


Discourse Analysis Of Shopee Advertising "Cod Cek Dulu"

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Article Info	ABSTRACT
Keywords: Discourse Analysis, Advertising, Teun A. Van Dijk, Shopee, COD	This research aims to reveal the meaning of the message in the Shopee advertisement "COD Cek Dulu" using Teun A. Van Dijk's discourse analysis model. This research uses a content analysis approach to advertising content discourse with this research data in the form of pieces of Shoppe advertisements "COD Cek Dulu". The research results show that the advertisement uses a complete advertising discourse structure in the form of a Superstructure consisting of headline, illustration, body copy and signature. Micro structure consists of words, sentence choices and language style and macro structure consisted of the meaning and message conveyed. Shopee's advertising discourse "COD Cek Dulu" aims to inform and persuade consumers about new programs and services from Shopee while improving consumer image and trust
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INTRODUCTION

The internet is the result of the development of information technology which makes it easier for users to carry out various activities. One activity that involves the internet is online shopping. Sullivan (2013) states that internet users not only use the internet for browsing, but currently buying and selling activities are starting to carry out their activities via an internet connection. Internet users in Indonesia are among the highest in the world. Survey results from the Association of Indonesian Internet Service Providers (APJII) show that the number of internet users in Indonesia for the 2022-2023 period reached 215.63 million people. This number is equivalent to 78.19% of Indonesia's total population of 275.77 million people. Most internet users use the internet network to carry out online transactions and shopping.

Online shopping behavior has now become one of the habits of Indonesian society, especially during the policy of limiting community activities and activities (PPKM) during the COVID 19 pandemic. In addition, internet penetration and the use of mobile devices continues to increase, allowing more people to choose to use online shopping platforms. starting marketplace applications, social media and online shop websites. There are at least 5 marketplaces that carry out e-commerce activities which have the largest number of visitors in Indonesia, including Shopee, Tokopedia, Lazada, Bukalapak and Blibli. This is shown through data on the number of e-commerce visitors in 2023 which shows how much interest the Indonesian people have in using e-commerce as a place to shop and also shows the online shopping behavior of the Indonesian people.



Source: databok.katadata.com

Based on data on the number of e-commerce visitors in the first quarter of 2023, namely during the January-March 2023 period, Shopee is the e-commerce marketplace platform that has the largest number of visitors with an average of 157.9 million visits per month. One of the advantages that Shopee has is through advertising strategies for program promotion and product sales using various media.

The Shopee promotional advertisement referred to in this research is the Shopee COD Cek Dulu advertisement. Shopee COD Cek Dulu advertisement is the latest advertisement from Shopee which promotes Shopee's newest facility in the COD mechanism. COD (Cash on Delivery) is one of the payment methods used by e-commerce platforms. This payment method is provided to provide a sense of security and comfort to buyers because they pay when they receive the goods. However, this method is not without problems, several cases involving couriers and consumers create discomfort for all parties. Inconvenience arises when consumers have to make payments without being able to check the product directly first. Shopee COD Cek Dulu is an innovation that allows Shopee COD users to check the suitability of the product purchased with the product description or product photo before making payment.

The researcher tries to provide an overview of the content of the Shopee COD Cek Dulu advertising message through discourse analysis using Van Dijk discourse analysis to explore the relationship between text, social cognition and the social context present in the advertisement. Advertising is a form of communication aimed at influencing public opinion, winning public support to act in accordance with the advertiser's wishes (Mulyana, 2017). According to Mulyana (2017) advertising is not only used as a medium of communication and information but is also a form of creation of a sign that has a certain meaning for what is the object. An advertisement is not only a commercial promotion of a product, but also an idea to improve the image of an individual, group or organization.

Mulyana (2017) said that as a medium for conveying messages, advertising is always related to the use of language in it, both verbal and non-verbal. Gee (1999) stated that the use of language in communication, including advertising, must be appropriate to the situation or context in which the communication takes place, thereby creating a certain situation or context. In other words, a discourse in advertising can be built through the use of language that is appropriate to the target, situation and goals to be achieved.

Discourse analysis is essentially a study of the function of language as part of communication (Brown. G & Yule, 1984). Mulyana (2017) stated that the use of language in communication cannot be separated. Eriyanto (2009) revealed that discourse analysis is the practice of using language to provide a description of an object by linking ideology to it. Discourse analysis is used to determine and understand ideological practices in the media.

The discourse analysis used in this research is Teun A. Van Dijk's model of discourse analysis which combines all dimensions of discourse in a unified whole. these in one unit. In the text dimension, what is analyzed is the structure of the text and the discourse strategies used for to emphasize a certain topic (Eriyanto, 2009). Teun A. Van Dijk's model is divided into three dimensions, namely macro structure which is the general meaning of the text that can be observed based on the advertising theme. Then the second dimension, namely superstructure, reveals how a message is arranged in a text framework. The third dimension is microstructure which examines how meaning is presented in discourse through the use of words, sentences, propositions, clauses, paraphrases and images. These dimensions are assumed to be interconnected with one another (Eriyanto, 2009).

METHOD

This research uses a content analysis method with a qualitative approach. This method is used to classify and analyze text content based on certain criteria (Moleong, 2013). The data collection technique in this research uses data documentation techniques. Data documentation techniques lead to collecting data which becomes the object of analysis to obtain answers to the objectives of a research (Sugiyono, 2020). The data source for this research is the content of the Shoppe COD Cek Dulu advertisement in the form of a cut image of the Shopee COD Cek Dulu advertisement. The data was analyzed using content analysis using the Teun A. Van Dijk model of discourse analysis approach. The analysis is divided into several stages including the data collection stage, the analysis stage using symbols based on Van Dijk's theory, the final stage is concluding the results of the analysis.

RESULTS AND DISCCUSION

Based on the results of the analysis and findings on the "Shoppe COD Cek Dulu" advertisement data using Van Dijk's discourse analysis in the form of superstructure, microstructure and macrostructure analysis. The following are the results of the analysis of research data based on Van Dijk's discourse analysis.

Superstructure Analysis

Superstructure analysis of a discourse produces results identifying the structure that forms an advertisement, namely in the form of headline, illustration, body copy, signature line

and back ground. Van Dijk (2015) states that in Superstructure the text is arranged, sequenced and made into a unified meaning.

Headlines

In the Shopee COD Cek Dulu advertisement, the headline is presented in the form of the sentence "COD CEK DULU" in bold white writing intended to convey to the audience about the Shopee COD payment system facility which has the latest innovation, namely COD DEK DULU. The word COD is bold in white and the text highlight color is white for the sentence "CeK Dulu" to convey the message that Shoppe's COD payment system is honest and clean, while orange was chosen as the background color for the letters to give the characteristic that this program is owned by Shopee. This is further clarified by the presence of a shopping basket that has the letter S and the word Shopee written on it.

The word "Baru" is marked "!" in the top left corner is a marker in the form of a form of appeal that Shopee COD Cek Dulu is something new, a new program, or the newest service from Shopee which is part of the goods delivery service. Confirmation of the Shopee COD Check service first, including the delivery service, can be seen on the orange package box which says Shopee by a man wearing an orange jacket who represents the package delivery courier. Again, orange, which is the typical color of the Shopee e-commerce marketplace platform, is used more dominantly in this advertisement to show that this advertisement is aimed at users of the Shopee e-commerce application.

Illustrations

The Shopee COD Cek Dulu advertisement shows an adult man wearing an orange jacket with an orange package box that says Shopee with a picture of a typical Shopee shopping basket. An orange jacket and a box of packages show that the role the male player is playing as a Shopee package courier. In other words, this advertisement is aimed at Shopee customers who use the COD payment facility or payment when goods are received which involves the courier sending the package and the customer.

In the Shopee COD Cek Dulu advertisement, there are also illustrations of various community activities from motorbike taxi drivers, farmers, housewives and rural areas. This shows that this service program is aimed at all levels of society, even in remote villages. At the end of the advertisement, it is also shown the joy of all the customers holding the packages and smiling happily. This attitude represents that the COD Cek Dulu service program was created to meet customer needs.

Body Copy

In the advertisement there are at least two supporting sentences which become Body Copy, namely the sentence "Buka paketnya Cek lalu bayar! (Open the package and check, then pay!)". This sentence is a complementary sentence that explains the steps or how the service works, namely that the customer can open the package witnessed by the delivery courier, and after the goods are felt to be suitable, the customer can pay according to the application. This sentence indirectly answers the concerns of customers who often feel disappointed because the goods they receive do not match their orders and previous COD regulations do not allow customers to open the package first before paying.

The next sentence included in the body copy is "Gratis Ongkir Rp. 0 dijamin aman". The meaning contained in the advertisement shows that Shopee offers "Free" shipping costs with

an "*" sign, which means it is only applied and used with the conditions imposed by Shopee. Then the sentence "Dijamin Aman" is a sentence that describes the security guarantee to customers for the transactions they carry out.

Background/signature line

The dominance of colors, sentences and logos used in an advertisement can describe the identity of the advertiser, the product and the target audience for the advertisement. In the Shopee COD Cek advertisement, the author saw that the dominant color presented was orange. Orange itself is the typical color of the e-commerce/marketplace platform Shopee.

The color orange is a combination of the basic colors red and yellow which gives the impression of warmth and enthusiasm. The color orange is also a symbol of adventure, self-confidence, sociability, calm in relationships. Thus, the orange color on Shopee can be defined as Shopee being closer to customers, prioritizing good relationships with customers and having a confident attitude in attracting customers and improving services to provide comfort in shopping, and security and calm in transactions. The white color on the basket with the S logo gives the impression that the Shopee marketplace is clean, honest and trustworthy.

Microstructure Analysis

Microstructure Analysis is an analysis of discourse structures that are studied textually. The meaning contained in a text can be observed through the choice of words, sentence choices and the language style used in a text. Microstructural analysis can be obtained through schematic analysis, namely the meaning you want to emphasize in the text. Then syntactic analysis examines the form and structure of the sentences used. Lastly, rhetorical analysis which explores how emphasis is made in the text.

Schematic Analysis

In the Shopee COD Cek Dulu advertisement, researchers found emphasis in the text on the detailed body copy presented through the ad headline in the form of the sentence Shopee COD Cek Dulu. This sentence is separated into two parts, namely the shopping basket followed by the word Shopee which is at the top of the words COD Cek Dulu. These two words look more prominent to show the name of the Shopee service promo. Then another emphasis is shown in the body copy in the form of the sentence "Buka dulu Paketnya Cek lalu Bayar! (Open the package and check, then pay!)".

The sentence is in the form of a command sentence aimed at service users to carry out several stages in using the service, namely opening the package, then checking the suitability of the package contents with the order, after that making payment according to the price stated in the application. The message to be conveyed in this advertisement is that the Shopee COD service provides a new service in the form of buyers being able to open the package first, see the items purchased, adjust then pay according to the application. This impression provides comfort to both buyers and application users with delivery couriers.

Syntactic Analysis

Based on the results of syntactic analysis, the grammar used in advertisements uses grammar that is easy to understand and generally acceptable. The choice of using Indonesian as the language of information in the form of offers and instructions in advertisements is intended to provide convenience and clarity in obtaining information provided by the advertiser, namely Shopee.

In this advertisement we can see that the language of the advertisement is arranged based on the order of information. The word "Baru" with an exclamation mark added in the top left corner shows that this word is the first part of the advertisement which provides information to customers that there is something new in Shopee's policies. Then continue on the right side in sequence starting with the word "shopee" accompanied by a basket icon with the letter S in the middle which is the Shopee application icon showing that this advertisement is a new program or policy from the Shopee online shopping application.

Then at the bottom after the words and shopee icon there are two pieces of the words "COD" and the words "Cek Dulu" these two pieces of words explain and provide information to customers that Shopee's policy for COD is that customers can first check the goods ordered using the sentence "Cek Dulu." Confirmation of the information can be seen through the sentence "Buka Paketnya Cek lalu Bayar (open the package, check first then pay)" below the word fragment which means that the customer can open the package and check and adjust the goods they want or order and then make payment when the goods match the order.

The last two sentences in the advertisement, namely the sentences "Bebas Ongkir Rp.0" and "Dijamin Aman" are two persuasive sentences that complete the advertising information which can mean that the Shopee COD Check First program or policy provides free shipping costs to customers and guarantees the safety of the products ordered. The security guarantee in the phrase "Dijamin Aman" can also be aimed at the transaction process carried out between customers and producers via the Shopee online shopping application. By using language that is easy to understand, it is hoped that shopee's information and persuasion will be effective through this advertisement.

Rhetorical Analysis

Based on the rhetorical analysis of the advertisement, there is an adult headline, an orange illustration which is the color icon for Shopee and shows the body copy, namely the name of the promo and the promo contained in the advertisement. The words used use efficient sentences such as "COD Cek Dulu" then the sentence "Buka Paketnya Cek lalu Bayar (open the package, check first then pay)" provides information that in the COD Cek Dulu policy customers can open the package and check the goods ordered and adjust it to the order then pay it when it is appropriate.

The phrases sentences "Bebas Ongkir Rp.0" and "Dijamin Aman" in this promo provide information that for purchasing goods through the Check First COD policy on Shopee you will get free shipping or free delivery of goods at no cost (0 rupiah). "Dijamin Aman" in this promo provides information that Shopee guarantees the security of shopping and transactions carried out by customers.

Macrostructure Analysis

In this section the analysis is divided into two parts, namely analysis of the meaning and messages contained in the advertisement. The analysis was carried out through a contextual approach supported by the results of the microstructural analysis carried out previously.

Meaning of Advertisement

The meaning of advertising in the Shopee COD Cek Dulu advertising discourse focuses on the headline and body copy displayed which are emphasized by illustrations and signature lines. Then the analysis is combined with contextual elements. The headline shows an icon of

an adult man wearing an orange jacket. The presence of an adult man wearing an orange jacket is considered to represent a courier delivering Shopee packages. The dominant orange color in the advertisement shows that this advertisement is an advertisement for the Shopee online shopping application. Then the words COD Cek Dulu appear on a white background showing that this COD program can be trusted. White is synonymous with sincerity, honesty and purity. So through this advertisement it can be said that the COD Cek Dulu program promoted by Shopee as an online sales platform can be trusted by its users. The word "Baru" accompanied by an exclamation mark shows that this program is a new program from Shopee.

Advertising Messages

An advertisement is created to convey a message to its target audience. The message in the advertisement can be seen through some of the information conveyed in the advertisement. Advertisements are arranged in the form of words and images arranged in such a way as to have the desired impact, namely to inform and persuade. In the body copy section of the advertisement, there is some information included in the form of the name and form of the promotion in the advertisement as well as persuading consumers to use the products and programs promoted by Shopee as an advertiser. The message in the Shopee advertisement "COD Cek Dulu" informs consumers that consumers can open the package, check whether the goods match the order in the application and then pay the delivery courier. Apart from that, advertising helps persuade consumers to continue to trust and use Shopee as an online shopping application through the words "Dijamin Aman".

CONCLUSION

The presence of the internet as a result of developments in information technology has created e-commerce which has become part of the new shopping habits of its users. The convenience offered through online shopping is one of the advantages of e-commerce so that competition occurs between online shopping sites by offering attractive programs to consumers through advertising promotions. Advertisements present product and service information and persuade consumers to use the services offered through words, images and symbols. Based on the results of the analysis of the Shopee advertisement "COD Cek Dulu" uses a complete advertising discourse structure to make it easier for consumers to recognize the products and service programs offered in the form of a Superstructure in the Advertisement consisting of headline, illustration, body copy and signature. Micro structure consists of words, sentence choices and the language style used. Then the macro structure consists of the meaning and message conveyed. Shopee's advertising discourse "COD Cek Dulu" answers the concerns of consumers who often experience losses when using the COD program because the goods do not match what they ordered through the use of the words check first then pay. Apart from that, we continue to guarantee the safety and comfort of consumers by emphasizing the words free shipping and guaranteed safe. So that it can indirectly improve consumers' image and trust in Shopee services.

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