

Constructing Gambling Reality: A Critical Multimodal Analysis on Online Gambling Advertisements

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ABSTRACT

This study aims to reveal the ideology contained in online gambling advertisements that appear on social media. The data for this qualitative descriptive research was three online gambling advertisements that were taken randomly on Instagram social media at the hashtag #judionline on September 18, 2022. The analysis process was carried out by analyzing the signs on the ads using a triangular semiotic theory framework by Charles S. Peirce. The findings showed that the three online gambling advertisements that appear on Instagram have similarities and differences in the use of the signs to construct the reality presented on online gambling advertisements. The continuity between the signs in online gambling advertisements creates an impression that online gambling is a fun, profitable and promising activity for the audience. The researcher suggests that readers who find online gambling advertisements on social media should be more careful and critical in reading the information raised by advertisements so that they can avoid things that can cause losses.

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INTRODUCTION

In recent years, the development of the internet has a very significant impact on people's lives. Instagram, Facebook, and Twitter are the types of social media that are widely used. In addition, social media also offers freedom of opinion and the freedom to communicate without the need to be limited by space and time. However, similar to a double-edged sword, the development of social media also has negative impacts that can harm the users if they do not have the knowledge to deal with them. Users are often easily bombarded by the rapid circulation of information on social media, so they do not have much time to evaluate the information obtained critically and logically. The types of information obtained also vary from the content of someone's feeds to advertisements that are always scattered on the homepage. One of the contents that is often found on social media is uploaded content about online gambling.

The term online gambling refers to gambling activities carried out via the internet. According to Ayuningtyas (2020), online gambling is a betting activity that is carried out through internet media where the players intentionally participate in risking something of value or something that has value and they are aware of the risks and possibilities of getting something through games, matches, competitions, and other activities whose results have not been or are not guaranteed. Players are usually asked to make a deposit before being able to play the game. The emergence of internet media has changed

gambling activities that were previously only done conventionally to virtually due to the internet. Online gambling provider see an opportunity to promote their business through social media which provides easy and fast access of information for the public. Advertising on social media is a common thing to do considering the increasing trend in this digital era (Tasruddin, 2017). In fact, not a few online gambling businesses take advantage of the advertising features offered by social media as a means of promoting their services such as on Instagram.

Instagram is one of the most widely used social media by the public (Lityaningrum, 2021). In addition, this social media also provides various easy access for its users. One of them is by utilizing social media as a place to offer their products, which is often accompanied by the use of hashtags to aim more targeted social media users. The use of social media makes it easy for online gambling businessmen to present their content to a more targeted audience. They can offer their business to users who have an interest in playing online gambling accompanied by the use of hashtags in their contents. What's more, the content will be more interesting if the advertising marketing served by online gambling service agents provides a promising appeal for audience.

In Indonesia, the practice of gambling is restricted and has been regulated by the government. Article 303 bis Paragraph (1) of the Criminal Code regulates gambling acts carried out conventionally, while online gambling acts are regulated in Article 27 Paragraph (2) of the Electronic Information and Transaction Law or what is often called the ITE Law. Based on this, it can be seen that all online gambling or gambling practices in Indonesia do not have a permit from the government. Therefore, the government periodically blocks content that contains negative intentions every year. Based on data released by the Ministry of Communication and Information (Rosana, 2022), there are as many as 477,207 online gambling content and online investment that have been blocked by the government from 2016 to March 13, 2022. However, this does not become a barrier for online gambling businesses to market their services. In fact, online gambling service advertisements can still be found by the public on various social media platform.

The appearance of online gambling advertisements provides a tempting offer for its audiences either visually, verbally, audio or a combination of two or more elements of the advertisement. Many Indonesian people participate in playing online gambling games in the hope of winning prizes that multiplied the value at stake. Dwihayuni (2021) even found that online gambling is done as an additional livelihood for some Indonesians. Online gambling advertisements also present various interesting elements that captivate consumers with attractive visuals of beautiful women, promising wins, or even the benefits that can be obtained when playing gambling with these service providers. That is the reality that most online gambling advertisements offer today.

Research conducted on online gambling advertisements in Indonesia is mostly carried out from a legal perspective that focuses on the dangers, problems, and enforcement of criminal law for online gamblers (Elfaza, 2021; Manalu, 2019; Wellizar & Hendra, 2021). Some studies analyze the problem from a psychological perspective to find out the reasons or motives of people playing online gambling (Dwihayuni & Fauzi, 2021; Razi & Saleh, 2018; AT, Haris, & Heru, 2019). A small number of studies examine the linguistic and ideological aspects of online gambling advertisements (Goedcke, 2021; Kroon, 2020). In fact, research on online gambling from a linguistic point of view is still minimal in Indonesia.

Goedcke (2021) analyzes male gender stereotypes that appear in gambling advertisements. This study used the theory of hybrid masculinity, post-feminism, and discourses on gambling and betting. The data studied were a series of Swedish sports betting advertisements that invite viewers to "bet hard" but also "be soft." The results showed that the term "softness" has an ambiguous, ironic meaning, and tries to keep

gambling away from addiction-related discourse. This advertisement presents a shift in representation in gambling advertisements as well as new findings regarding the representation of men regarding “new” or “soft” men.

Kroon (2020) tries to reveal the linguistic and ideological aspects of gambling advertisements in Sweden. His research used critical multimodal analysis methods to uncover how these advertisements appear in the Swedish gambling market. The data used was in the form of gambling advertisement that appear on YouTube in Sweden. The results of the analysis showed that the gambling advertisement depicts gambling activities as activities that have a close relationship with the values of patriotism, nationalism, justice, trust, and authenticity upheld by the Swedish state. Gambling activity is represented as a 'sacred' activity away from problems.

Based on previous research, this study aims to reveal the ideology of online gambling advertisements that are spread on social media in Indonesia. This study took three random gambling advertisements on April 18, 2022 which were taken on Instagram on the hashtag #judionline which had more than 1.5 million uploads. This research provides two guiding questions: What signs appear in online gambling advertisements? How is the reality construction offered by online gambling advertisements? The process of data analysis uses Pierce's semiotic approach. This research contributes to the scientific repertoire, especially in the discourse of online gambling in Indonesia which is studied critically and qualitatively. The results of this study can be used as a guide for the public to be more critical and wiser in understanding online gambling advertisements before deciding to start playing online gambling.

THEORY AND METHODS

Meaning of Signs in Communication

Communication is a process of delivering the speaker's message to his interlocutor (Haris & Amalia, 2018). When communicating, speaker uses one or more signs to achieve success in the communication process. Before sending a message, the speaker will choose the linguistic unit to be used so that the message can be conveyed in its entirety to the interlocutor. If the signs used by the speaker can be interpreted by the speech partner in accordance with the speaker's goals, then the communication is said to be successful.

Humans cannot be separated from signs. Signs that appear in human life carry cultural meaning and can be used as stylists for human life. Messages conveyed when interacting have signs where these signs have meaning. Signs can be in the form of movements, gestures, sounds, and images (Ponika, Siregar, & Puspita, 2019).

Reality Construction in Advertisement

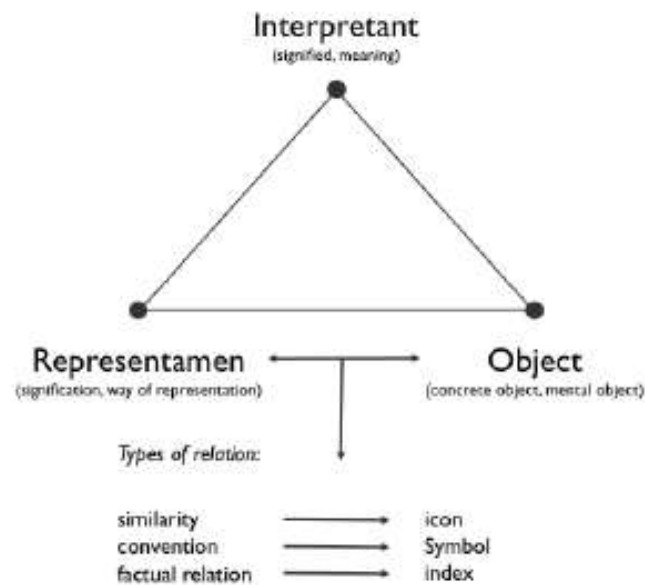
In its depiction, the construction of reality in advertisements mostly takes material from everyday life. However, this does not mean that advertisements depict the real reality of life (Fiala, Freyer, & Bringen, 2019). Advertisements tend to construct a distorted, exaggerated reality, and show only partial signs. The signs that appear do not reflect reality, but tell something about reality (Bungin, 2008).

In its delivery, advertisements tend to choose some of the signs that are suitable to be displayed and eliminate those that are not needed. Ads do not state that what is reflected in their advertisements is reality, but that is the reality that should be. For example, if an advertisement claims that what is called beauty is like this, then that is the reality that is used as a standard by society. If it turns out that advertising changes beauty standards to other qualifications, the construction of reality about beauty will also change. In other words, general standards of beauty are created and directed by advertising (Najafian & Ketabi, 2011).

Semiotics Theory Charles S. Pierce

According to Pierce, the sign itself is an example of a representamen, an object as its second element, and the interpreter as an intermediate element that functions as a third element (Fiske, 2012). Pierce formulated the concept of a sign and a triangle of meaning about a sign, namely: (1) Representamen which is the form that the sign takes; (2) The object which is the way the sign refers, and; (3) Interpretant which is the meaning that arises as a result of the sign. Pierce's theory is often referred to as a 'grand theory,' i.e., a theory that explains all aspects of history, social life, or human experience (Word, 2020). Based on the results of his thinking, Pierce divides signs into several types: icons, indexes, and symbols.

Icons can be interpreted as signs that describe the characteristics of an object even though the object referred to is not physically there. An icon is an object whose shape is physically visible, either two or three dimensions and is similar to its original form if it exists. A person's photo, a map, or a picture attached to the door of the male and female toilets, are icons. An index is a sign that has a relationship with what it refers to. An example is the relationship between fire and smoke where smoke indicates the presence of fire in the vicinity. A symbol is a sign that has been agreed upon by the general public for its use. Examples include the use of language in general, numbers, and traffic lights.



Picture 1. Pierce's Semiotic Triangle (Danesi, 2018)

Pierce's semiotic triangle shows the relationship between sign, object, and interpretant which creates an infinite cycle. By referring to Pierce's concept of signs, the researcher will carefully observe the signs that appear in the research data. These signs will be captured using the five senses which act as object references. The object is a social condition that occurs, and continues into the interpretant stage.

This qualitative descriptive research employed Charles Sanders Pierce's semiotic analysis method for the data analysis process. The semiotic method is a method that examines signs and texts accompanied by the way researchers interpret and understand these signs and texts (Pauzan, 2018). The research data were three online gambling advertisements taken randomly on Instagram social media under the hashtag #judionline on Monday, April 18, 2022. The unit of analysis of this research was the signs contained in the advertisements of the three online gambling. However, please note that advertisements on Instagram are uploads in the form of feeds, which consist of visuals

accompanied by captions in the description column. Therefore, this study not only examines the visuals presented by online gambling advertisements, but also the captions of the advertisement. The emergence of various modes in this advertisement forms a comprehensive message delivery to understand the meaning contained in the advertisement. The signs that had been found are then identified and grouped according to their respective categories in Table 1.

Identifying the signs in online gambling advertisements

Type of Signs	Description	Unit of Analysis
Icon	(Signs associated with objects based on their similarities)	Pictures of a person, words or sentences, clothes.
Indexes	(Signs indicating the relationship between the reference sources)	The atmosphere shown in the advertisement, the musical instrument, the sound that appears.
Symbol	(Signs that are approved for use by several people or the general public)	Logo, slogan, headline, body of copy.

The signs that had been identified and organized in Table 1 were then analyzed in depth based on Charles S. Pierce's semiotic triangle theory as shown in Table 2.

Analysis of the Meaning of the Types of Signs

No	Object	Sign/Representamen (Icons, Indexes, Symbols)	Interpretants
1	(The object that was the target of interpretation by the interpreter)	(Signs that had been identified as icons, indexes and symbols)	(Interpreting the signs that had been identified)

After that, the researcher drew conclusions based on the comparison of signs that had been done on the three online gambling advertisements in this study. Researcher compared the similarities and differences that arise regarding the construction of reality in the three online gambling advertisements.

RESULTS AND DISCUSSION

In this sub-chapter, the researcher provides a description of the online gambling advertisements researched and identifies and classifies the parts of the advertisement which include icons, indexes, and symbols.

1. Online gambling advertisement 1

Signs in Online Advertisement 1

Type of Signs	Description	Unit of Analysis
Icon	In this group of icon signs, there are signs in the form of a woman's image on the left, a pile of money in the background, an illustration of a pig on the right, and an online gambling game interface. All elements of these iconic signs construct the reality contained in online gambling advertisements.	<ul style="list-style-type: none"> - Picture of the girl on the left - Boob shirts - Pictures of piles of money - Illustration of a pig at the bottom right corner - Suit - Picture of game interface

Index	In the index signs group, there are signs in the form of a female model expression, a pig illustration expression, the white colour of a female model's clothes, an advertising background that uses a purple to dark purple gradient, and a close-up distance of a female model. The appearance of the index signs creates a causal relationship that creates its own meaning.	<ul style="list-style-type: none"> - The facial expression of a smiling female model and her eyes are fixed straight ahead - White color women's clothes - Purple to dark purple gradient background color - Big smiley pig illustration face - Close-up female model distance
Symbol	In the group of symbols, there is a sign in the form of the "Dewa Togel 99" logo and the "PRAGMATIC PLAY" logo at the top of the advertisement, the phrase "BONUS DEPOSIT 25%" and "KHUSUS UNTUK PERMAINAN SLOT" on the left side of the copy, the words "MEGA" and "WIN" which is located above the left and bottom right of the game interface, respectively, the numbers "+62 812 3905 1167," the phrase "dewatogel_99," and the phrase "dewatogel999.com" at the bottom of the ad, as well as the uploaded caption. These symbolic signs indicate the language relationships used in online gambling advertisements and explain the context of the advertisements.	<ul style="list-style-type: none"> - Logo of "Dewa Togel 99" - Logo of "PRAGMATIC PLAY" - The clause "25% DEPOSIT BONUS" - The clause "KHUSUS PERMAINAN SLOTS" - The phrase "PIGGY BANK BILL\$™" - The phrase "MEGA" - The phrase "WIN" - Number "+62 812 3905 1167" - The phrase "dewatogel_99" - The phrase "dewatogel999.com" - Caption

2. Online gambling advertisement 2

Signs in Online Advertisement 2

Type of Signs	Description	Unit of Analysis
Icons	In the icon group, there is a picture of a man in the middle, a suit worn by a male model, several images of money amount Rp50000, and an image of a pile of gold. The appearance of all the icons in this ad creates the representation presented by this online gambling ad.	<ul style="list-style-type: none"> - Image of a man in the middle - Suits used by the male model - Several pictures of money Rp50000 - A pile of gold
Indexes	In the indexes group, it was found that man looks confident and his eyes are focused on the front, images of cigarette smoke, a glass of drink, a background filled with luxury goods, and a close-up distance of the male model. The index signs in this ad indicate the relationship between the reference sources contained in the ad.	<ul style="list-style-type: none"> - Confident looks and straight eye contact - Picture of smoke of cigarettes - A glass of drink in the man's hand - A background filled with luxury goods - The close-up distance of the male model
Symbols	In the symbols category, there is the clause "SAATNYA JADI MEMBER VIP DI BK8!", the clause "KLIK LINK DI BIO," the clause "BERLISENSI AND TEREKULASI," the phrase "BK8," and a caption. The continuity of these symbols provides an explanation of the advertising content.	<ul style="list-style-type: none"> - The clause "SAATNYA JADI MEMBER VIP DI BK8!" - The clause "KLIK LINK DI BIO" - The clause "BERLISENSI DAN TEREKULASI" - The logo "BK8" - Caption

3. Online gambling advertisement 3

Signs in Online Advertisement 3

Type of Signs	Description	Unit of Analysis
Icons	In this group of icon signs, there is an image of a burly man in the middle, a Roman Imperial army cloth, an image of the Colosseum in the background, an image of the game interface, an image of a gold coin with a dollar logo, and an image of two crossed swords. The appearance of these iconic signs constructs the reality offered by this online gambling advertisement.	<ul style="list-style-type: none"> - Image of man in the middle - Imperial Rome army cloth - Image of Colosseum in the background - Image of game interface - Image of a gold coin with a dollar logo - Image of two crossed swords
Indexes	In the index mark group, there is a yellowish red background, as well as the expression of a man shouting. The sign that appears as an index implies a causal relationship that has its own meaning.	<ul style="list-style-type: none"> - A yellowish red background colour - Shouting expression of the man
Symbols	In the group of symbols, there is the phrase "SLOT GACOR JACKPOT," the phrase "ROMA," the phrase "MINOR 100%," the phrase "MAJOR 100%," the phrase "MENANG BERAPAPUN KAMI BAYAR," the logo "Oke77," the clause "Slot Judi Online Terpercaya #1 di Indonesia," and caption. Signs that fall into this symbol category indicate the use of language to explain the context of online gambling advertisements and make offers to audiences.	<ul style="list-style-type: none"> - The phrase "SLOT GACOR JACKPOT" - The phrase "ROMA" - The phrase "MINOR 100%" - The phrase "MAJOR 100%" - The clause "MENANG BERAPAPUN KAMI BAYAR" - The logo "Oke77" - The clause "Slot Judi Online Terpercaya #1 di Indonesia" - Caption

DISCUSSION

Based on the results found, the three online gambling advertisements have some differences and similarities in the use of signs found in their advertisements. All of the signs found in each advertisement have their own meaning and give rise to new meanings when they are connected to each other.

Analysis of Online Gambling Advertisement



Picture 2. Online Gambling Advertisement 1

In the first online gambling advertisement, several signs were found that belonged to the icon category. In the ad, there was a picture of a beautiful, fair-skinned woman wearing a boob shirt. As the name suggests, this shirt is a special dress for women that exposes a small part of a woman's chest. This shirt enhances the allure of the woman who wears it by showing a slight cut right at the top of the chest. This is intended to attract people when they see the wearer, especially for the opposite sex. In addition, there is an illustration of the interface of the online gambling game offered which is accompanied by the appearance of an illustration of a pig at the far right of the ad. Pig is one of the animals that are believed by several regions in the world as animals that can bring prosperity to their owners. In Chinese mythology, pigs are believed to be animals that bring good luck in the form of wealth and prosperity. The appearance of the illustration of a pig gives the perception that the games offered by online gambling agents can provide luck for those who play this game. What's more, there is an image of piles of money in the background which gives the impression that the advertisements offered will provide benefits in the form of large amounts of money even to the point of piling up like hills.

Then, there are signs that are marked as indexes. The first is the white color of the woman's cloth which has the meaning of simple and innocent. This can be interpreted as a reflection of the nature of the female model. In addition, the female model wearing white clothes is also paired with a dark background, so that the female model in the advertisement looks more prominent. This is done so that the audience's attention is drawn to the image of the female model. What's more, the woman's gaze that is focused on the front along with her smiling face gives the perception that the woman is looking directly at the consumer. Based on the results of Bell's research (2001), there are four types of relationship models and audiences based on eye contact, namely: (i) offer/ideal (models take their eyes off the audience and offer themselves as something idealized), (ii) demand/affiliation (the model looking straight at the audience demands an equal relationship), (iii) demands/submission (the downward-looking model shows the audience's superiority), and (iv) demands/persuasions (the model looks up at the audience demanding the audience to desire them). In this case, the model's gaze shows

that she demands something from the audiences, demands the audience to use their services. The distance between the models in the advertisement shows that the woman looks very close and this shows the closeness between the model and the audience on a personal level. The facial expression of the illustration of a smiling pig also shows that he is happy to get the money he is holding. This gives rise to the meaning that these online gambling games can provide money that makes the players happy.

Then, the appearance of symbolic signs in these advertisements are mostly signs used to explain the context of online gambling advertisements. The service provider logo "Dewa Togel 99" is juxtaposed with the "Pragmatic Play" logo at the top of the ad and this provides information regarding the identity of the company that run the online gambling services. Then, the phrase "BONUS DEPOSIT 25%" is written using capital letters and the font size is the largest compared to other writings. This indicates an effort to highlight certain information because it is one of the important points of the advertisement (Salem & Al Salem, 2019). The word "WIN" is also written using large font sizes so that the audience's attention will be drawn to the writing. This indicates that there is a meaning that the games offered by these online gambling agents can provide very profitable wins for the players when linked to the image of a pile of money in the background. The inscription "PIGGY BANK BILL\$" explains information about the name of the game offered by online gambling agents. Finally, there are numbers that go hand in hand with the WhatsApp logo, text that goes hand in hand with the Instagram logo, and text that goes hand in hand with the site's logo. This provides information regarding the contact person the audience can contact.



Picture 3. Online Gambling Advertisement 2

For the second online gambling ad, there are several signs that fall into the icon category. The appearance of a picture of a man in the middle is one of the visible iconic signs. This picture of the man shows how he is wearing a fancy suit and holding a drink and lighting a cigarette. The middle position is the position that has the highest information value that contributes to attracting the attention of the audience (Knoll & Fuzer, 2019). Therefore, the appearance of this image gives rise to the perception that one can achieve a luxurious and fun-filled lifestyle if they play online gambling. In addition, the representation of wealth in online gambling advertisements is also assisted by the

appearance of the IDR 50,000 note and a pile of gold coins in the middle of the advertisement. The IDR 50000 banknote is the second highest nominal banknote in Indonesia. The appearance of all the iconic signs in this advertisement is interconnected and builds on the reality that online gambling advertisements bring success to life for the audience.

Then, in the index sign group, there is the male model's straight gazes and the dark atmosphere around the ad. As in advertisement 1, looking straight ahead shows the demands that the model has on the audience. The distance of the model that looks close shows the personal closeness between the model and the audience. This is intended so that the advertisement has a close proximity so that the audience does not have any hesitation to join playing in this online gambling service. The atmosphere of the ad that tends to be dark provides a contrast effect so that the light colors in the ad can stand out more.

Furthermore, the group of symbols consists of several writings that explain the advantages and safety of this online gambling company. The text at the top of the ad describes the offer to become a member of the online gambling game. The text is written in two different colors, where the phrase "SAATNYA JADI MEMBER" is written in white, but the phrase "VIP DI BK8" is written in yellow. In addition, the font size for yellow text is slightly larger than for white text. These two things are applied so that writing in yellow can stand out more. Then, the BK8 logo located at the bottom right of the advertisement shows the company name of the service provider. The words "KLIK LINK DI BIO" refer to the description section on the Instagram account profile if the audience wants to ask for more information. Interestingly, this ad offers one other benefit in the phrase "BERLISENSI DAN TEREGULASI." This implies to the reader that this online gambling has obtained a legal permit from the government. However, as we know that gambling practice is prohibited in Indonesia either conventionally or virtually and has been regulated by Article 303 paragraph (3) of the Criminal Code, Article 27 paragraph (2) of the ITE Law and Article 45 paragraph (2) of Law 19/2016. Therefore, the source of this license and regulation does not refer to the Government of Indonesia, but the source of the regulation is explained in the caption, which is from the government of Curacao.



Picture 4. Online Gambling Advertisement 3

The third online gambling ad has some iconic signs. There is a picture of a burly man in the middle of the ad. This burly man is the mascot character of the online gambling game offered by the ad. The male character is wearing the clothes of an Imperial Roman soldier. Then, the background of this advertisement also shows the Colosseum building which is one of the historical buildings which is a legacy of the Roman Empire. These icons have one thing in common, namely their relationship to the Roman Empire. Historically, the Roman Empire was one of the greatest empires and had the greatest wealth in world history. This raises the perception that this game has a myriad of treasures contained in it. Then, the appearance of a gold coin bearing the dollar logo also implies that money is one of the things contained in the game.

Then, in the index sign group, there are several signs contained in this category. The first is an illustration of a man screaming. Seeing his burly body, the result of his screams made the air vibrate around him, forming a circular vibration that obscured the interface of this online gambling game. This process causes the game interface behind the illustration to blur, leaving the audience wondering what kind of game had the grandeur and riches of the Roman Empire. Then, the blurring process also makes the illustration of the man in the middle and the writing in the middle become the focus of the audience when they see the ad. Not to forget, yellow and red colors have one thing in common that both colors can be interpreted as lucky colors. Thus, it raised the perception that people who play online gambling will be given the luck to achieve success and wealth through this game.

In the group of symbols, there is the inscription "SLOT GACOR JACKPOT" which is located in the upper middle position of the advertisement. The middle position is an informative position, while the top position is an idealistic position. So that the writing placed above is the ideal condition of this game, namely winning the Jackpot. What's more, the words "JACKPOT" use purple so that there is a contrast that makes this word stand out more than the previous writing. The words "Minor 100%" and "Major 100%" are terms used in the game. This shows that this game can provide maximum results through the use of these two game terms. The logo "Oke77" is the identity of the company that offers the online gambling service. The text to the right of the logo explains how the company's reputation is in Indonesia. Finally, the words "MENANG BERAPAPUN KAMI BAYAR" give the impression that there is no limit to the amount of the money that can be received. This gives the audience the perception that they can get the highest amount of money they can imagine when playing this game.

The Relationship of Signs That Appear in Online Gambling Ads

Based on the overall results of the analysis, it was found that these three online gambling advertisements used different signs to construct reality in their advertisements. However, there is one sign that can be found in these three online gambling advertisements, namely the money sign. Money signs that appear in the three advertisements can be images of coins and paper, or gold coins. Money can be interpreted as a means of payment that facilitates the exchange of goods so that transactions become easier (Saud, 1996:3 quoted from Shifa, Amalia, & Majid, 2022). In fact, the use of gold as a means of payment has been done since antiquity. Based on these findings, the appearance of the money sign is considered as one of the important elements in online gambling advertisements because the main purpose of playing online gambling is to generate money or wealth that is multiplied by the value at stake.

In addition, the results of the analysis conducted on the three online gambling advertisements show that there is a triadic relationship between the signs that appear in the three online gambling advertisements where this is in accordance with the sign theory proposed by Pierce. The advertising process carried out by the three online gambling

advertisements uses different signs but succeeds in constructing the reality to be conveyed by utilizing the relationship of all the signs contained in the advertisement. As a result, the whole meaning was successfully conveyed to the audience as a unified whole (Briandana, 2019). The choice of model, the writing used, and the nuances presented by the three online gambling advertisements succeeded in presenting the construction of the reality of wealth that can be achieved by playing online gambling.

CONCLUSION

In conclusion, this study found that the signs that appear in these three online gambling shows the construction of reality contained in online gambling advertisements. There is one sign that can be found throughout all online gambling advertisements i.e., the sign of money. The appearance of this sign in the form of an image of money became one of the signs that helped build the construction of reality in the three online gambling advertisements. Playing gambling is seen as an activity that is fun, relaxing, and successful. This gives rise to the perception that those who play online gambling can achieve success as the reality offered by the online gambling advertisements.

However, when explored further, the results of the analysis of signs using the semiotic method show that playing online gambling can provide many advantages, but does not tell the disadvantages or side effects of playing online gambling. This explains how the advertisement constructs the reality that we imagine according to what the three advertisements present. These three online gambling advertisements do not explicitly state that they guarantee the audience who joins online gambling games will achieve success. In this case, we can see that online gambling advertisements do show signs that can be achieved by those the audiences, but online gambling advertisements also choose which signs that will be shown to the audience and which signs will not be included in the advertisement (Fairclough, 2003).

This of course raises a misconception to the audience. In fact, one of the advertisements studied stated that the online gambling offered has been licensed and regulated, but not by the Indonesian government, however, by the Curacao government, which did legalize gambling in their country. Of course, this can cause problems because the practice of gambling in Indonesia is prohibited by the government. People who live in Indonesia will still be subject to sanctions according to applicable law when playing online gambling. Although these online gambling games have been regulated by the governments of other countries, their implementation will still be subject to law by the Indonesian government if the gambling games and gambling players are in the jurisdiction of the Indonesian government.

Researchers suggest readers to be more careful and critical in reading information that appears in advertisements on social media, especially regarding gambling games. This of course needs to be done so that people can avoid things that can harm them. In addition, the public also needs to be wiser in dealing with advertisements that offer online gambling services because in addition to causing financial losses, the practice of gambling in Indonesia is prohibited and will be subject to legal sanctions for those who participate in playing it. Then, the researcher also suggested that the government should be even more active in eradicating online gambling advertisements that are spread on social media because these advertisements have high appeal and can harm many people if they are not careful and critical when reading the information provided by online gambling service providers.

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