

Representation Of Price “Nego Cincai” On Bukalapak Advertising (Semiotic Analysis of Charles Sander Pierce)

Maiercherinra Daud¹, Gracesy Prisela Christy²
{maier@ukipaulus.ac.id¹, gpchristy@ukipaulus.ac.id²}

Accounting Department, Universitas Kristen Indonesia Paulus, Makassar Indonesia¹, Law Department,
Universitas Kristen Indonesia Paulus, Makassar Indonesia²

Abstract. The research with the title Representation of Price “Nego Cincai” on Bukalapak Advertising aims to find out the meaning of “Cincai Price” offered by Bukalapak through the representation in the advertisement. The significance of this research lies in the concept of Cincai Price, any shopping remains relaxed with the price offered and the various discounts provided by Bukalapak. This is based on the construction of Indonesian society. In the process of interpreting the meaning of this Bukalapak advertisement, using a qualitative method with Charles Sander Peirce's semiotic analysis, Pierce divides the interpretation process into 3 levels consisting of 3 levels: sign, object, and interpretation. This ad consists of 2 elements, namely visual and audio. This study also uses a constructivist paradigm that has a special view of the media and the text produced. The results of this analysis reveal that if you want to buy anything, buyers do not need to worry about prices because Bukalapak provides various attractive price offers and discounts for all groups. This is in accordance with the character of Indonesian people who really like low prices.

Keywords: Semiotics, Price Nego Cincai, Bukalapak

1 Introduction

Along with the development of the times, human needs continue to increase so that manufacturers compete to offer their products. Therefore, it is undeniable that communication media is one of the important things that companies use in introducing their products to the public (1). An example is making advertisements as we usually see when watching TV that accompanies the favorite programs we watch. These advertisements try to attract the attention of the audience so as to make people who watch the attraction or desire to buy the advertised product (2).

Advertising is considered as one of the most powerful media in attracting the audience to buy the products offered by the product provider. Through advertising, the products produced can be known by the public wherever they are, especially with the increasingly sophisticated information technology, the advertisements displayed are more attractive to observe and easy to reach. In addition, the presence of smart phones is one of the means that helps product

providers to exist more and more by presenting advertisements that challenge customers to buy the products offered, such as through the use of the YouTube application (3).

These advertisements are made as beautiful and even as unique as possible so that they can create a desire to use the products or services offered, as is the case with one of the e-commerce sites in Indonesia, namely Bukalapak. The advertisements created by Bukalapak are always different from advertisements in general. These advertisements have different stories, of course this is one of the ways that Bukalapak does so that its customers remain loyal to waiting for these advertisements like waiting for the series of a drama.

Advertising is considered as one of the most powerful media in attracting the audience to buy the products offered by the product provider. Through advertising, the products produced can be known by the public wherever they are, especially with the increasingly sophisticated information technology, the advertisements displayed are more attractive to observe and easy to reach. In addition, the presence of a smart phone is one of the means that helps product providers to exist more and more by presenting advertisements that challenge customers to buy the products offered, such as the use of the YouTube application (4).

One of Bukalapak's phenomenal advertisements is the "Price Nego Cincai" advertisement which presents the figure of an old woman as an illustration in the advertisement. Not without reason, then in the end, Bukalapak dared to display the figure of an old woman in its advertisements, which so far people know that the main characters from advertisements that usually decorate the public screen are beautiful, handsome, young and attractive people. This is a unique and funny attraction by presenting an old woman but still appearing energetic who invites Indonesian people to shop at Bukalapak.

Cincai for the Chinese community means to be aware or to be tolerant (5). This term has become a trend among Indonesian people which is used in everyday language. So, we often hear the term cincai price in buying and selling activities, not only for Chinese people but also for Indonesian people in general. In the advertisement, Bukalapak tries to offer the public product prices that can be negotiated with product providers. This is done by Bukalapak in order to remain competitive with its competitors such as Lazada, Shopee and Tokopedia which also have big names among the Indonesian people.

Based on the things described above, the researcher is interested in conducting a study to find out the meaning of the price representation of "Nego Ringai" in Bukalapak advertisements using Charles Sanders Peirce's Semiotics analysis. The researcher chose this model because it is in accordance with the objectives to be achieved by the researcher, which is to give the meaning of the representation of the object under study.

2 Research Methods

This research uses qualitative research methods using Charles Sander Peirce's semiotic analysis model with the triangle theory of meaning known as Peirce's Trichotomies (6). In this model, Peirce reveals 3 elements as representatives of the meaning contained in the object under study, namely the representation, the object, and the interpreter (7). The meanings that will be expressed in this Bukalapak advertisement are the results of the analysis of the researchers based on the analytical model developed by Peirce.

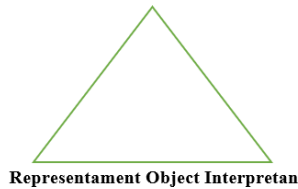
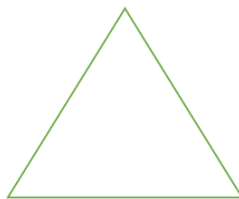


Fig 1. The Meaning Triangle Model of Charles Sanders Peirce (Source: Piliang, Yasraf Amir, 2010 (8))

These three elements become a tool to explain the meaning contained in the advertisements that are presented. Representamen is something that represents something else that is the goal of a meaning, object is something that is represented and interpretant is someone's interpretation of the sign presented. In this study, Bukalapak advertisements consist of a set of signs that can be separated into two parts, namely visual and verbal. Visual in this case is the video that is displayed, and Verbal is the supporting sentences in the video to transfer the intent of the ad.

(Sign/Representamen)



Product Price Cincai (Object) BukaLapak Advertisement (Interpreter)

Fig 2. Peirce's Trichotomous in Advertising Bukalapak

The representation here is Bukalapak with the object "Cincai Price" which is the main topic in the advertisements displayed. While the interpretation is a Bukalapak advertisement video that is displayed at every interlude of various television stations and other electronic mass media such as YouTube. The initial stage carried out by the researcher was to analyze the representation, namely, to identify. Based on the object, identification is carried out on the icons, indexes and symbols in the Bukalapak video advertisement as developed by Peirce.

Table 1. Identification of Signs/Representments in Bukalapak Advertisement "Price Cincai" on YouTube

No	Representative/Sign Type	Identification Sign
1	Icon	<ol style="list-style-type: none"> 1. Model by Mrs. Linda 2. Models from various types of ages ranging from adult men, adult women and children while still representing the face of Mrs. Linda. 3. Pictures of airplanes, trains

2	Index	<ol style="list-style-type: none"> 1. Occupational/professional background 2. Various kinds of products/services 3. Discount price, voucher code
3	Symbol	<ol style="list-style-type: none"> 1. Bukalapak e-commerce Brand Text 2. Headline Text "Cincai Price" 3. Body copy text (ad content) "Pay anything, buy anything, say Bukalapak, say it at a ring price" using Chinese 4. Mandatory text "Best e-commerce app, App Store & Play Store"

3 Results and Discussion

In this study, the researcher tried to explore the Bukalapak ad version of "Price Cincai" on YouTube social media as the object of research. Here the researcher will analyze the sign on the icon, index, and symbol based on Peirce's theory to find out the meaning or message contained in the Bukalapak ad. The first step is to identify the type of sign after that make the results of the analysis of the message contained in the advertisement.

Interpretation of Meaning based on Identification of Types of Signs in Advertising

a. Interpretation of Meaning by Icon Identification sign type

Identification first is the identification of the type of mark icon. As described in table 2.1, the types of icons are divided into 3 parts, namely the model of Mrs. Linda, a very energetic old woman at her age who is no longer young but still keeps up with the times so that she does not lag behind today's young people. Together with Linda's mother, Bukalapak tries to open the public's insight that technological progress does not only belong to young people but can also be enjoyed by the elderly.

The type of icon signs second, there are models of various ages with the same face as Linda's mother. The interpretation of this second type of icon shows that all needs from children to adults can be fulfilled by shopping at Bukalapak. The type of icon sign third is the image of airplanes and trains showing a representation of one of the activities that are often carried out by Indonesian people traveling by plane and train.

This is because, the territory of the Republic of Indonesia is vast and consists of many islands so that the Indonesian people need adequate transportation facilities, both land and air to support all their activities.



Fig 3. Representatives of Mrs. Linda

b. Interpretation of Meaning based on Identification of Sign Types Index

The second type of sign identification is an index that shows the cause and effect of the sign with the object. Here there are 3 types of index type marks described, the first is the background of the work or profession. In the picture there are several types of professions displayed such as the profession as a pilot and flight attendant who is a representative of one of the types of services offered in Bukalapak. Meanwhile, Travelers, housewives and children indicate that they are consumers who need products that can be provided by Bukalapak. The number of tourist destinations within the territory of the Republic of Indonesia motivates many people to travel to these tourist attractions.

What's more with the presence of social media that allows people to freely show extraordinary experiences with interesting spots to serve as backgrounds for their photos. The information obtained has made many people curious to visit these various tourist attractions. therefore, the need for transportation is increasing. This provides an opportunity for Bukalapak to provide products and services needed by travelers in an easy way. Likewise, for housewives and children who show a family relationship. All family needs can be obtained on Bukalapak, making it easier for a family to get whatever family members need only through the e-commerce application.

The sign of the type of index second is the variety of products and services. In the Bukalapak advertisement, which can be watched either through commercial TV or YouTube, it clearly describes all customer needs, which can be easily found with a variety of quality and prices offered for all circles of society. In fact, Bukalapak provides various investment services as shown in the image below.

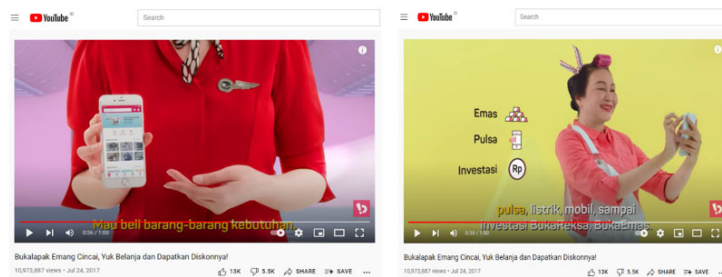


Fig 4. Product and Service Representation

The type of index third is discount prices and voucher codes. Discount prices and vouchers have always been an interesting thing among the public, so this has become the main component of Bukalapak advertisements offered to the public. Discounts and vouchers are two things that customers always look forward to in order to get the goods and services they want at the prices they expect but with the best quality.



Fig 5. Discount Prices and Voucher Codes

c. Interpretation of Meaning based on Identification of Types of Symbols Signs The

Third classification of signs is the type of symbols. In the Bukalapak advertisement, the negotiable price version of the cincinai was found to have 4 types of symbols. On the sign the type of symbol first is the brand text “Bukalapak”. Bukalapak is a reflection of the opportunity that everyone can have to get a fair life. A place where everyone can appreciate their desires, live a cool and exciting life, as an encouragement in the family, and freedom in activities (9). The type of symbol sign second is the headline text "Cincinai Price". Judging from the words cincinai comes from the Chinese language which means understand, be tolerant. This shows that the price offered is negotiable, there is no need to worry about the price because Bukalapak provides offers that can be reached by all levels of society. The type of symbol third is the text of the ad content or body copy which reads:

“Pay anything, buy anything, say, Bukalapak just say it with a ring price”

In this text sign, the interpretation is to provide information that you want to make any type of payment such as electricity, plane tickets, train tickets, or anything else that can all be done with Bukalapak . If you want to buy anything, Bukalapak provides everything at pocket-friendly prices according to the customer's wishes. Coupled with the many discounts and free vouchers for all Bukalapak customers. The type of symbol fourth or finalist Ext mandatory or organizers that provide information about the Bukalapak website and where consumers can download the Bukalapak application if they want to transact through Bukalapak, as shown in Figure 3.4.

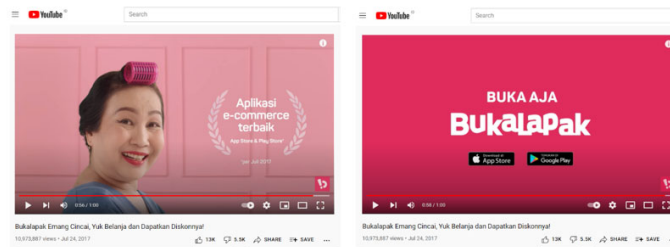


Fig 6. Text Mandatory

Results of Analysis of Signs and Meanings in Bukalapak Advertisement "Price Negotiable Cincai"

From the analysis of Bukalapak advertisements, Negotiated Prices of Rings, obtained three types of icon marks, three index type marks and 4 signs symbol type. The icon-type sign consists of Models of Mother Linda, models of various ages, as well as images of airplanes and trains. The visual icon first shows the figure of Linda's mother of Chinese descent who is energetic and full of enthusiasm. His appearance depicts a Chinese businessman who is diligent and hardworking. This shows in everyday life that the Chinese are smart in business, never give up and always take advantage of opportunities. The icon second is a model that represents different types of ages. This illustrates that Bukalapak's customers cover all ages because the products and services offered can be consumed by anyone. From babies to adults. The icon third is an image of an airplane and a train which is an illustration of the types of services offered by Bukalapak. Want to travel anywhere with any transportation can be found in the application.

The sign of the index type first is the background of the occupation or profession. This sign explains that whatever our work, whether as a professional, traveler, housewife or whatever, all of our needs can be met through the Bukalapak application. The sign of the second type of index is the variety of products and services. Bukalapak tries to provide various kinds of products and services needed by the community, including if you want to invest, everything can be done through the Bukalapak e-commerce application. The third type of sign is the discount price and voucher code. The results of the analysis show that doing business cannot be separated from discount offers or various types of price discounts. It is undeniable that discounts or giving free vouchers will always be an attraction for customers. Therefore, discount offers that flood sales in every stall in this e-commerce is something that is highly expected for customers. Being able to get quality products and services at low prices is a customer's dream. What's more, if the product to be purchased is a branded item but can be purchased at a cheap price then this will be something that I am interested in.

Next up is the first type of symbol sign, the e-commerce brand text Bukalapak. The results of the analysis on this sign show that Bukalapak is made so that everyone can have the same opportunity to meet their needs. Every businessman can sell their products and customers can get the products and services they need in an easy and inexpensive way. One of the goals of this e-commerce is to help MSMEs in Indonesia (9). The sign of the second type of symbol is the text headline "Price cincai". From the analysis results, this second type of sign shows that there is no need to worry about the price because Bukalapak provides so many discounts and vouchers for its customers. So, they can freely choose products from so many stalls that provide various discounts and vouchers from Bukalapak. The meaning of the word cincai confirms to the public that Bukalapak is an e-commerce application that is here to serve everyone so that this company tries to provide what its customers need. From the beginning to the end of the advertisement, the word cincai is always mentioned. This confirms that customers don't need to worry about price issues, just shopping for price issues is understandable and can be tolerated, therefore Bukalapak tries to provide price offers that can be reached by all circles of society.

The third type of symbol sign is the text body copy "Pay anything, buy anything, say, Bukalapak just say it at a price ring". From the results of the analysis on this sign, the main thing to convey is that if you want to make payments and purchases of anything, always remember Bukalapak because Bukalapak not only provides all the needs of the community but also always understands or understands what the customer wants. Especially about offering low prices with good quality. The fourth type of symbol is the text mandatory "Best e-commerce application, App Store and Play Store. From the results of this sign analysis, it is clear that Bukalapak is one of the best e-commerce in Indonesia. If you want to get more information or if you want to know

what products and services are offered by Bukalapak, you can download the application through the App Store and Play Store on your smart phone. This also explains that the increasingly modern era makes it easier for customers to shop. Wherever and whenever, everyone can shop easily and cheaply without having to come directly to the store.

4 Conclusion

From the beginning, Bukalapak has a goal to build an economy that is equitable for all people. Therefore, this e-commerce always tries to provide the best service so that all people's needs can be met through this online platform. Based on the results of the analysis using a semiotic approach to signs in Bukalapak advertisements, it can be concluded that Overall, the "negotiable price" in Bukalapak advertisements is represented as an affirmation to customers that Bukalapak does not just sell products and services but provides convenience and justice for all. The community so that they can get what they need without worrying about the price. The price offered can be negotiated through various discount offers and vouchers provided by pelapak.

Acknowledgment

The author would like to state appreciation to the Universitas Kristen Indonesia Paulus (UKI Paulus) in Makassar, Indonesia for supporting to publish this article.

References

- [1] Utari P. Komunikasi 2.0: Teoritisasi dan Implikasi. Yogyakarta: ASPIKOM; 2011.
- [2] Apriani Dr. Analisis Semiotika Iklan Bukalapak Versi "Ceo Minta Maaf" Di Media Sosial Youtube. 2017.
- [3] Sumadiria AH. Jurnalistik Indonesia, Menulis Berita dan Feature, Panduan Praktis Jurnalis Profesional. Bandung: Simbiosis Rekatama Media; 2011.
- [4] Kertamukti R. Strategi Dalam Periklanan. Jakarta: PT. Raka Grafindo Persada; 2015.
- [5] Putera Z. Cincai lah! [Internet]. Kompasiana.com. 2016. Available from: <https://www.kompasiana.com/zulfaisalputera/57635e7c137f61620ad01d6f/cincai-lah>
- [6] Vera N. Semiotika Dalam Riset Komunikasi. Bogor: Ghalia Indonesia; 2014.
- [7] Kamayanti A. Metodologi Penelitian Kualitatif Akuntansi Pengantar Religiositas Keilmuwan. ketiga. Mulawarman aji D, editor. Jakarta Selatan: Yayasan Rumah Peneleh; 2017.
- [8] Piliang YA. Hipersemiotika: tafsir cultural studies atas matinya makna. In Yogyakarta: Jalasutra; 2010.
- [9] Bukalapak. Tentang Bukalapak [Internet]. 2010. Available from: <https://www.bukalapak.com/about>