30 seconds.

4.6 Scene 6

The message contained in scene 6 is to keep ourselves and our surroundings safe, it is very important to cover the parts of the body that may cause infection which are hands, mouth, nose, and head by cover it with protection such as gloves, mask, and hair nets.

4.7 Scene 7

The message to be conveyed on scene 7 is the scene is trying to convey a message to always avoid direct interaction between ourselves and food. Just like what is explained by WHO, food workers need to have protection equipment such as disposable gloves. It is also important to make sure that the food packaging is tightly closed to prevent any transmission that might happen.

4.8 Scene 8

On scene 8, the signification or message that the advertisement try to tell is the right way to take off mask. Which is taking off mask without touching the front of the mask. Beside that, the advertisement also tell how to maintain the safety of ourselves and our surroundings, especially food workers by always wearing masks, gloves, and hair nets. Because food workers work in the kitchen where there are lots of food and cooking utensils around them.

4.9 Scene 9

The signification or the message of scene 9, it is very necessary to always clean the surroundings. Not only the visible parts, but every single part, especially the parts that often used. People should be more careful in cleaning so that there are no parts that are missed that have not been cleaned. Because people never know where the virus will stick.

4.10 Scene 10

The signification of scene 10 is to tell that activities can continue as usual as long as people follow the Covid-19 health protocol, by always using a mask and maintaining personal hygiene and also their surroundings.

4.11 Scene 11

The message to be conveyed on scene 11 is to tell the use of hygiene-related tools in this scene is necessary to maintain cleanliness and prevent viruses / diseases.

5. Conclusions and Suggestions

5.1 Conclusions

From the results of research conducted on Grab advertisement, “Armada Higienis GrabKitchen Siap Jaga Kebersihan Pesananmu!” by analyzing each cut scene, researcher draw the following conclusion:

1. Grab advertisement represents message on how to prevent covid-19 well. It can be seen from each scene on the advertisement. The message also conveyed implicitly through the voice over. Covid-19 prevention message conveyed through the role of each GrabKitchen ‘fleet
2. The message on how to prevent covid-19 conveyed in the advertisement are to always wear mask, use hand sanitizer, washing hand regularly, and keep the room and environment clean.
3. The advertisemeng tells the importance of using protection equipment such as mask, gloves, and hair nets for the people who works in making food to avoid direct interaction and also the transmission of virus.

5.2 Suggestions

1. The next researcher is expected to be able to make research that discusses messages in advertisements from the semiotic point of view of other experts
2. It is expected that the next researchers can do a new research, which also uses themes related to Covid-19 as additional references for future researchers
3. If other sadvertisements will make a theme about health, it is better to pay more attention to the messages to be conveyed whether they are complete or not, because there are still some messages that do not seem to have been described by this advertisement.

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