

A Critical Discourse Analysis on Shopee 12.12 Birthday Sale Advertisement

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Abstract

Advertising is one of the means used to deliver and promote a product and these ads also contain elements of discourse on it. In every advertisement, impress and attract consumers are the main points such as the model, sound, picture, and verbal language that have to be used so that potential consumers will be directly connected and interest to the product being advertised by listening to, looking at, and reading. This research aims to analyze the woman's position in Shopee 12.12 birthday sale advertisement. This research uses Sara Mills' critical discourse analysis approach with the Feminist Stylist Approach (FSA) approach. One of the discourses which analyze about feminist sees how is the position of subject-object and the viewers on Shopee 12:12 birthday sale advertisement, then it will reveal the discourse which will be shown to the public to know the woman's construction and to explain the pattern of woman's construction through some scenes on Shopee 12:12 birthday sale advertisement. The focus of this research is the formulation used to analyze an advertising discourse whether it is a critical discourse or not.

Keywords: critical discourse, advertisement, online shop

1. INTRODUCTION

Advertising is one of the means used to deliver and promote a product and these ads also contain elements of discourse on it. The discourse contained in an advertisement can be spoken and written as sound and printed mass media as well. As assumed by Eriyanto (2006:14) that “currently one of the written media in the society is print media in the form of television”. Through television, ads are currently accessible by the public either from the upper and lower classes.

An advertisement can be displayed openly and broadly because the public has enough time to sort or digest the contents of the ads. Moreover, the advertisement also offers excellent image reproduction if the ads facing visual challenging. Advertising within its persuasive, especially television advertisement blending with the elements of audio, visual, and verbal in conveying the message to the public. However, the impression of audio, visual, and verbal toward television advertising will be more interesting to talk about when women participate in the line.

Kasiyan (2001: 126) mentions that the use of women as an embellishing substantive in the discourse of advertising at least more operationally can be discussed in two main points. First, from the types of characteristics of the meaning of the quality of the contents of the position and the role that led by women as actors of the advertisement scenes they play, both in the domestic and public sectors, and second is the problem of excessive exploitation and 'disciplining of women's bodies'.

Ita Yulianto (2007) stated that there are several reasons why women are chosen as a model in most ads, insignificantly because women are potential consumers of the products and women hold a significant role in the purchase of the goods. It encourages the advertisement industry to use women because the female side of women is a persuasive device to obtain the image of a product, whereas on the other hand women are consumers who use the product. Hence, women are taught as symbols in the advertisements industry, not as subjects and this proceeds to be aimed. This statement is supported through a survey conducted by *Kompas* daily news which approved the advertising platform to use their autonomy to construct women in advertising.

82.3% of correspondents stated that beauty does not mean slim while 17.7% of the correspondents who said beautiful meant slim (Kompas, 20 April 2008).

Discourse analysis is used as an analytical model to determine the specific meaning and intention of the advertisements that would be analyzed. Darma (2013:49) mention that critical discourse analysis is an attempt to clarify the meaning of a text that will be examined. The existence of discourse analysis especially in media text analysis also gives rise to new variations of analysis.

Advertisement is one kind of communication. An advertisement will have no meaning without a message in it. The message which is delivered by advertisement could be verbal, non-verbal, even both verbal and non-verbal. One of the interesting things in this research is a TV advertisement by *Shopee* the biggest online shopping platform in Indonesia. The commercial showing verbal and even non-verbal message in which woman as a signed

object that finally constructing a woman. *Shopee* is the leading e-commerce platform in Southeast Asia and Taiwan. This platform was launched in 2015, it is a platform tailored for the region, providing customers with an easy, secure and fast online shopping experience through strong payment and fulfillment support.

Shopee officially choosing the Korean girl group to be the Asian Brand Ambassador for *Shopee* advertisements featured on Indonesian television. Blackpink's appearance at *Shopee* road to 12.12 birthday sales will announce the official Blackpink to be the *Shopee* Brand Ambassador for the Asian region. Blackpink itself is a popular South Korean girl group formed by YG Entertainment, consisting of members Jisoo, Jennie, Rosé, and Lisa. Several factors are choosing this popular girl group presented to impress and attract consumers. These factors are fame, uniqueness, and beauty. Blackpink is well known as a public figure and role model from abroad by Indonesian people these days so, they attracted public attention. There is a lot of discourse analysis that focused on advertisements. There is a gap from previous research in which this research is focused on the formulation used to analyze an advertising discourse whether it is a critical discourse or not.

This research aims to analyze the woman's position in *Shopee* 12:12 birthday sale advertisement. This research uses Sara Mills's critical discourse analysis approach with the Feminist Stylist Approach (FSA) approach. One of the discourses which analyze about feminist sees how is the position of subject-object and the viewers on *Shopee* 12:12 birthday sale advertisement, then it will reveal the discourse which will be shown to the public to know the woman's construction and to explain the pattern of woman's construction through some scenes on *Shopee* 12:12 birthday sale advertisement.

2. LITERATURE REVIEW

2.1 Advertising

Arens (2006) stated advertising is the structured and composed non-personal communication of information, usually paid for and usually persuasive, about products (goods, services, and ideas) by identified sponsors through various media. Also, Lane (2011:41) assumed that define advertising as message paid by an identified sponsor and commonly delivered through some medium of mass communication. Widyatama (2007: 92) explains that the way to attract consumers such as the form of live-action involving elements of image, sound, and motion simultaneously. The images shown are very diverse, including footage of human life, places and everything related to it.

According to Aren (2006) and Lane (2011) advertising may perform various functions, and they are economic and social functions. In the economic aspect, Arens (2006) mentions functions of advertising as a marketing tool are to identify products and differentiate them from others, to communicate information about the product, its features and its place of sale, to induce consumers to try new products and to suggest reuse, to stimulate the distribution of a product, to increase product use, to lower the overall cost of sales and to build value, brand preference and loyalty.

The first social role of advertising deals with advertising as an agent of social change. Advertising delivers ideas like safe driving, adult literacy, environmental issue, and social movements. Because of the efficiencies of advertising in selling products, it is not surprising that more special interest groups and governments use advertising to publish certain ideas.

The other social role of advertising is shown more subtly. Advertising conveys unintended messages that tell information about the society in general or segmental. Furthermore, advertising sets a social agenda of what is expected, what is fashionable, and what is tasteful for a significant number of people. These influences are more powerful to young people, undereducated, and easily impressed people.

2.2 Advertising as Discourse

Cook (2001:3) mentions that discourse does not only concerned with language alone but also takes into account the context of communication. Further, Cook (2001:4) makes a distinction between text, context, and discourse. Text mainly focuses on linguistic forms that are separated from context for analysis. Context includes the substance, pictures, music, paralinguage (meaningful behavior accompanying language), situation, participants, co-text (other texts which participants consider to belong to the same discourse), intertext (texts which belong to other discourse), and function. Discourse is the interaction between text and context which is meaningful and unified by the participants.

2.3 Shopee

Shopee is an online marketplace app for buying and selling on mobile phones with ease and quickly offering a wide range of products. Shopee is an online shopping container application that focuses more on mobile platforms so people are easier to find, shop, and sell directly on their phones only. Shopee itself has been launched on a limited basis in early 2015 in Southeast Asia, including Singapore, Malaysia, Thailand, Vietnam, Philippines, and Taiwan. The platform offers a wide range of products, complemented by secure payment methods, integrated delivery services, and innovative social features to make buying and selling more fun, safe and practical. Shopee is an online shopping platform that carries the social concept, where users not only focus on buying and selling alone but also can interact with other users via instant messaging feature directly.

2.4 Sara Mills's Critical Discourse Analysis

Critical Discourse Analysis is known as an action that aims, whether it will influence, debate, persuade, support, react so that it is known as something that is represented consciously and controlled. The text used in this analysis is not just words written on paper but all kinds from communication expressions, speech, music, pictures, sound effects, pictures, and others and there is the power of one person or group to control another person or group through the discourse of communication so it contains ideology.

Sunarto (2009: 4) states that on discourse Sara Mills must authored many books, but she specially focused on the discourse of feminism, how women are shown in bulk. In the media, including in advertising or mews women has always portrayed negatively and viewed as a sexual object or a sex symbol as well (sexploitation, pornographizing), the object of violence, and always blamed as well. In the media, the existence of women does not yet have a good image both in the entertainment world and in the broadcast media.

Fairclough (1995: 81) states that the center of discourse analysis of Mills's concern about how to see the position of the actor is indicated in a text. The report dealt with all the

voices that are rarely shown. Most were given primacy and partly marginalized. Some are used to frame the other. Some legitimized be appointed as a new reader or voice reporter, the other does not.

The position of the main object and the main subject of a case to determine the purpose of the text. It also focuses on how readers and writers described in the text. How can readers understand and how social actors are positioned in a text will make the party as valid and others as invalid.

2.4.1 Subject-Object Position

Sara Mills regarded as a representation of the most important aspects of the analysis. Mills defines the image is how a group, person, idea, or event to hate a certain way in news stories that may affect the interpretation when it was accepted by the people. However, unlike the Critical Linguistics concern on how to arrange the words, sentences, and language. Further, Mills is more concerned with the positioning of social actors in the text, position ideas, and events in the text which created ideology among readers. Mass discourse is not neutral but showed his tendency to expose a particular actor as the subject of an event or a particular event. In other words, a group of high positions has the authority to interpret the reality that will distinguish events or other groups into the structure of discourse that will present to the public.

Inform the public mind that the actor was written by a journalist. Each actor has an opportunity to tell the story about their thoughts, to become subjects themselves in the news article. So that would make one side to the subject of the story (the person who tells a story with their perception) and the other side will be the object of the story (the person who cannot show themselves, their presence and their image displayed by the actor or another subject). The description of the position of the subject or object has a particular ideology, how the artists position a person has added to marginalizing the object when it is shown in the news.

2.4.2 The Reader Position

Mills (1992: 183-184) states that in a text, the reader position is so important that they should be recognized in a text. Text author directly communicates with the reader. For example, the authors use pronouns such as I, you, we, and they. It puts the reader as a combined part of the text. I, you, we, and they can be applied to recognize themselves as the subject or object.

Gripsrub (2002: 203-204) says that the narrator is not only a storyteller but also can be the subject or object to organize reality. This could be an attempt to draw sympathy from the readers. So that the news is not only the creativity of journalists and readers are not only being targeted media, the news is a negotiation between the journalist as a writer and a reader.

Confer to Sara Mills, the position of the reader can be divided into two: direct and indirect positions. There are two ways to manage the indirect address. First, meditation, generally, the text has a level of existence so that the reader will classify themselves in which character in the text to interpret them. Second, the cultural code, (as quoted Mills of Roland Barthes); indirect address should be managed by the code of the culture or conditions

that accepted the reader in learning the text. It helps the reader to put themselves on the preferences that are good for them. In direct response, Sara Mills concentrating on gender and position of the reader, how the different perceptions between women and men in the text. They also differ in placing itself in a text, the dominant reading the text concentrates on the reader whether male or female.

3. LINGUISTIC FEATURES IN SHOPEE 12.12 BIRTHDAY SALE ADVERTISEMENT

A television advertisement as a discourse can be analyzed based on linguistic aspects. From a semiotic perspective, this ad can be reviewed with the sign system in which consisting of verbal and non-verbal. Eriyanto (2011) mentions that verbal signs are language while typography, color, and positioning are the non-verbal signs as well.

3.1 Linguistic Aspect

Advertisement requires displays with unique language packaged like a slang word and contextual. But, it's getting concerns from many people. Several said that the advertisement language style does not have to be the same as the original Indonesian language. On the other hand, still, there is no way out to solve the problem. As the expressing ideas, the online shopping advertisement must have discourse integrity that can reflect ideas or problems that they want to be expressed so, the information or things that want to be conveyed by the creators easily be understood by many people from different life backgrounds. The language used in this advertisement is tailored to the target consumers in society, namely consumers who use the *Shopee* online shopping application or those who do not use the *Shopee* application. In this advertisement, there is a reminder sign of *12.12* Birthday Sale, which means *Shopee* giving promos every day for more than three weeks until the big days on December 12th in 2018. *Shopee* is giving maximum offers to users, sellers, and loyal brand partners with a series of large-scale promotion. This is to grace the national online shopping day which is held every December 12th and to mark the anniversary of the online shopping platform *Shopee*. This *12.12* if the reader does not know the concept of the author here will assume that this number is a clock that shows an event. However, the context of *12.12* is the date of the national celebrating online shopping day and consciously the same as the launch of this online shopping platform so, that's the clue of the sign.

3.2 Non-Linguistic Aspect

Non-linguistic aspects or non-verbal signs in advertising is an external element in the discourse analysis. This aspect consists of typography, color, and positioning. Typography or layout has an important role in designing television advertising. This interpretation cannot be separated from the culture which developed in society. As the icon of this advertisement, BLACKPINK also takes a chance to promote their song called *Ddu Ddu Ddu* as well. That's the way they become the brand ambassador of this online shopping platform. The set of sign *12.12* in a large size which is the center of its. Placing *12.12* as a reminder of the consumers of this online shopping platform.

This advertisement also can be seen from the colors it used. Each color has its meaning. *Shopee* has an orange identity, this is complete by the background of its, that made in orange and one of the BLACKPINK members is wearing an orange dress too. The color in a product or service advertisement becomes important because it's the face of them. This advertisement is positioning itself as an online shopping and selling platform that offers maximum to the user, vendor, and loyal brand partners with a massive range of promos. Besides, this online platform also promotes a girl group from South Korea called BLACKPINK to promote their single song called *Ddu Ddu Ddu*.

The style and position of the models have their meaning. Starting from BLACKPINK who's performed the dance accompanied by their song. From the dance appeared a game called *Shopee* dance. The *Shopee* dance is done by shaking the gadget, users can get a gift in the form of coins. That's not enough, *Shopee* will give a special grand prize such as 1 gram of gold. This game is addictive because consumers can add to the coffers of their *Shopee* coins. So, this game was played every one hour faster than before, on the previous only 3 times a day. This game became a pioneer in the online shopping platform application in Indonesia.

4. RESEARCH METHODS

This research uses Sara Mills' critical discourse analysis approach with the Feminist Stylist Approach (FSA) approach. According to Sara Mills' discourse analysis is to analyze the articles focus on how women's role presented in the text. Its focus on how women character showed in the text. Most of the text shows women's character in a less fortunate position, as the marginalized compared to the men's position. The representation of women's character and the value implied in the text is the main focus of Sara Mills.

5. FINDINGS AND DISCUSSION

During the first time Blackpink's *Shopee* ad was aired, the members of BLACKPINK are wearing a dress as usual as their concept which is by some community groups in Indonesia who judge it is not suitable for broadcast and seen by publics, especially for the children. Surprisingly on 7th December 2018 at www.Change.org, a petition made by Maimon is coming up with the title "*Stop Shopee's Blackpink Ads*". Maimon claims that *Shopee* Blackpink ads violate the rules of the Indonesian Broadcasting Commission (KPI). That reason could be due to differences in the culture of politeness that is rooted in Indonesia. Therefore, with the different points of view and debate about it in society. So this topic allows critically examined using a feminist approach previously raised by Sara Mills.

According to www.Change.org, the petition was "*A group of women dressed mediocrely. What kind of unconscious value do you want to impress in children with this nonsense and indulgent advertising? The clothes they wore don't even cover the thighs. Movement and expression are provocative. It was far from a reflection of the civilized values of Pancasila*".

In the other hand, Ananda (2019) stated that out of 9 shots which there are signs of pornography available on rent *Shopee* Version Blackpink in dance movements, costumes, hollow body, and glances that are used under the definition of pornography, according to Law of the Republic of Indonesia No. 44 of 2008 and the theory of the existing pornography.

5.1 Analysis

5.1.1 Subject-Object Position Analysis

Based on the feminist discourse analysis described, the first analyzed here is how the positions of the actors are displayed in the discourse, in the sense of who is the subject of story-telling in *Shopee* advertisements shown on television. The subject of the advertisement is the advertisement itself that is conducting a massive promotion by *Shopee* to enliven the national online shopping day which is held every 12th December and in the framework of the anniversary of *Shopee*'s online trading platform. In this case, *Shopee* as the organizer and promoter of the advertising has succeeded in carrying out the initial purpose of making this advertisement with many peoples participating in the program held by *Shopee*. It also cannot be separated from the time of the implementation which is very on target, lucrative promos accompanied by attractive prizes, as well as the use of models directly coming from South Korea.

Then the object of the storytelling in this advertisement is BLACKPINK as the model of the advertisement. The agency chooses a female ad model that many people like. By using women as an object of the advertisements, there is no doubt that the existence of women in the mass media, especially advertising, provides a separate assessment of the people in Indonesia. In the advertisement, they are doing a dance that is in line with the songs it carries as well as clothes and make-up that also conforms to the standard of Korean girl group style. Bringing BLACKPINK as the model is intended to attract the attention of consumers, both the regular customers who already existed and the new one.

In this case, a general description of women focused on how to express the image of women always look beautiful and attractive to emphasize her natural feminine biological to give the impression to the community, which in the advertising message of women are represented verbally and nonverbally. Because of BLACKPINK is one of the latest Korean girl group that has recently achieved popularity and success, they will automatically become the center of attention in public, especially by *Shopee*'s online consumer and selling platform itself.

Therefore, the fame of the model, the style and uniqueness displayed by them are the focus of public attention, so that it can create its impression in the public's point of view. This impression can lead to pros and cons for anyone who watches the advertisement. One of them is someone who is counter to the model used to make a petition whose contents are related to the prohibition of *Shopee* ad impressions.

5.1.2 The Position of the Reader

This analysis focuses on how the viewer's position displayed in the discourse, and how the audience is positioning itself in a discourse that is displayed, and to which group the audience identifies itself. This research will analyze *Shopee* advertisement discourse on the television that uses BLACKPINK as the model.

The first thing that will analyze from *Shopee* advertising is the position of the audience displayed in its discourse advertisement. The ad shows attractive promos accompanied by the appearance of BLACKPINK who dances with a distinctive and unique style. The viewers

who watch the advertisement may be a *Shopee* consumer, but also it may not be a consumer as well, for example, some viewers only like to enjoy the advertisement or the audience are just the fan of BLACKPINK itself.

Next, if analyzed in terms of how the audience positions themselves in the discourse that is displayed, then, in this case, the audience can position themselves based on their original purpose of watching the advertisement show. If the audience only wants to watch the advertisement to find information about the promotions offered by *Shopee*, then the attention is only limited to the information provided by the ad. If the attention of the audience is not only focused on the information provided, then what will be the center of attention is, of course, BLACKPINK itself. For example, a dance move performed by BLACKPINK which if seen from the perspective of their fan it is natural.

However, when viewed from the audience perspective who is not a fan of them and just wants to know what the girl group is like, the reactions that occur can vary. A male audience can pay attention to provocative dance moves and exposed dress, while viewers from different understandings will judge the advertisement is too open to appear vulgar and violate the norms of decency.

According to <https://tirto.id/dcab> the media researcher from *Remotivi* Roy Thaniago assessed that *Shopee's* advertisement did not violate P3SPS provisions related to the prohibition and restrictions on sexuality. Roy state that Article 18 of P3SPS states that what is classified as a violation is if there is a display that "exploits or displays certain body parts, such as thighs, buttocks, breasts in close up and medium shot". Roy also added that the prohibition of KPI's only comes from the moral panic over culture or habits that are already well established in society. KPI seems worried that the old culture held by the public will fade because of an advertisement. The moral reasons or norms set out by KPI are not yet clear, especially the limits. "I see KPI adopting the same mentality". Moreover, Yuliandre Dervish as the Chairman of the Indonesian Broadcasting Commission (KPI) mentions that the problem is not with the *Shopee* broadcast. The problem is due to appear on primetime hours.

The last, if analyzed in terms of which group the viewer identifies, then this only can be analyzed based on the ideology possessed by each viewer. If the audience only watches the show because they want to know the information provided, then the advertisement is only as a conveyer of information to the viewers who need it. The audience was identified as a *Shopee* online platform user so that they were neutral with the model shown. It is different if the viewers are certain elements who have an understanding outside the context that they want to display then they will oppose the advertisement display because BLACKPINK members are considered to wear clothes that are too open and perform provocative dances.

However, if the viewers are BLACKPINK fan itself, automatically they will be very happy with the advertisement without questioning clothes or dances because the clothes are worn and dances performed by BLACKPINK members are still under the limits of reasonableness in the South Korea entertainment industry. Besides that, with the advertisement, BLACKPINK fans will always wait for the advertisement to appear on every television they are watching, this makes the *Shopee* advertisement more attractive and popular even though the audience is not a *Shopee* consumer.

6. CONCLUSION

In this Shopee advertisement describes women who want to always look beautiful and attractive, active, independent, and confident. In this case, active it means women who can sing and dance at one time. While independent means women who can do everything themselves, such as grocery shopping, working and doing desired activities. Based on the analysis using the critical discourse analysis by Sara Mills' theory. Through analysis of the subject-object and the reader position, the writer found that the problem is not with the Shopee broadcast. The problem is due to appear on primetime hours. Based on that statement, the role of parents is needed. Parents are obliged to supervise their children in watching television programs, so they can protect against the effects that will be caused by television shows. Parents also need to give direction to children when watching television so that the programs watched by children can function for moral development.

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