

## **CHAPTER I**

### **INTRODUCTION**

This chapter presents the introduction of this study. It consist of general background of the study, statements of the problem, purpose of the study, significance of the study, limitation of the study and definition of key terms.

#### **1.1. Background of the Study**

Globalization is very good momentum for the development of all elements in this life. The existence of Globalization brings various developments and rapid progress in the world of technology and information today. This is evidenced by the rapid development of information, communication and technology in society. Such conditions continue to occur and have developed rapidly in the era of globalization as it is today and have resulted in progress, one of which is the advancement of information technology. The existence of advances in information technology is supported by the absence of space and travel time barriers as well as the many discoveries and uses of various information technology tools that can support the needs of life. This shows that advances in technology which include the production, consumption and distribution of information play a very important role. In this digital era, technology, information, and communication have become one of the main commodities society. The Indonesian internet service providers Association (APJII) released information on internet data users in Indonesia in 2018. From the data collected, 171.17 million out of 264.16 million people in

Indonesia have used the internet network, meaning that 68.8% of the population in Indonesia has used the internet (Haryanto, 2019).

According to Toffler in (2015). That the rapid development that occurs in technology is a revolution that takes place in three waves. Where the three waves begin with the emergence of technology in agriculture, the second wave of the emergence of industrial technology and the third wave of the emergence of information technology that encourages the growth of communication. These three developments have succeed in mastering and influencing life humans in the world. If the technology stutters it will be left behind to get the opportunity to advance. Information and telecommunications have played a very important and real role, especially now that society is moving towards a knowledge society.

The internet is a communication system capable of connecting computer networks around the world. With the internet, a computer will be able to connect with other computers wherever it comes from as long as it has internet facilities. In addition, the internet also provides various facilities that make it easier for users to acces various desired information. The internet provides convenience in exchanging information such as exchanging files, chatting by sending email (electronic mail) or directly with IRC (Internet Relay Chat) (Ramadhan, 2005).

The process of modernization has almost penetrated in all areas of life. And as a product of modernity, globalization has offered various conveniences for humans. Among them are advances in information and communication technology. Economic and cultural globalization has an effect on the creation of a homogeneous culture that leads to the uniformity of tastes, consumption,

lifestyles, values, identities and individual interests. The year of 2022 is the Modern Age, an era that is strongly influenced by various kinds of very rapid changes both in humans and the environment. In modern times, society has experienced many developments in their lives. Along with the development of an increasingly sophisticated era, resulting in progress, one of which is the increasingly advanced development of technology. The existence of technological advances is supported by the absence of space and travel time barriers as well as the many discoveries and uses of various technological tools that can support needs. One of the application features that is quite in demand and used during this Pandemic is the Online Store or Online Shop, which is where people can carry out buying and selling activities without having to meet each other and only using Smartphones as a tool to carry out buying and selling until transactions for both parties can be carried out. by online. So that it can reduce physical contact between the seller and the buyer. Consumers can see goods in the form of images or photos or even videos. Online Shop can be said as a place to sell most of its activities take place online on the internet. Online Shop provides various conveniences for its consumers. Online shop is a means or shop to offer goods and services via the internet so that Online Shop visitors can see the goods in the online shop (Loekamto, 2012).

One of the most popular Online Shop in Indonesia is “Shopee”. “Shopee” is a commercial electronic site headquartered in Singapore owned by Sea Limited. “Shopee” was first launched in Singapore in 2015, and has since

expanded its reach to Malaysia, Thailand, Taiwan, Indonesia, Vietnam and the Philippines (Hermawan, 2019).

“Shopee” introduces it self as the first mobile marketplace application for the consumer to consumer (C2C) business model. By carrying out the social concept, “Shopee” is expected to be able to give an impression that is not only focused on buying and selling issues, but also can interact directly through the instant message sharing feature for its users. “Shopee” offers a wide range of products, an integrated delivery system, security in every sale and purchase, and ease of payment (Jeko, 2015).

“Shopee” became the top online shopping platform in Indonesia in the first half of 2021, from January to the middle of the year, seen from the total number of app downloads and the total monthly active users based on the research results of research company on mobile application App Annie. “Shopee” is among the leaders in terms of the number of website visitors. “Shopee” has with 126.99 million web visitors per month ([www.Kompas.com](http://www.Kompas.com)).

“Shopee” is in first place in terms of the total number of app downloads and total monthly active users, where other e-commerce sites score below. The high number of application visits on Shopee can be seen from the results of various campaigns to discounts to increase sales. In Indonesia alone, the number of orders for MSME (Master Of Science in Mechanical Engineering) products during “Shopee” Super Shopping Day 10.10 increased by 6 times compared to normal days. Globally, this activity was able to record a record purchase of 1.8 million in 1 minute. Compiled from Hootsuite and We Are Social, Indonesian

people spend an average of 1/3 of day or the equivalent of 8 hours doing activities using the Internet through various devices (Orenzi, 2019).

**Table 1.1. Popularity of Online Shop.**

	Situs Web (Juta visitor per bulan di Indonesia)	Aplikasi (Juta Visitor per bulan di Indonesia)	Total (Juta Visitor per bulan di Indonesia)
Shopee	126.99	834.52	961.51
Tokopedia	147.79	244.34	382.13
Lazada	27.67	349.37	377.04
Bukalapak	29.46	49.72	79.18
Blibli	18.44	10.33	28.77

Sumber :

Perhitungan Kunjungan Melalui Situs Web: iPrice

Perhitungan Kunjungan Melalui Aplikasi: SimilarWeb

In addition, based on SimilarWeb for App Performance data on e-commerce applications in Indonesia, "Shopee" has the number of Daily Active Users (DAU) or daily active visitors that exceeds Tokopedia. During December 2021, the number of daily active visitors for the "Shopee" application reached 33,27 milion, while the Tokopedia application stood at 8,82 million. The result of the Ipsos survey revealed that almost all users (98%) more often acces e-commerce through applications downloaded on their smartphones or tablet. While acces through the website either on a laptop or PC or smartphone is only a small part about 10% ([www.indobalnews.com](http://www.indobalnews.com)).

Looking at the data, although Tokopedia has data on the number of web visitors which is slightly higher than "Shopee", "Shopee" is far ahead in the

number of daily active visitors to the application, where most Indonesians shop online through applications. This result is in line with the Map of E-commerce in Indonesia report published by iPrice in the third quarter of 2021, that in the Apple App Store, ‘‘Shopee’’ ranks first, followed by Tokopedia which sits in second place. Similar results were also found in the Google Play Store application rankings, where ‘‘Shopee’’ was still in place, while Tokopedia was in third. In addition, based on data from App Annie, throughout 2021, ‘‘Shopee’’ was listed as the number 1 online shopping platform in Indonesia with the highest total number of downloads, either on the Google Play Store or Apple App Store. Based on the data above, it can be concluded that ‘‘Shopee’’ outperformed the e-commerce competition in Indonesia for the Q4 2021 period. And, we will continue to see this e-commerce competition stretch, both through the services and promotions offered (Jagaddhita, 2022).

The development of information technology also has an impact on the development of the advertising industry. The presence of the internet is used by the advertising industry to diversify media in the form of digital advertising. The development of the internet also allows the creation of interactive advertising which is a form of non-personal communication. Understanding the definition and scope of advertising itself in the context of the creative economy is very important in formulating an advertising development plan for the next five years. Advertising aims as a means of indirect communication through certain media. In this modern era, advertisements are very widely found in various electronic and non-electronic media. One of them is in the Shopee Online Shop. In general, it

can be interpreted as activities related to buying, selling, marketing of goods or services, by utilizing electronic systems such as the Internet or computer networks. In simple terms, advertising is defined as a message that offers a product that is intended by a community through a medium (Kasali, 1992).

Advertising is generally a discourse to attract the interest of the general public. In the appearance of an ad has undergone a change. Advertising changes in recent times are more focused on the approach to products, product symbols, personal, and market segments. Today's advertising is increasingly diverse, this can be seen in advertising expressions and forms of advertising. Advertising also plays a role as a tool to move the economy in the industrial world. Advertising can shift people's lifestyle and dependence on an advertised product. However, the public has a little difficulty digesting the contextual slogans in advertisements due to the language and structure of the advertisements. Advertising is the process of creating and delivering messages that are paid for and delivered through media facilities that aim to persuade consumers to take action to buy/change their behaviour (Baratas, 2015).

“Shopee's” advertising discourse is created to attract consumers to use the services or buy goods contained on the site. “Shopee” advertising discourse advertises something different by highlighting the effectiveness and creativity of advertising concepts that are different from others. Advertisements on Shopee are able to attract consumers to buy the products presented. The attractiveness of Shopee advertising cannot be separated from advertising creativity. In addition, advertising creativity becomes an advertising message to communicate novelty

(Adi, 2016). "Shopee" advertising creativity is seen from the structural characteristics in "Shopee".

Ad presentation needs to pay attention to interesting content. The advertisements contained in the "Shopee" homepage are able to meet the needs of the wider community today through the persuasive messages contained. In addition, the choice of words and sentences used on the Shopee homepage contains a lot of persuasive elements so that advertisements put forward by producers can influence consumer interest. The advertising language put forward is usually inviting, influencing and convincing the readers of the superiority of the product, so that the reader feels curious and interested in using the product or service. Advertising analysis has become an interesting study for academics and practitioners so as to be able to provide various perspectives on the structure and language of advertising. Advertising is a form of non personal communication that conveys paid information according to the wishes of certain institutions/sponsors through media which aims to influence persuading audiences to buy a product or service. Advertising as any form of message about a product that is delivered through an advertisement, is financed by a known initiator, and is intended for part or all of the community (Association of Indonesian Advertising Companies, 2008).

Based on this background, the research analyze Online Shop Shopee advertisement using Teun A. Van Dijk Theory at the level of three aspects, namely superstructure, micro structure, and macro structure (van Dijk, 2015). It

aims to decipher the meaning or exploit the composition of the discourse contained in the advertisement.

Macro structure is a structure that contains the main idea of a text. In the macro structure there is a topic or text theme. These elements serve to provide an overview of a text. Discourse analysis can be used as a theory and approach in analyzing literary works. This can happen because discourse analysis is an disciplinary theory and approach. Therefore, discourse analysis of fashion; Van Dijk was chosen as the basis for this study (van Dijk, 1985).

As already stated, the structure of discourse does not only consist of a macro structure, but also has a superstructure and a microstructure level. A superstructure is a text outline or a text schema. Each text has its own framework or presentation scheme. The presentation of the framework is based on the needs of the text creator as the sender of the message (van Dijk 1997).

Micro structure is the structure contained in the text. Microstructure analysis is the analysis of the lingual unit of the text (van Dijk, 1993). In microstructure analysis, the researcher focuses on the analysis of the smallest part of a text or structural component of discourse that can be observed.

The macro structure is the level of meaning of the discourse as a whole. This element serves to provide an overview of a text. In a text, topics can be in the form of phrases or sentences that are the core of the discussion. Based on this understanding, the analysis in this subsection is centered on the core sentences contained in the ‘‘Shopee’’ video advertising that published (youtube, 01-03-

2022) in youtube.com. Macro structure is the level of meaning of the discourse as a whole (Teun A van Dijk, 1997).

### **1.2. Problem of the Study**

1. What is the macro structure of ‘‘Shopee’’ video advertising in youtube.com?
2. What is the super structure of ‘‘Shopee’’ video advertising in youtube.com?
3. What is the micro structure of ‘‘Shopee’’ video advertising in youtube.com?

### **1.3. Objective of the Study**

1. To describe the macro structure of ‘‘Shopee’’ video advertising in youtube.com.
2. To describe the super structure of ‘‘Shopee’’ advertising in youtube.com.
3. To describe the micro structure of ‘‘Shopee’’ advertising in youtube.com.

### **1.4. Scope and Limitation of the Study**

The scope of this research includes cultural studies and the use of van Dijk theory as an approach with the object of research being ‘‘Shopee video advertising in youtube.com

The limitation of this research is that it represents discourse analysis in the ‘‘Shopee’’ video advertising in youtube.com that refers to consumer in modern times in Indonesia.

## **1.5. Significance of the Study**

### **1.5.1. Theoretical**

Theoretically, this study can be use in order that student’s in faculty of department language to added knowledge of research ‘‘Shopee’’ advertisement than ca be better make a good brand. And also and as the development of knowledge in the field of language.

### **1.5.2. Practical**

Practically, The results of this study can be useful for readers to better understand the meaning of the advertisement. From the Department of Letters and Philosophy and so that readers understand the meaning of understanding the "Shopee" advertisement as a discourse material.

## **1.6. Definition of Key Terms**

Based on the focus and formulation of the research problem, the descriptions of the definitions of terms in this study are as follows.

- A. Shopee :** a Singaporean multional tecnology company which focuses mainly on e-commerce.
- B. Video :** a type of literary work that uses visual communication with moving images and sound, which contains a story.

**C. Video advertising** : a short and informative video that promotes a product and is played before, during, or after the main video.