

# The Use of Advertisements with the "It's Okay to be Lebay" From Gojek as a Media to Increase Community Awareness of the Covid-19 Virus Protocol

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## ABSTRACT

Gojek realizes the importance of doing big advertisements so that its brand image can be built in the public's eyes so that Gojek becomes the community's first choice compared to other online transportation with an advertisement entitled "It is Okay to be Lebay". Messages applied in detail and orderly with J3K initiative procedures (Keep Health, Cleanliness, and Security). The video is 15 seconds long, which he uploaded on social media. This raises a question: Gojek builds an image through an advertisement titled "its okay to be lebay" against the covid-19 virus protocol. In examining the promotion of Gojek, the researcher applies a qualitative approach with a constructivist paradigm and uses the semiotic analysis method of Charles Sanders Peirce. The meaning is carried out using Peirce's Triangle of Meaning Theory, namely Signs, Objects, and Interpretants. Signs are seen from two elements in advertisements, namely visual signs, and lyrics, then analyzed by looking at objects from the aspects of icons, indexes, and symbols. The analysis process produces meaning from the interpretant's point of view (researcher). Symbols, meanings and representations are needed in making meaning and every aspect that is bound by the formation of symbols reflects a problem that is so complicated to interpret, the use of an advertisement titled "It's Okay To Be Lebay" is an advertisement that forms a transcendental aspect with a measure of human values in overcoming a pandemic. Covid-19 describes the scenes that are carried out in every part of the video in the Gojek advertisement with the theme it's okay to be lebay, which determines human intentions and values through the symbols given. The results obtained are the messages that Gojek wants to convey through the "It's Okay To Be Lebay" advertisement with the J3K procedure and the recipients of the Gojek advertisement can feel calm because of Gojek's anticipation in fighting and overcoming the Covid-19 virus.

**Keywords:** ads, Charles sanders Peirce semiotics, covid-19, gojek, it's okay to be lebay

## 1. INTRODUCTION

The impact of the Coronavirus has forced the central and regional governments to find ways so that the Indonesian economy does not decline so much due to people's purchasing power. This new normal system is one of the most realistic solutions to make the economy less likely to decline. This application is expected to turn the Indonesian people's economic system back to its original state despite implementing health protocols. The public is required to comply with the health protocols that have been established to reduce and avoid the transmission of the Covid-19 virus.[1]

Social media makes information attractive and attractively made in the form of images, sounds, text, videos, and others, to provide information about COVID-19.

Therefore, to carry out people's awareness in reducing the transmission of the Coronavirus, social distancing is being implemented, namely maintaining a distance between other people of approximately one to two meters. The government has also imposed Large-Scale Social Restrictions (PSBB) to break the chain of the spread of the Covid-19 virus. Social media makes information attractively and attractively made in the form of images, sounds, text, videos, and others, to provide information about COVID-19.

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People nowadays often use a transportation service, namely an online motorcycle taxi service, transportation services. One of the service companies that provides online transportation services using applications from our smartphones is Gojek, as is known to be the because this service can make time to travel faster and shorter, although it is not too different from other although not too different from other transportation services. One of the service companies that provides online transportation services using applications from our smartphones is Gojek, as is known to be the largest online transportation service application company, especially two-wheelers, in Indonesia.

Gojek is also aware of the importance of the role of advertising that can build in the eyes of the public, namely the Gojek brand image, of course this is to make Gojek the first choice compared to other online motorcycle taxi services for the community. The message is implemented in detail and in an orderly procedure in the J3K initiative, which stands for Maintain Health, Cleanliness, and Security.

Based on the background described above, the problem formulation of this research is how the image that Gojek wants to build through an advertisement titled "its okay to be lebay" against the covid-19 virus protocol based on Charles Sanders Peirce's semiotic object. The goal to be achieved in this study is to find out the image that Gojek wants to build through an advertisement titled "its okay to be lebay" against the covid-19 virus protocol based on Charles Sanders Peirce's semiotic object. Then for the benefits of academic research, it is hoped that this research can be used as a reference and develop thoughts on the impact of COVID-19 so that they can conduct more in-depth research on the use of advertisements titled "its okay to be lebay" from Gojek as a medium for improving the community towards the covid-19 virus protocol. Then practically this research provides a more thorough knowledge about the location of the use of Go-Jek advertisements, which this incident is in the sociality of researchers, especially in the use of advertisements provided by Go-Jek. This research also encourages a good opportunity for researchers to carry out some of the theories contained in communication in a realistic form as well as illustrating the actual situation in the field.

**2. THEORETICAL REVIEW**

**2.1. Communication**

According to Mufid [2], communication is "the process or act of conveying a message (message) from the sender (sender) to the receiver (receiver), through a medium (channel) that is usually disturbed (noise). In this definition, communication must be intentional and bring about change. Then according to Wattie [3] actually the word of communication does not look that easy. Each person's background can define the word of communication differently. In this case it can help a study that is being

carried out, so a definition is needed. The symbol contained in the "language" of communication is something that is used to show something else with group agreement.

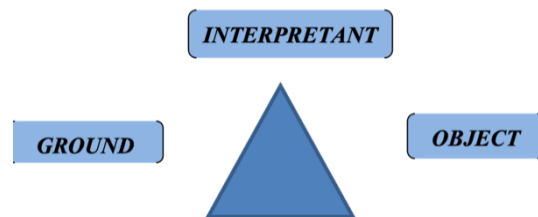
**2.2. Ads**

Advertising can be defined as all forms of activity to present and promote goods, services, ideas financed by a particular sponsor [4]. Advertising is any form of non-personal presentation and promotion of ideas, goods, or services by a particular sponsor that must be paid for [5].

**2.3. Charles Sander Peirce Semiotics**

Semiotics is a branch of science which in various fields shows a stronger and wider influence. Semiotics also has an influence on the fields of visual arts, dance, film art, product design, architecture, visual communication design, anthropology, sociology, politics, religious studies, media studies and cultural studies.

According to Charles Sander Peirce, the definition of semiotics as "a relationship among sign, an object, and meaning". According to Ferdinand de Saussure, defining semiotics is an inseparable sign of a unity of two fields. That is, our senses perceive a sign that has two aspects, (signifier) the marker field and (signified) the signified field.



**Figure 1** Peirce meaning triangle

Thus, for Peirce semiotics are action, influence, or cooperation of three subjects, namely sign, object, and interpretant, but three semiotic entities that are abstract in nature as mentioned above, which are not influenced the habit of communicating concretely [6].

**2.4. Covid 19 Health Protocol**

Coronavirus is a new type of virus and has caused an uproar throughout the world. Covid-19 has also infected thousands of millions of people around the world in a fairly fast time [7]. This also makes humans who do not show symptoms of Coronavirus at all can transmit this virus to others according to Kumar & Dwivedi [8]. The public is also advised to start a healthy lifestyle according to health protocols during this Coronavirus so that the increase in the spread and number of infections can be anticipated.

Maintaining cleanliness and not being close to positive Covid-19 patients is one example of a form of health protocol [9]. Then, use a protective face mask when traveling out of the house [10]. Next, maintain cleanliness by washing hands or using hand sanitizer [11]. The last is

to keep a distance from other people of approximately one to two meters or what is called social distancing and cover your mouth when coughing or sneezing with your arms[12].

### 2.5. Previous Research

One example, according to Ainur Rosidah [13], is that the community has an important role in breaking the chain of the spread of Covid-19 so as not to cause new sources of transmission in places where activities and movement of people occur.

## 3. RESEARCH METHOD

The research method that our group uses is qualitative. Sugiyono explained that the qualitative method is a method or method used in observing the natural state of the target or object, namely, the researcher is the main tool. The data collection techniques are carried out in a combined manner, with inductive data analysis emphasizes meaning. Bogdan and Taylor define methodology as a research mechanism that produces descriptive data in words, either written or spoken, from people and behaviors that researchers can observe.

In its application, the qualitative approach uses data collection methods and non-quantitative analytical methods [14]. This research method will use the semiotic analysis of the Charles Sanders Peirce model. The research study shows how the use of advertisements titled "its okay to be lebay" from Gojek as a medium to increase public awareness of the COVID-19 virus protocol (Charles Sanders Peirce's semiotic analysis). The researcher used a qualitative approach to compose his thesis.

## 4. RESEARCH RESULTS

According to Bitter in Romli, mass communication is a message to various people that is reported through the mass media. Communication media which includes mass media are broadcast radio, television, newspapers, magazines and films as well as electronic mass media.

The Gojek advertisement with the theme "it's okay to be lebay" is an advertisement that shows that Gojek really cares about the corona virus pandemic in Indonesia by carrying out the J3K Movement and complying with the health protocols set by the government. By making this advertisement, Gojek can guarantee the public's health of the community itself and its driver partners and make the audience of the advertisement feel safe and comfortable.

After conducting research using Charles Sanders Peirce's semiotic analysis, researchers found various elements of icons, indexes and symbols in the Gojek ad "it's okay to be lebay".

The meaning of the object can be seen from the aspect of the icon, index, and symbol based on the sign obtained from the video, namely there are 10 pieces of scene images but some of them issue the same aspect of the icon, index. Of

the 10 pieces of images from Gojek's advertising video "it's okay to be lebay" has one goal, which is to show the public that Gojek carries out the J3K protocol properly and regularly. Another goal is to invite the public to undergo health protocols properly and correctly when using Gojek services by doing J3K as well. The special meaning obtained by the researcher is to undergo the J3K health protocol not only when using Gojek services but when carrying out other daily activities so as not to cause transmission and break the chain of transmission of the Covid-19 virus.

## 5. CONCLUSION

After conducting research with the semiotic analysis of Charles Sanders Peirce in the use of advertisements titled "its okay to be lebay" from Gojek, it can be concluded that in Gojek's advertisements "its okay to be lebay" raises the trust of Gojek application users because in the era of the Covid-19 pandemic This causes some people to be more careful in using public transportation, but Gojek applies health protocols and uses tools such as in the Gojek ad "it's okay to be lebay" which uses bulkheads as a tool to maintain distance.

In the advertisement titled "its okay to be lebay" from Gojek, the researcher also assumes that Gojek users will increase more because it can be used more reliably as public transportation compared to other online public transportation.

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