

Analyzing Tokopedia X BTS ADS According to Discourse Analysis

Akita Putri Artelu

STKIP Bina Insan Mandiri Surabaya, Indonesia

Abstract

Tokopedia introduced a boy group from South Korea named BTS as Brand Ambassador (BA). Through advertising, Tokopedia tries to attract people's attention, especially K-pop fans. This research was made to analyze the elements of communication of language, the elements of the macro functions, what maxims are obeyed, and what maxims are flouted in the Tokopedia x BTS video advertisement. This research uses the discourse analysis method. Discourse analysis is a qualitative method that concentrates more on the meaning of the data than on the generalization of the data. The results of this research are that the seven elements of communication of language are present in both Tokopedia x BTS advertising videos, while the elements of the macro functions are only fulfilled by the second video ad and the first ad video only obeys three maxims, while the second ad video has obeyed all maxims.

Keywords

advertising, BTS, discourse analysis, tokopedia

Corresponding author:

Akita Putri Artelu, Prodi Pendidikan Bahasa Inggris, STKIP Bina Insan Mandiri, Indonesia
Email: akitarita123@gmail.com

INTRODUCTION

BTS (Bangtan Sonyeondan) or Bangtan Boys is a very successful group from South Korea under the tutelage of Big Hit Entertainment which consists of seven members namely RM, Jin, Suga, J-Hope, Jimin, V, and Jungkook. On June 13, 2013, the agency introduced the seven members and debuted on the Mcountdown stage. BTS has a fandom called Army (Adorable Representative MC for Youth). Their albums *Map of The Soul* and *BE* were hugely popular, and they released a new album in 2020. Songs like *Life Goes On*, *Dynamite*, *Butter*, and *Permission to Dance* brought BTS to their current level of success (Lagi, 2021; Sofian, 2022).

BTS' immense influence on their fans has allowed the idol group to participate in various campaigns, including representing South Korea at the PBB 2021 general assembly. BTS was invited to the White House to deliver a speech about the importance of fighting hatred against Asian Americans. In addition to participating in the campaign, BTS has collaborated with various well-known brands, including Hyundai, Samsung, Sony, Fila, Kookmin Bank, and other big brands and even BTS collaborated with E-commerce such as Tokopedia (Darwensy, 2020; Lustinawati, 2022).

Tokopedia is an e-commerce company that offers a variety of services and products. Thanks to its development over the past few years, Tokopedia has become one of the most influential online marketplaces in Indonesia and Southeast Asia. Tokopedia was officially launched to the public on 17 August 2009 under the auspices of PT Tokopedia which was founded by William Tanuwijaya and Leontinus Alpha Edison on 6 February 2009. PT Tokopedia had a very successful start and is now one of the fastest-growing online trading companies in Indonesia. Tokopedia has also entered directly into the microeconomic sector of the community (Fransisca, 2022).

On October 21, 2019, Tokopedia announced that BTS was able to change the music industry despite facing various challenges during its journey. Tokopedia is very happy to be collaborating with BTS to promote Tokopedia's message to the world. This partnership will help Tokopedia reach a wider audience and show appreciation for the group's commitment to innovation and social responsibility. It is not difficult for BTS to have a large fan base around the world. Tokopedia's strategy in expanding its users is to market it online through advertisements displayed on a television (Dwi, 2021; Wikipedia, 2022).

Advertising is a message delivered to introduce a product to an audience using a particular media platform. Advertising is one of the most important tools in the marketing process. Advertising becomes part of a marketing campaign. Media is an important element of advertising because it is the means used to advertise and market our products or social campaigns (Aufa, 2022; Rohana, 2022). Tokopedia uses many media, one of which is electronic media through social media found on smartphones or computers as well as television.

The advertisements made by Tokopedia with BTS have been watched thousands to millions of times on YouTube, even advertisements shown on television and billboards also attract the attention of the public or fans who see them. Many fans who when watching videos on youtube, then the Tokopedia x BTS advertisement appears, will not pass it. The army will follow everything on Tokopedia related to BTS. The involvement of Tokopedia's brand ambassador, BTS, has made Tokopedia increasingly known and many people use Tokopedia to shop online. In January 2021, BTS was again appointed as Tokopedia's brand ambassador. The public reaction to Tokopedia's collaboration with BTS was very positive. This is the reason Tokopedia has made BTS its brand ambassador .

This research was made to analyze the elements of communication of language in the Tokopedia x BTS advertising video according to linguist the elements of the macro

functions, and what maxims are obeyed and what maxims are flouted according to the theory of Conversational principles (Grice, 1989; Hymes, Gladwin, & Sturtevant, 1962; Jakobson, 2014).

RESEARCH METHOD

Nuzulla Agustina states that data is a description of something that has happened in the form of a set of facts, figures, graphs, tables, pictures, symbols, words, and letters that express an idea, object, condition, or situation. The data in this research was taken from the Tokopedia x BTS advertisement on YouTube. This research uses a qualitative approach, as stated by (Bogdan & Taylor, 1990; Fairus, 2020) that qualitative research methods involve using people's written or spoken words and observing their behavior. The data collection technique here uses documentation techniques which are divided into two ways, namely, listening and screenshots.

The data analysis technique used is discourse analysis influenced by linguist (Agung, Fajar, & Didit, 2022; Alex, 2022; Hymes et al., 1962; Jakobson, 2014). The classification of macro-functions which produces 7 elements in communication (the addresser, the addressee, the channel, the message form, the topic, the code, and the setting) to find out what elements are in the Tokopedia x BTS advertising video. The elements of the macro functions (the emotive function, the directive function, the phatic function, the poetic function, the referential function, the metalinguistic function, and the contextual function) to find out what elements are in the Tokopedia x BTS advertising video. In conversational principles, there are 4 maxims (be true, be brief, be relevant, and be clear) which will be used to find out what maxims are obeyed and what maxims are flouted in the Tokopedia x BTS advertisement video and explain briefly.

FINDINGS AND DISCUSSION

The researcher took several screenshots of two Tokopedia x BTS advertisement videos by the official Tokopedia account, where the screenshots were related to the purpose of this research.

The first video with the title *Tokopedia x BTS: Belanja? Tokopedia saja!*



Picture 1



Picture 2

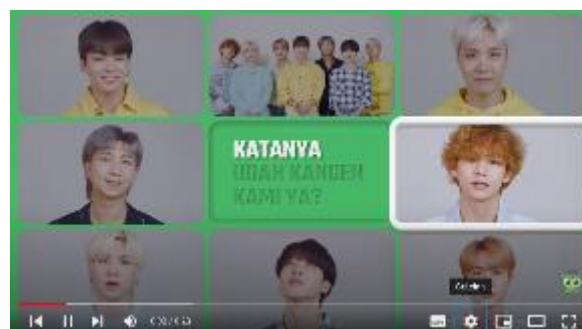
In pictures number 1 and 2, taken from the Tokopedia x BTS advertisement video with a duration of 15 seconds, BTS greets Indonesia when joining Tokopedia for the first time and introduces themselves that they are BTS, and invites Indonesian citizens to shop at Tokopedia.

The second video with the title *Tokopedia x BTS : Waktu Indonesia Belanja Traktiran Ulang Tahun ke-12, di 17 Agustus 2021!*



Picture 3

In picture number 3, BTS greets Indonesia again by asking how the Indonesian people are, including their fans, namely Army.



Picture 4

In picture number 4, BTS confirmed to Indonesia that they said Indonesia had missed BTS.



Picture 5

In picture number 5, BTS says that they also miss Indonesia.



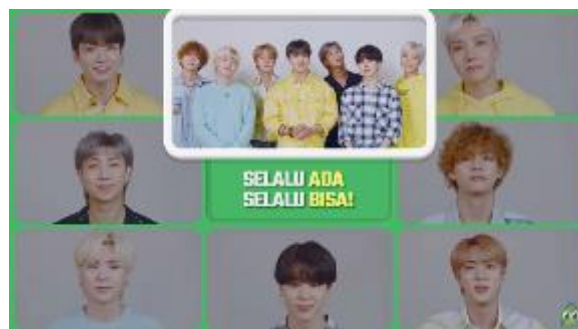
Picture 6

In picture number 6, BTS says that August is a special month for Tokopedia, BTS, and all. All that BTS means are Indonesian citizens including their fans, Army.



Picture 7

In picture number 7, BTS ensures that viewers download the Tokopedia application so they can join in celebrating Tokopedia's 12th anniversary together.



Picture 8

In picture number 8, at the end of the video, BTS tells the viewers why they should download the Tokopedia application, and says the Tokopedia slogan, namely *Tokopedia, Selalu Ada, Selalu Bisa!*

The data is thoroughly analyzed, starting from who delivered the video ad to the purpose for which the video ad was made. The data was processed using a qualitative approach, namely, discourse analysis following the linguistic theory of Roman Jakobson (1960) and further developed by Dell Hymes (1962) there are 7 elements in

communication (the addresser, the addressee, the channel, the message form, the topic, the code, and the setting) and the elements of macro functions (the emotive function, the directive function, the phatic function, the poetic function, the referential function, the metalinguistic function, and the contextual function), as well as the theory of Conversational principles: co-operation according to the philosopher Paul Grice (1975) that there are 4 maxims (be true, be brief, be relevant, and be clear) which will be applied to the two video advertisements of Tokopedia x BTS above.

The first explanation is the elements of communication of language. There are 7 elements of communication of language according to linguist Roman Jakobson (1960) namely the addresser, the addressee, the channel, the message form, the topic, the code, and the setting contained in the two video advertisements of Tokopedia x BTS above.

The addresser

This is usually the same as the person who is sending the message, but not always, as in the case of messengers, spokespeople, and town criers. The person who originates the messages either the first video ad or the second video ad from Tokopedia x BTS videos advertising is BTS.

The addressee

This is usually the person who receives the message but not necessarily so, as in the case of intercepted letters, bugged telephone calls, and eavesdropping. The person who receives the message in either the first video advertisement or the second video advertisement from Tokopedia x BTS videos advertising is Indonesian people.

The channel

It means the medium through which the message travels. The first and second Tokopedia x BTS advertising videos were obtained from the Tokopedia youtube channel.

The message form

It means the particular grammatical and lexical choices of the message. The message form from the first Tokopedia x BTS advertisement video, namely, BTS as Tokopedia's brand ambassador, invites Indonesian people, especially their Army fans to shop at Tokopedia. Army to participate in the Waktu Indonesia Belanja (WIB) for shopping treats to celebrate Tokopedia's 12th anniversary.

The topic

It means the information carried in the message. The topic of the first Tokopedia x BTS ad video is shopping at Tokopedia only. Meanwhile, the topic of the second Tokopedia x BTS ad video is the Waktu Indonesia Belanja (WIB) for shopping treats in the context of Tokopedia's 12th anniversary.

The code

It means the language or dialect used in conveying the message. The language used in the first Tokopedia x BTS advertising video is Indonesian. Meanwhile, the second video ad uses Indonesian and Korean.

The setting

The context used in the two Tokopedia x BTS advertising videos is social context because the messages in these videos are addressed to the public. The second explanation is the elements of macro-functions. There are 7 elements of macro-functions which were further developed by Dell Hymes (1962) the emotive function, the directive function, the phatic function, the poetic function, the referential function, the metalinguistic function, and the contextual function contained in both videos of Tokopedia x BTS ad above.

The emotive function

It is communicating the inner states and emotions of the addresser. The emotive function in the first Tokopedia x BTS advertising video, *Tokopedia, huh!* because there is an exclamatory that is *huh!* and in the second video ad, *Kami juga kangen*. BTS also feels homesick as their fans feel.

The directive function

In the first Tokopedia x BTS advertisement video, there is no directive function because there is no effect on the behavior of the addressee. The second Tokopedia x BTS advertisement video has the directive function, which is they said *Katanya udah kangen kami ya?* It means that BTS seems to be repeating the words of their fans.

The phatic function

It is opening the channel or checking that it is working, either for social reasons or for practical ones. In the first Tokopedia x BTS advertisement video, BTS opened the conversation with the words *Hi, Indonesia!* Meanwhile, in the second Tokopedia x BTS ad video, BTS starts with *Apa kabar nih*.

The poetic function

The poetic function in the first Tokopedia x BTS advertising video is *This is BTS* because it is one of the slogans often used by BTS in introducing themselves. The second Tokopedia x BTS advertising video has the poetic function, namely *Tokopedia, Selalu Ada, Selalu Bisa!* It is included in the poetic function because it is the advertising slogan of Tokopedia.

The referential function

According to the first Tokopedia x BTS advertising video, the referential function is *Belanja? Tokopedia Saja!* It means that they are carrying their fans or other people not choosing the right e-commerce to shop online. The referential function of the second Tokopedia x BTS advertisement video, *Agustus adalah bulan yang spesial untuk Tokopedia, BTS, dan semuanya!* So, BTS wants to convey information that August is a special month because August is the month of Indonesia's independence, therefore Tokopedia celebrates its birthday when it is on August 17th.

The metalinguistic function

In the first Tokopedia x BTS advertisement video, there is no metalinguistic function because there is no focusing attention on the code itself, to clarify it. While the second Tokopedia x BTS advertisement video has a metalinguistic function, namely *Pastikan kamu download aplikasi Tokopedia*. It means that BTS gave a code for

their fans to immediately download the Tokopedia application so they could have fun together in celebrating Tokopedia's 12th anniversary.

The contextual function

In the first Tokopedia x BTS advertisement video, there is no contextual function because there is no creation of a particular kind of communication. Meanwhile, in the second Tokopedia x BTS advertisement video, there is a contextual function, namely *Rayakan bersama kami di Tokopedia WIB TV show!* It means that BTS made a particular kind of communication to invite people to join them at Tokopedia's 12th-anniversary event.

The third explanation is conversational principles: co-operation. The conversation proceeds according to a principle, known and applied by all human beings, which was first proposed in a limited form by the philosopher Paul Grice (1975) who put forward what he described as the co-operative principle. According to this principle, we interpret language on the assumption that its sender is obeying four maxims. They are to be true (the maxim of quality), be brief (the maxim of quantity), be relevant (the maxim of relevance), and be clear (the maxim of manner).

In the first Tokopedia x BTS ad video, 3 maxims are obeyed, namely: [1] *be true*, because the addresser in the ad video is BTS according to the title on the video. [2] *be brief*, because the number of BTS members in the video ad is complete, namely 7 people. [3] *be relevant*, because it is in line with what Tokopedia wants, namely BTS promoting Tokopedia to the Indonesian people to shop at Tokopedia and fans are happy to see BTS become local e-commerce brand ambassadors. There is one maxim that is flouted in the Tokopedia x BTS ad video, namely *be clear*, because the advertisement does not clearly explain the reason why you have to shop at Tokopedia, it only says the Tokopedia slogan.

The second Tokopedia x BTS ad video complies with all the maxims in the co-operative principle. The first reason is that the addresser in the ad video is BTS and the message conveyed is according to the title of the video (*be true*). The second reason is that the total number of BTS members in the ad video is 7 people and indeed many of their fans miss them, this can be seen from Tokopedia's social media accounts, as well as BTS who also miss their fans (*be brief*). The third reason is that it is following what Tokopedia wants, namely BTS promoting Tokopedia to the Indonesian people to join them in celebrating Tokopedia's 12th anniversary and shopping at Tokopedia, and fans are happy to see BTS perform at the event (*be relevant*). The last reason is that in the advertisement video, BTS is clear in conveying its intention, namely that they want fans and all Indonesian people to join in celebrating the 12th anniversary of Tokopedia (*be clear*).

CONCLUSION

This research concludes that the seven elements of communication are present in the two video advertisements of Tokopedia x BTS, but they are different from the elements of macro-functions. In the first Tokopedia x BTS advertisement video, there

are only four of the three elements of macro-function contained in the video, the four elements are the emotive function, the phatic function, the poetic function, and the referential function, while the video advertisement The second Tokopedia x BTS, fulfills these seven elements.

The first Tokopedia x BTS ad video, only adheres to three maxims, namely be true, be brief, and be relevant and violates one maxim, namely be clear. Meanwhile, the second Tokopedia x BTS video ad has complied with all maxims, namely, be true, be brief, be relevant, and be clear. So, the results of this discourse analysis are different, not all Tokopedia x BTS video advertisements can produce the same analysis with all of these theories.

This research contains suggestions for Tokopedia x BTS advertising videos so that the intent and purpose of conveying a message can be conveyed properly. In the first Tokopedia x BTS advertisement video, the reasons why Indonesians should download the Tokopedia application and shop there should be more clear, because BTS fans, without being explained, will participate automatically. The second Tokopedia x BTS advertisement video has fulfilled the requirements in conveying the intent and purpose of making the video.

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