



# Amazing Transformations Behind Every Second: So #EverythingCanBe!

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**Abstract.** In advertising, there must be a message conveyed by the ad maker to the audience of the advertisement to promote their products, one example is the GoPay Indonesia advertisement version "It's No Coincidence You See This Video!" on Youtube. Advertising messages are sometimes displayed in the form of a representation of a phenomenon or event that must be interpreted by the audience. The purpose of this study is to know and find the representation of #SemuaJadiBisa in the GoPay Indonesia advertisement version "Not by chance you see this video!" on Youtube through John Fiske's semiotic analysis. This type of research is descriptive qualitative which focuses on John Fiske's semiotic analysis. The results of this study indicate that the representation of #SemuaJadiBisa in the GoPay Indonesia advertisement version "Bukan Kebetulan Kamu Lihat Video Ini!" is not like doing anything to be able to, but #SemuaJadiBisa is represented by the ease and savings of doing various financial transaction activities using GoPay so that doing anything becomes possible.

**Keywords:** gopay advertisement, representation, semiotic, #semuajadibisa

## 1 Introduction

The development of technology has given rise to various technologies that facilitate human activities, one of which is Gojek. Gojek is an application by the nation's children which is also a brand owned by PT Aplikasi Karya Anak Bangsa. Gojek is one of the applications that can be used by Indonesians to facilitate activities in everyday life, this is evident from the more than 100 million who have downloaded this application on the Google Play Store. How not, this application has several services that can help human activities including GoRide, GoCar, GoSend, GoBox, GoFood, GoShop, GoMall, GoMart, GoPay, GoBilling, PayLater, GoPulsa, GoGive, GoSure, GoInvest, GoPlay, GoTix, GoGames, GoService, GoFitness, GoClub. [1]. These Gojek services can help users in their daily lives.

Among the Gojek services above, Gojek also has a digital wallet service, GoPay. GoPay is a versatile digital wallet, which can be used for quick transactions to all Gojek services and all its business partners, and can send and receive money easily. In its activities GoPay Indonesia also advertises to inform or introduce its products, features, services, and various offers to the public. Advertising is one way of marketing in society [2] According to Alexander *Advertising* or advertising can be defined as "any paid form of nonpersonal communication about an organization, product, service, or idea by an identified sponsor". [3]. Advertising is a complex communication model that moves towards goals and uses strategies to influence the thoughts, feelings, and behavior of consumers.[4]. One of them is a GoPay advertisement that informs the number of GoPay promos that can be used for financial transactions in various Gojek services, which are found in the GoPay Indonesia advertisement version "It's no coincidence that you saw this video!" on Youtube.

Currently, advertising in the cyber world can be done in various ways, such as the use of websites, *marketplaces*, or social media. [5] Various kinds of media are used by advertising companies to ensure that their advertisements are well delivered according to their target market. [6]. Youtube is a form of new media used by GoPay Indonesia as one of the social media to advertise or promote products, features, and several other promos. New media is a variety of communication technology devices with the same characteristics, namely new and digitalization and wide availability for personal use as a means of communication [7]. Currently, Youtube users or content creators can monetize. Monetization is a way to monetize video content by giving advertisers permission to place advertisements in the content video. Youtube also has an algorithm that can ensure that the advertisements posted are watched by the right people. [8]. This facility is utilized by advertisers (*brands* and companies) to advertise their products to be seen by their target market.

GoPay uploaded this advertising video on the Gopay Indonesia Facebook, Instagram and Youtube accounts on August 18, 2022, then GoPay also uploaded this advertising video on the Gopay Indonesia Twitter account on August 19, 2022. Currently this ad video on Youtube has been watched more than 3 million times. Making advertisements requires an attractive concept in order to attract the attention of the audience and also cause the audience to be interested in using the products or services offered. According to the author, the GoPay Indonesia ad version "It's No Coincidence You See This Video!" has an interesting concept. From the beginning of the advertisement, it shows a man wearing an ondel-ondel who is thrown and rolled and chased by residents. At the time of being caught, the man recounts (clarifies) the various events he experienced, which are arguably unexpected events and a lot of coincidences, until he was caught by residents because he was thought to be kidnapping a child. From these events, the man happened to find the benefits of GoPay.

The meaning of an advertising message between one individual and another is sometimes not the same. Sometimes advertising messages are made as unique as possible as a form of creativity of the ad maker, which can only be a representation of a phenomenon that must be interpreted by ad viewers. In order to be easily understood by the audience, ad making is usually equipped with certain symbols and signs. [9]. In this advertisement, it may cause different meanings to each person who watches it, but at the end of the advertisement, the purpose and purpose of the advertisement is explained, namely to inform that GoPay has many promos that can be used to carry out various financial transactions in various Gojek services and its business partners, so that customers can make it easier and more efficient in carrying out various payment activities, therefore at the end of the advertisement the *hashtag* #SemuaJadiBisa is also displayed.

In [10] says that the word representation refers to how a person, group, opinion or idea is presented in the news. Two important things about representation, the first is whether a person, group, or idea is presented as it should be, the word should refers to whether a person or group is reported as it is, or vilified. Then the second is how the representation is displayed, with what kind of sentences, words, accentuation, and photo assistance a person, group, or idea is displayed in the news to the audience. [10]. Marcel Danesi argues that representation is the process of recording ideas, knowledge, or messages in some physical way called representation. [11]. Representation can be interpreted as a picture of something that exists in life that is depicted through a medium [12]. The term representation is used to describe the expression of the relationship between media texts (including advertisements) and reality [13],[13].

In this research, the author wants to find out how the representation of #SemuaJadiBisa in the advertisement. The process of finding out how the representation of #SemuaJadiBisa in this research, the author uses John Fiske's semiotic analysis. Semiotics is a scientific branch of signs that has specific and standardized principles, systems, and rules. [14]. Semiotics is something that cannot be separated from humans [15]. [15]. John Fiske explains how an event (event) becomes a

"television event" when it has been encoded by social codes, which are constructed in three stages, namely the *reality* stage, which is an event that is marked (*endcoded*) as reality such as appearance, clothing, environment, behavior, conversation, gestures, expressions, sounds, and so on. Then the second stage of representation is the reality that has been encoded *electronically* must be shown by *technical codes*, such as cameras, *lighting*, *editing*, music, and sound. These elements are then transmitted into representational codes that can actualize, among others, characters, narratives, *actions*, dialogues, *settings*, and so on. This is already seen as reality television. Then the last stage is the ideological stage, ideology means that all elements are organized and categorized in ideological codes, such as patriarchy, race, individualism, class, capitalism, materialism, and so on. When representing a reality, according to John Fiske, it is inevitable to include ideology in the construction of reality. [16].

In conducting this research, the author also uses previous research references, namely research with the title Semiotics Analysis of Go-Pay Ads Version of Secret Seasoning from Mrs. Sisca Which Makes #Lebih Enak, the purpose of the study is to find out the meaning contained in Go-Pay Ads Version of Secret Seasoning from Mrs. Sisca Which Makes #Lebih Enak [17]. The research is about revealing meaning using John Fiske's semiotic study, but no one has used John Fiske's semiotic study to find how #SemuaJadiBisa is represented in the GoPay advertisement version of "It's No Coincidence You See This Video!", so that it becomes the novelty of this research.

By using John Fiske's semiotic analysis, it is hoped that it can find how the representation of #SemuaJadiBisa in the advertisement. Therefore, in this study the authors chose the title Representation of #SemuaJadiBisa in GoPay Ads Version "It's No Coincidence You See This Video!" on Youtube. The formulation of the problem in this study is how the representation of #SemuaJadiBisa in the GoPay Indonesia advertisement version "Bukan Kebetulan Kamu Lihat Video Ini!" on Youtube through John Fiske's semiotic analysis. So that the purpose of this study is to know and find the representation of #SemuaJadiBisa in the GoPay Indonesia advertisement version "Not by chance you see this video!" on Youtube through John Fiske's semiotic analysis.

## 2 Research Methods

Descriptive qualitative is the approach used by the author in this research, which focuses on John Fiske's semiotic analysis. Descriptive method is a method that can be used to examine the status of a group of people, a set of conditions, a system of thought, an object, or a class of events that occur in the present. Descriptive research has the aim of making descriptions, paintings or images systematically, factually, and accurately about all the characteristics, facts, and relationships between the phenomena studied [18]. Qualitative research prioritizes appreciation to understand the interactions that occur with the object of study. [19]. The reason the author chose this type of qualitative descriptive research is because the author considers this type of research to be the most relevant to the discussion in this study, namely this study describes or illustrates how the representation of #SemuaJadiBisa in the GoPay Indonesia advertisement version "It's No Coincidence You See This Video!", which is analyzed based on John Fiske's semiotic analysis.

The author uses the GoPay Indonesia advertisement version "It's No Coincidence You See This Video!" on Youtube as the research subject, while the research object used is symbols that show how the representation of #SemuaJadiBisa in the advertisement.

The types and sources of data in this study have two types, namely primary data and secondary data. The primary data used in this research is the GoPay Indonesia advertisement on Youtube version "Not by chance you see this video!". The author makes observations by watching and

listening to the content or story of the GoPay Indonesia advertisement on Youtube version "Not by chance you see this video!". Meanwhile, the author gets secondary data from books, journals, articles, and also the Internet.

The data collection technique consists of observation and documentation. The author in this study made observations by watching or directly observing the GoPay Indonesia advertisement version "It's No Coincidence You See This Video!". The author makes observations using *scenes* or pieces of advertisements, which according to the author in these *scenes* or pieces of advertisements allow symbols to be found that show how #SemuaJadiBisa is represented. After that, the author conducts an in-depth analysis of how the semiotics of the symbols in the advertisement, so that it is found how the representation of #AllJadiBisa in the advertisement. Meanwhile, documentation is carried out by taking screenshots of the GoPay Indonesia advertisement version "It's No Coincidence You See This Video!" on Youtube. After that the author analyzes the documents to get meaning and understanding. In the GoPay Indonesia advertisement version "Bukan Kebetulan Kamu Lihat Video Ini!" there are approximately 85 *scenes*, but the author only uses 25 *scenes* (including the replay scene at 02:37-02:43), which according to the author contain representations of #SemuaJadiBisa.

The data analysis technique used by the author is the data analysis technique from Miles and Huberman, who argue that the process of analyzing data in qualitative research also consists of three stages of the analysis model, namely, data reduction, then data display, then finally drawing conclusions and verification [20]. The author in this study carried out the data reduction stage by selecting *scenes* that the author thought contained symbols that showed how #SemuaJadiBisa was represented in the GoPay Indonesia advertisement version "It's No Coincidence You See This Video!". After that, at the *data display* stage, the author displays and then discusses and examines the data that has been selected according to John Fiske's semiotic analysis, namely through the stages of the level of reality, level of representation, and level of ideology. Then at the last stage the author draws conclusions and verifies according to the results of the discussion.

### 3 Results and Discussion

#### 3.1 Level of Reality and Level of Representation

**00:00 - 00:22 :** Showing the GoPay logo and the words GoPay presents which show that this is a GoPay advertising offering. After that, an ondel-ondel appears and rolls which is chased by residents. When the ondel-ondel was caught, a man who was inside the ondel-ondel was released. The man is the main character who then tells the chronology of the events experienced.

**00:22 - 00:32:** The main character begins to tell the events experienced, starting from the time of *Work From Home* (WFH), which then the electricity bill swelled because he was often at home. The level of reality is marked by the main character wearing a shirt and shorts which shows that the main character is WFH. The shirt used is also light blue which visualizes the GoPay logo. The selection of properties in the form of laptops, *mice*, study lights, books, mattresses, glasses, and hanging clothes shows that the setting is in the room (home).

Take a look at figure 1.



Fig. 1. Screenshot 00:29 [21]

In Figure 1 (screenshot 00:29), the level of reality is marked by the main character pointing at the swollen KWH meter, which shows the swollen electricity bill. The main character's expression is surprised when the KWH meter swells, and the choice of property in the form of a KWH meter shows that the setting is on the terrace of the house. The level of representation is characterized by lighting that is arranged and adjusted like the conditions on the terrace of the house. *Medium close up* technique is used to show the main character being surprised and pointing towards the swollen KWH meter. After that, when the main character is watching TV, the main character sees the GoPay promo on TV. Pay attention to picture 2.



Fig. 2. Screenshot 00:31 [21]

At 00:31-00:32, the level of reality is marked by television shows in the form of GoPay promos, which contain the GoPay logo and animation of a smiling man holding a *cellphone that* shows the GoPay logo. As well as the writing,

"It's no coincidence that there is 30% cashback for paying bills".

then underneath there are also logos of BPJS Kesehatan, IndiHome, PLN, PDAM, My Telkomsel, and the words "and other business partners".

In addition, the main cast said,

"Coincidentally there is a GoPay promo, not bad for paying bills"

This shows that GoPay can be used for bill payments at various business partners, and shows that GoPay offers promos for paying bills. The level of reality can also be seen from properties such as televisions, aquariums, and so on which show that the setting is inside the house. The representation level is characterized by lighting that is arranged and adjusted like the conditions in the house to show the atmosphere in the house. Then the *close up* shooting technique is done to the

television object which is useful for showing GoPay promos on television shows. The *backsound* used is the rhythm of dangdut.

From the level of reality and the level of representation that the author finds and takes at minutes 00:22 - 00:32, indicating that GoPay promos for paying bills can be found on home television, besides indicating that paying bills using GoPay can be more economical if using GoPay promos. In addition, payments using GoPay can be more practical.

**00:33 - 00:42 :** The main character tells that GoPay also has promos that can be used for shopping. The level of reality is marked by the main character wearing light blue *casual* clothes and a white t-shirt that visualizes the GoPay logo. then the main character said,

"Then it just so happens that the promotion can be used for shopping..."

Take a look at figure 3.



Fig. 3. screenshot 00:41 [21]

In Figure 3 (screenshot 00:41), the level of reality is characterized by both hands of the main actor pointing towards the banner property containing the GoPay promo with a surprised expression, as if to show something important. The banner property contains the GoPay logo and text,

"There is no coincidence that there is CASHBACK S.D. 50%"

"\*D&Cs apply"

then underneath there are also logos of Alfa Gift, Alfa Mart, Alfa Midi, Hypermart, and Segari. In addition, the banner has a picture of a basket containing groceries. The reality level is also characterized by the main character saying,

"Yes, because there was a GoPay promo, I shopped there."

This shows that GoPay can also be used for shopping payments at some GoPay business partners, and shows that GoPay offers promos for shopping.

The representation level is marked in the *Medium Shot* and focuses on the main character and the banner, which aims to show the main character and the banner clearly. In the shot, the banner is clearly visible so that the content in the banner can also be read and the message conveyed. The shot also shows the background of the place in the supermarket. The lighting is set and adjusted according to the atmosphere of the supermarket, which aims to show the atmosphere of the supermarket. Take a look at picture 4.



Fig. 4. Screenshot 00:42 [21]

In Figure 4 (minute 00:42), the level of reality is marked when the main character pushes the shopping trolley which shows the main character is shopping, as well as the property in the form of a shopping trolley containing groceries and the background in the supermarket. The representation level is characterized by the way the *long shot* is taken, this aims to show the main character pushing the shopping trolley (shopping) and showing the background in the supermarket. The lighting is also set and adjusted according to the atmosphere of the supermarket, to show the atmosphere of the supermarket.

From the level of reality and the level of representation that the author finds and takes at minute 00:33 - 00:42, it indicates that GoPay promos for shopping can be found in supermarkets. In addition, it indicates that shopping payments using GoPay can be more economical if you use GoPay promos.

**00:42 - 00:48 :** The main character tells that the main character met his friend, who then invited the main character to watch a movie by his friend. The level of reality is marked when the main character says,

"There happens to be a GoPay promo for watching."

Take a look at figure 5.

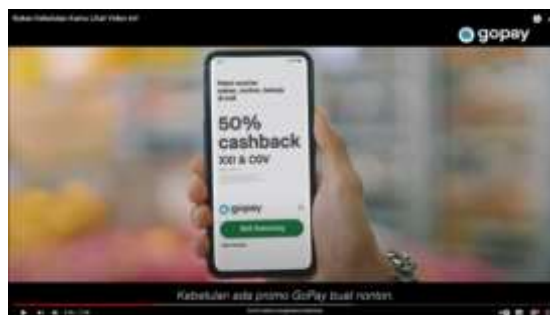


Fig. 5. Screenshot 00:46 [21]

In Figure 5 (screenshot 00:46), the reality level is characterized by the main character's hand holding a *smartphone*, which shows a GoPay promo. The promo contains the words,

"Voucher package for eating, watching, shopping at the mall"

"50% cashback XXI & CGV"

and underneath there is the GoPay logo and the "Buy Now" option and then underneath there is the words "\*S&K Apply"

This shows that GoPay can also be used for payment activities such as watching movies, eating, and shopping at the mall. It also shows that GoPay offers a "voucher package for eating, watching, shopping at the mall" to be purchased. In addition, the level of reality is characterized by the property used which appears in the screenshot is a *smartphone*. In the *smartphone*, there is also a *WI-FI* network symbol in the upper right corner of the *smartphone* screen between the signal bar and battery symbols, which shows that the *smartphone* is connected to the internet, this can be interpreted that purchasing GoPay promos on *smartphones* must be connected to the internet. The level of representation is shown in *Close Up shots* and focuses on the hand holding the *smartphone*, this aims to show the details of the GoPay promo message on the *smartphone* so that viewers can read it clearly. Although the background looks blurry, it is still visible that the background is still in the supermarket, this shows that GoPay promos can be obtained or purchased anywhere through a *smartphone*. Take a look at picture 6.



**Fig. 6.** Screenshot 00:48 [21]

In image 6 (screenshot 00:48), the level of reality is marked by the two actors walking in front of the cinema theater door, and the lead actor saying,

"Finish watching..."

which shows the two actors have finished watching a movie. The props used are movie posters and set in front of the cinema theater door.

The level of representation is characterized by a *medium shot* technique that aims to show the main character walking in front of the door of the cinema theater. The lighting is also set and adjusted to the atmosphere in front of the cinema theater door, this aims to show the atmosphere in front of the cinema theater door.

From the level of reality and the level of representation that the author finds and takes at minute 00:42 - 00:48, it indicates that GoPay can be used in several payment activities such as watching, eating, and shopping at the mall, which can be more economical if you buy and use the GoPay promo "Package of vouchers for eating, watching, shopping at the mall". In addition, payments using GoPay can be more practical.

**00:48 - 00:52** : The main character said that after watching the main character saw a coffee shop in the mall, and the main character saw a GoPay promo near the coffee shop, which finally the main character bought coffee at the coffee shop. The level of reality is shown when the main character says,

"There happens to be a GoPay promo for snacks."

Take a look at figure 7.





**Fig. 7.** Screenshot 00:51 [21]

In Figure 7 (screenshot 00:51), the level of reality is also seen in the main character's happy expression with both hands pointing towards the GoPay promo banner property, as if the main character found a fortune. In addition, the level of reality is marked by the selection of the GoPay promo banner property located near the coffee shop, which contains the GoPay logo and text,

"There is no coincidence that there is CASHBACK S.D. 50%"

"\*D&Cs apply"

Then underneath are the logos of CGV, Kopi Kenangan, Pizza Hut, Secure P, and XXI. In addition, in the banner there are images of brown cups visualizing coffee, three cardboard boxes visualizing pizza boxes, paper containing the letter "p" visualizing parking tickets, and two green tickets with stars visualizing cinema tickets. This shows that GoPay can be used for several payment activities, such as watching movies, snacks, and paying for parking. In addition, it shows that GoPay offers promos for these payment activities.

The level of representation is shown in the *medium close up shot* and focuses on the main actors and the banner, which aims to make the expressions of the main actors and the banner clearly visible, so that the message in the banner is conveyed. In addition, in the 00:51 screenshot, although the background is a little blurry, it still appears that the setting is inside the mall near the coffee shop. This indicates that GoPay promos can also be found in several places in the mall or in the food or beverage stalls of GoPay business partners. The lighting is also set and adjusted to the atmosphere inside the mall near the coffee shop, this aims to show the atmosphere inside the mall near the coffee shop.

Take a look at figure 8.



**Fig. 8.** Screenshot 00:52 [21]

In Figure 8 (screenshot 00:52), the level of reality is marked on the hands of the coffee seller who puts two cups of coffee, which shows that the coffee is ready to be served, as well as the selection of properties in the form of two cups of coffee. While the level of representation is in the form of *close-up shots* aimed at showing the movement of the coffee seller's hands that are serving coffee. This shows that the main character is buying coffee.

From the level of reality and the level of representation that the author finds and takes at the minute 00:48 - 00:52, it indicates that GoPay promos can also be found in several places in the mall or in food or beverage stalls of GoPay business partners. It also indicates that payments for watching movies, snacks, and paying for parking using GoPay can be more economical if using GoPay promos. In addition, payments using GoPay can be more practical.

**00:52 - 01:05 :** The main character tells that when he was going home, the main character and his friend found someone getting into the car, which turned out to be a thief. Because it was not in the same direction, the main character finally ordered a GoCar for the thief using the GoPay promo that the main character had. The level of reality is marked when the main character says,

"I happened to have a GoPay promo, so I just ordered a GoCar!"

Take a look at figure 9.

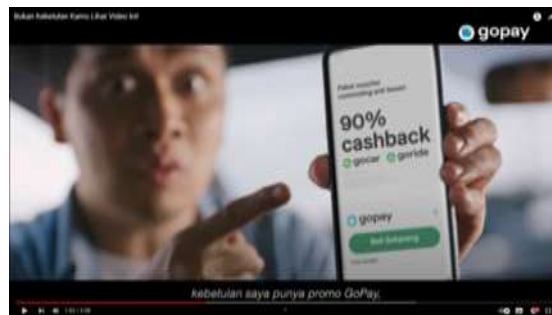


Fig. 9. Screenshot 01:02 [21]

In Figure 9 (screenshot at 01:02), the level of reality is marked when the main character shows a GoPay promo on *his smartphone*, with a bulging eye expression, a finger pointing at the *smartphone*, as if the main character is telling something very important. The promo on the *smartphone* contains an inscription,

"Anti-bored commuting voucher package"

"90% cashback" and the GoCar and GoRide logos.

underneath there is also the GoPay logo and the "Buy Now" option, then underneath there is the words "\*S&K Apply"

This shows that GoPay can also be used for GoCar and GoRide payments, and also shows that GoPay offers an "anti-bored commuting voucher package" for purchase. The setting shows that the main character is in a car, seen from the car seat and the rearview mirror inside the car, which then the main character orders a GoCar in the car. Ordering a GoCar in a car, which is a moving vehicle, indicates that payments using GoPay can be made anywhere.

The level of representation is shown in the *close up* shooting technique, focusing only on the *smartphone*. This aims to make the message or promo contained in the *smartphone* visible and conveyed to viewers.

Take a look at figure 10.



**Fig. 10.** Screenshot 01:04 [21]

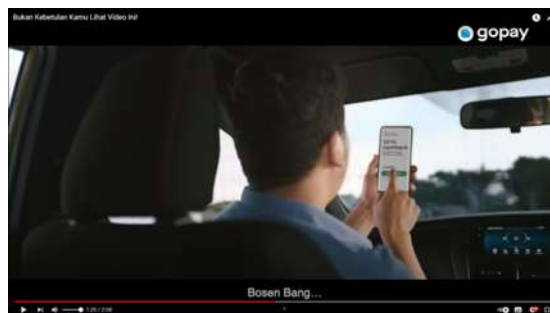
In Figure 10 (screenshot 01:04), the level of reality is characterized by the presence of two cars as properties in a state where one of the back doors of the two cars is open, namely a yellow car and a black car with the GoCar logo. The presence of a black car with the GoCar logo indicates that the GoCar ordered by the main character came immediately after being ordered. In addition, the thief who was thrown from the yellow car to the GoCar was also seen. Meanwhile, the level of representation is characterized by a *long shot* technique that aims to show the thief being thrown from the yellow car to the GoCar.

From the level of reality and the level of representation that the author finds and takes at the minute 00:52 - 01:05, it indicates that GoCar or GoRide payments using GoPay can be more efficient if you buy and use the GoPay promo "Anti-bored commuting voucher package". So that customers can travel using GoCar or GoRide economically, without complicated payments and can be done anywhere.

**01:11 - 01:31 :** The main character said that on the way home suddenly there was a small child in the car, which turned out to be Mrs. Iroh's child who wanted to take a ride. To calm the child down, the main actor remembers that GoPay has a promo to buy *games*, which finally the main actor uses the promo and lends the child *his smartphone* to play. The level of reality is marked when the main character says,

"I happened to remember that there was a GoPay promo for buying games."

Take a look at figure 11.

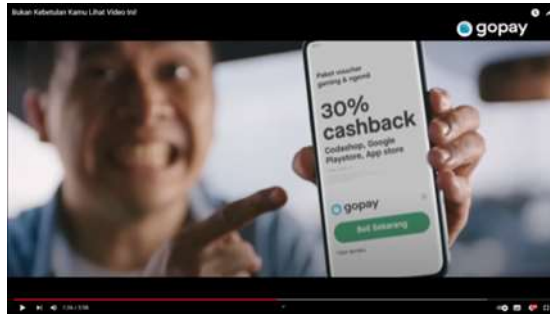


**Fig. 11.** Screenshot 01:25 [21]

In Figure 11 (screenshot 01:25), the level of reality is marked when the main character presses the "Buy Now" option which shows the main character buying a GoPay promo "Gaming & snacking

voucher package" which can also be used to buy *games*. The representation level is shown in the *Over Shoulder Shot* technique, which aims to show the main character buying the GoPay promo "Gaming & snacking voucher package" on the front seat of the car.

Take a look at figure 12.



**Fig. 12.** Screenshot 01:26 [21]

In Figure 12 (screenshot at 01:26), the level of reality is seen on the face of the main character who shows teeth (grimace), with a finger pointing towards the GoPay promo on the *smartphone* as if the main character feels excited to show something important. The promo contains the words,

"Gaming & snacking voucher package"

"30% cashback Codashop, Google Playstore, App store"

then underneath there is the GoPay logo and the "Buy Now" option, then underneath there is the words "\*S&K Apply"

It shows that GoPay can also be used to *top up* or pay for Codashop, Google Playstore and App store. It also shows that GoPay offers a "gaming & snacking voucher package" for purchase. The setting shows that the main character is still in the car, indicating that payments using GoPay can be made anywhere. The level of representation is shown in the *close up* shooting technique, focusing only on the *smartphone*. This aims to make the message or promo contained on the *smartphone* appear clear and conveyed to the viewer. Take a look at picture 13.



**Fig. 13.** Screenshot 01:31 [21]

In Figure 13 (screenshot 01:31), the level of reality is characterized by the hands of a small child playing the game, and the level of reality is also characterized by the main character saying,

"It just so happens that he matches the choice of game."

The property used is also a *smartphone*. The level of representation is characterized by a *close up shot*, which aims to show the details of Mrs. Iroh's son's hand playing the *game*. In the scene, there are also sound effects of the *game* being played.

From the level of reality and the level of representation that the author finds and takes at minute 01:11 - 01:31, indicating that Codashop, Google Playstore, App store payments using GoPay can be more economical if you buy and use the GoPay promo "Gaming & snacking voucher package". In addition, payments using GoPay can be more practical.

**01:32 - 01:40** : The main character tells that the child is suddenly hungry, which finally the main character orders GoFood using the GoPay promo. The level of reality is shown when the main character says,

"Fortunately, the GoPay promo can be used for GoFood too."

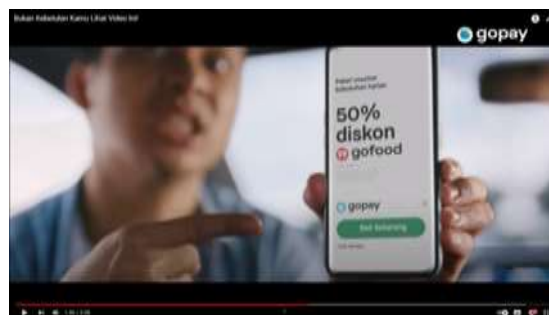
Take a look at figure 14.



**Fig. 14.** Screenshot 01:35 [21]

In Figure 14 (screenshot 01:35), the level of reality is marked when the main character presses the "Buy Now" option which shows the main character buying the GoPay promo "Daily needs voucher package" which can also be used to order GoFood. The level of representation is shown in the *Over Shoulder Shot* technique, which aims to show the main character buying the GoPay promo "Daily needs voucher package" on the front seat of the car.

Next, take a look at Figure 15.



**Fig. 15.** Screenshot 01:36 [21]

In Figure 15 (screenshot at 01:36), the level of reality is marked on the expression of the main character who glares and bites his teeth, with a finger pointing towards the GoPay promo on the

*smartphone*, as if the main character feels excited to show something important. The promo contains the words,

"Daily necessities voucher package"

"50% discount"

and the GoFood logo,

There is also a GoPay logo and a "Buy now" option underneath.

then underneath it says "\*S&K Apply"

This shows that GoPay can also be used for GoFood payments. It also shows that GoPay offers a "daily necessities voucher package" for purchase. The setting shows that the main character is still in the car, indicating that payments using GoPay can be made anywhere.

The level of representation is shown in the *close up* shooting technique, focusing only on the *smartphone*. This aims to make the message or promo contained in the *smartphone* appear clear and conveyed to viewers.

Take a look at figure 16.



**Fig. 16.** Screenshot 01:39 [21]

In Figure 16 (screenshot 01:39), the level of reality is characterized by a person wearing a Gojek jacket and helmet, who is riding a motorcycle, this indicates that the person is a GoRide rider. The GoRide rider is riding a motorcycle and carrying a bag, which then stops. This indicates that the GoFood order has arrived.

The level of representation is characterized by a *long shot* technique with a *pan right* camera movement technique. This aims to show GoRide riders who come to deliver GoFood. In the scene there is also a sound effect of the motor speeding up and then braking, which indicates that the GoFood order was sent quickly.

Take a look at figure 17.



**Fig. 17.** Screenshot 01:40 [21]

In Figure 17 (screenshot 01:40), the reality level is characterized by the main character receiving a bag with the GoFood logo from a GoRide rider. The visible property is a bag with the GoFood logo, which shows that the bag contains the food ordered by the main character. While the level of representation is characterized by a *medium shot* technique, which aims to show the main character receiving GoFood from the GoRide rider.

From the level of reality and the level of representation that the author finds and takes at minute 01:32 - 01:40, it indicates that GoFood payments using GoPay can be more economical if you buy and use the GoPay promo "Daily necessities voucher package". In addition, GoFood payments using GoPay can be more practical.

**02:28 - 02:48 :** In this minute, the level of reality is marked when a father with a black cap asks the main character,

"Alright, alright. How was the promo, what was it?"

Then the lead actor replied,

"If you think about it... it's no coincidence that GoPay has a lot of promos because GoPay is everywhere."

"It can be used to pay... bills, shopping, watching, snacks, GoCar, gaming, GoFood."

"Just pay with GoPay."

"Everything is possible."

The reality level is also characterized by the main character's expression of joy when suggesting using GoPay to make financial transactions to citizens.

Take a look at figure 18.



**Fig. 18.** screenshot 02:37-02:43 [21]

The representation level is characterized by an *editing* process that re-shows the scene when the main character finds or shows the GoPay promo. In addition, the music or *background* used, using energetic EDM (*Electronic Dance Music*) music, aims to attract the audience. The use of EDM music in the part where the main character re-explains the GoPay promo aims to make the audience *stay* (silent) and pay attention to the message conveyed by the advertisement.

From the level of reality and the level of representation that the author finds and takes at minute 02:28 - 02:48, it indicates that GoPay has many promos that can be used in various financial

transaction activities, and also the promos can be found in various places, so that it can save and facilitate financial transaction activities.

**02:51 - 02:53** : In this minute, the reality level is characterized by a light blue *background* that visualizes GoPay. In addition, the text appears,

"GoPay cashback promo up to 50%"

and logos of GoPay business partners, such as the logos of Tokopedia, McDonald's, Kopi Kenangan, GoFood, Alfamart, Indomaret, Hypermart, XXI, CGV, Google Play, MyTelkomsel, GoCar, Mrt Jakarta, PLN, Jago, BPJS Kesehatan. As well as writing,

"and many other business partners."

Take a look at figure 19.



**Fig. 19.** Screenshot 02:53 [21]

The representation level is characterized by giving the effect of enlarging and shrinking according to the music on the words "Promo GoPay cashback s.d. 50%" aims to emphasize the writing or message. In addition, the level of representation can be seen from the neat arrangement of GoPay business partner logos, showing that GoPay has many business partners. At this minute the EDM music *background* is used again.

From the level of reality and the level of representation that the author finds and takes at the minute 02:51 - 02:53, indicating that GoPay offers its promos that can be used at various GoPay business partners.

### 3.2 Ideology Level

After analyzing the level of reality and the level of representation which, according to the author, contains the representation of #SemuaJadiBisa, the author has found the ideological level of the GoPay Indonesia advertisement version "It's No Coincidence You See This Video!". The ideological level that the author finds is capitalism, capitalism is an economic system characterized by private ownership in terms of property and production, as well as the development of financial institutions [22]. The ideology of capitalism is to believe that the owner of capital can make various efforts to achieve maximum profit. [23].

According to the author, the ideological level of this advertisement is capitalism, because this advertisement aims to attract viewers or users to use its products to make a profit. The product referred to in this advertisement is GoPay, in other words, this advertisement aims to make the audience or users use GoPay in carrying out various financial transaction activities. This is evidenced by the many scenes that show GoPay offering its promos, in order to attract the audience of the ad.



## Discussion

The use of #SemuaJadiBisa in the GoPay Indonesia advertisement version "It's No Coincidence You See This Video!" which is located at the end of the advertisement has its own purpose and meaning. The purpose and meaning of all so it can be one of the messages that GoPay Indonesia wants to convey to the public about its products, to the point that a *hashtag* or *hashtag* is used on the word all so it can. According to Lindsay Kolowich Cox "*A hashtag is simply a keyword phrase, spelled out without spaces, with a pound sign (#) in front of it.*" [24]], or it can also be interpreted that a *hashtag* is a keyword phrase spelled out without spaces, which is preceded by a pound sign (#) [25]. In social media, *hashtags* themselves are used to categorize topics, content, and information to facilitate searches. Then *hashtags* can also be used for *branding* and promotional needs. By giving a special or special *hashtag* to each post, it will make a characteristic for a *brand*. Then the last *hashtag* can also be used for cross-platform campaigns. [26].

The use of #SemuaJadiBisa in the GoPay Indonesia advertisement version "It's No Coincidence You See This Video!", has its own purpose and meaning. This intention can be known from the representation of #SemuaJadiBisa in this advertisement. Therefore, the author has searched for the representation of #SemuaJadiBisa by using John Fiske's semiotic analysis, which has stages of reality level, representation level and ideology level. At the level of reality, the author has found symbols in the form of various media displays (television, banners and *smartphones*) that display GoPay promos. In addition, the author found symbols in the form of narration, costumes, environment, gestures, expressions, and conversations that show the main character finding and showing GoPay promos, and showing the main character doing various activities that use GoPay promos, such as paying bills, shopping, watching, snacks, using GoCar, playing games, and eating. Towards the end of the ad, it is made clear with a *scene* that displays the words "GoPay cashback promo s.d. 50%" and various logos of its business partners. The level of reality is also shown when the main character makes eye contact with the camera almost every time the main character finds and shows the GoPay promo, this makes the GoPay promo message in this ad more *highlighted* (punched). The eye contact made by the main actor also makes it seem as if the main actor is communicating with the audience, making the audience feel as if they are in this advertisement.

The use of GoPay in the Gojek application requires an internet network to conduct financial transactions, including when buying GoPay promos. In this advertisement, it appears at the level of reality that the author has found, namely when the main character shows the GoPay promo on his *smartphone* which appears to be connected to the internet network. *Smartphones* and internet networks are examples of new media that are currently widely available which can be used for personal use as a means of communication. The use of GoPay in the Gojek application via a *smartphone* with this internet network, can be interpreted that GoPay can be used by the upper middle class or lower middle class because of its wide availability and can be used for personal use. This is in accordance with McQuail's opinion about new media, which says that new media are various communication technology devices with the same characteristics, namely new and digitalization and wide availability for personal use as a means of communication [7]. With the wide availability of internet networks and *smartphones*, making the use of Gojek or GoPay can be easier, so that making financial transactions is also easier.

The existence of television and banners at the level of reality that the author found, is an example of a form of mass media. Currently, mass media can be found everywhere, so people can easily get information about something, including information about product promotion. The use of television and banners as promotional media in this advertisement can be interpreted that GoPay promos can be found in various places, so it is possible to use GoPay promos in various places to process

financial transactions more economically. From the overall level of reality that the author finds, it can be concluded that this advertisement emphasizes the many promos offered by GoPay which can be used for various financial transactions, so that the financial transaction process is more efficient and easier, in other words, the level of reality that the author finds emphasizes the savings and ease of transactions (purchases) using GoPay.

At the representation level, the author found several shooting techniques that show the main character finding and showing the GoPay promo, as well as when the main character is doing various activities that use the GoPay promo. The shooting techniques based on the camera distance that the author found were such as *close up*, *medium close up*, *medium shot*, *long shot*, *Over Shoulder Shot* and the author also found one camera movement, namely *pan right*. The following is an explanation of the shooting techniques that the author has found in the level of representation:

*Long shot*: The technique of taking pictures of the subject's entire body, this technique usually displays information about where, when, and who in more detail. [27]. This technique can be used to record all events in an area. [28]. In this commercial, this technique is used to show the atmosphere in several places, such as in a supermarket when the main character is shopping, on the street when a thief is thrown from a yellow car to a GoCar, and on the street when a GoRide rider comes to deliver GoFood using a motorcycle.

*Medium shot*: A shooting technique that shows several parts of the subject, from the head to the waist [27]. According to Brown this technique can be used to record the movements and facial expressions of movie subjects, thus involving the audience more with the actions of movie characters [28]. In this ad, this technique is also used when the main character finds and shows the GoPay promo banner at the supermarket, as well as when the main character and his friend finish watching a movie, and when receiving a GoFood order. In this advertisement, this technique is used with the aim of showing the expressions and gestures of the main character and the GoPay promo poster clearly while in the supermarket, besides that this technique is also used to show the main character and his friend after watching a movie and when taking a GoFood order clearly.

*Medium Close Up*: The technique of shooting from head to chest [27]. In this ad, this technique is used to show the emotion or expression of the main character, but still visible movement. Seen in the *scene* when the main actor points to the swollen KWH meter and when the main actor points to the banner near the coffee shop. This technique in this ad aims to show the main actor's expression and the objects pointed (KWH meter and GoPay promo banner) clearly.

*Close Up*: The technique of shooting from the head to the shoulder [27]. This shot generally shows one part of the body of the subject of the film or it can also be small objects [28], aiming to make the parts of the object more clearly visible [29]. The *close up* technique that the author found in this ad tends to highlight more details of objects, such as televisions, *smartphones*, and hands holding coffee. The details shown on the television and *smartphone* in this ad are GoPay promos. In addition, this technique is also useful for showing the details of the coffee seller's hands when serving coffee and the details of Mrs. Iroh's son's hands playing *games*, this shows that the main character has used the GoPay promo.

*Over Shoulder Shot*: The technique of shooting from behind the subject's shoulder, this technique serves to find out what the actor is doing. In this ad, this technique is used to show when the main character buys a GoPay promo on *his smartphone*, in the car on the front seat.

For the camera movement technique that the author found is *pan right*. *Pan* is a camera movement technique in horizontal pedestal [28]. So *pan* or *panning* is a camera movement technique turning from left to right (*Pan Right*) or right to left (*Pan Left*) with the camera position still in place. In this ad, this technique is useful for showing GoRide riders who come to deliver GoFood orders, which can be interpreted as GoFood arriving immediately after being ordered.

Of all the *scenes* that the author has found, almost all use shooting techniques with *eye level* camera angles. *Eye level* is the camera's point of view by placing the camera parallel to the subject [27], or the position of the camera parallel to the subject's eyes. The use of this point of view seems to make the audience participate in the story.

It can be concluded that in this advertisement, the shooting technique is more focused on the storyline that shows the many GoPay promos that can be used to carry out various financial transactions. The variety of shooting techniques in this advertisement, forming a story sequence that can make the audience participate in the main character's story, this makes the advertising message more conveyed, and also emphasizes the story being conveyed, so that it can make the audience dissolve into the story. Indirectly, the camera's point of view emphasizes the story and provides details of the actor's facial expressions, giving a touch of taking the right point of view can bring the audience's emotions to dissolve into the story of a web series or any video. [30]]. In other words, cinematography is very important in making all forms of video works, one of which is to convey messages. The message shown in this advertising video is that GoPay has many promos and can be used for various financial transactions.

The location in this advertisement is done in various places, *indoors* and *outdoors*. The lighting techniques used also use *natural light* and *artificial light*. *Natural light* lighting is used when *outdoors*, which is using sunlight. Whereas when *indoors* use *artificial light* lighting, one example is when the *scene is* at home. *Artificial light* is lighting specifically designed for shooting[31]. In this advertisement, the lighting is made and adjusted to the atmosphere of the shooting, this is intended to show that GoPay promos can be found in various places. In addition, at the minute 02:37 - 02:43 the level of representation can be seen from the *editing* that re-shows the scene of the main character finding and showing the GoPay promo. Towards the last *scene*, the level of representation is shown in giving the effect of enlarging and shrinking according to the music on the words "GoPay cashback promo s.d. 50%" and the neat arrangement of GoPay business partner logos. This further emphasizes the many GoPay promos.

In this ad, there is also music or *background*, as well as *sound effects*. Djohan said that from a neuropsychological point of view, the emotional process begins with emotional stimulation, for example in the form of visual, audio, and aroma sensory stimuli. This means that the emotions that arise can be influenced by various things such as sound or music as a means of audience expression. [32]. The use of a groovy dangdut rhythm *background*, which is used in almost all scenes when the main character tells a story, could be interpreted by inviting the audience not to worry about making financial transactions, because by using GoPay which can be used in various financial transaction activities and also the many promos offered, financial transactions can be more efficient and can be carried fun. In addition, there is an energetic EDM music *background*, used in several scenes and *scenes* that aim to attract the attention of the audience. The author also found some supporting sound effects such as *game* sound effects, as well as motorcycle speeding and braking sound effects. Music in movies can increase or decrease the audience's emotions according to the needs of the story. The presence of music is used to stimulate and direct emotions (feelings) according to what is seen visually [32]. In this ad, music and sound also play a role in making the audience follow the storyline of this ad, so that the message in this ad can be conveyed.

Just like the level of reality, the level of representation that the author finds can be concluded that there are many techniques that tend to emphasize the many promos offered by GoPay which can be used for various financial transactions, so that the financial transaction process is more efficient and easier, in other words, the level of representation that the author finds also emphasizes the savings and ease of transactions (purchases) using GoPay. As for the ideological level that the author finds in this advertisement is the ideology of capitalism, because this advertisement aims to make the audience or users use GoPay in carrying out various financial transactions. This is

evidenced by the many scenes that show GoPay offering its promos, in order to attract the audience. The ideological level found in this study is the same as the ideological level of Maharani and Prawiradiredja's research, which also found the ideology of capitalism from the advertisements that Maharani and Prawiradiredja researched. Maharani and Prawiradiredja's research said that the ideology of capitalism was obtained because the advertisements studied included a type of *soft advertising*, which has the aim of attracting buyers or users to use products or services to make a profit [17]. The ideology of capitalism is to believe that the owner of capital can make various efforts to achieve maximum profit [23].

So the representation of #SemuaJadiBisa in the GoPay Indonesia advertisement version "It's No Coincidence You See This Video!" is not that doing everything is possible, but #SemuaJadiBisa in this advertisement is represented by the ease of carrying out various financial transaction activities economically, which can be done anytime and anywhere by using GoPay, so that doing anything becomes possible. From the level of reality and the level of representation that tends to emphasize the many promos offered in various financial transactions, it can be interpreted that it is economical and easy to make financial transactions using GoPay, this indirectly invites the public to use GoPay as a digital wallet to make financial transactions easier, more practical and economical. The relationship with the ideological level, it can be concluded that capitalism gives birth to the ease and economy of purchases, which results in consumptive behavior of society. Based on Mujahidin and Astuti's research, the results show that GoPay and Ovo affect consumptive behavior in the millennial generation, because they want a digital wallet application that is easy to use as a means of payment. In addition, promotions on GoPay and Ovo also have an influence on consumptive behavior. [33].

#### 4 Conclusion

From the results of the analysis and discussion in the previous chapter, it can be concluded that the representation of #SemuaJadiBisa in the GoPay Indonesia advertisement version "It's No Coincidence You See This Video!" is not like doing anything to be able to, but #SemuaJadiBisa in this advertisement is represented by the ease and savings of doing various financial transaction activities using GoPay so that doing anything becomes possible. This is indirectly GoPay as a digital wallet invites people to use digital wallets for financial transactions to make it easier, more practical, and more efficient. The ease and savings of financial transactions are born by the ideology of capitalism, giving rise to consumptive behavior.

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