

CHAPTER IV
ANALYSIS AND FINDINGS

4.1. Analysis of Discourse Structure of Shopee Video Advertising in Youtube.com

This section is divided into three subsections of analysis which include: 1) macro structure analysis, 2) superstructure analysis, and 3) micro structure analysis. The analysis was carried out on the data obtained from the transcript of the shopee advertisement video on youtube.com.



4.1.1 Analysis Macro Structure


Macro structure is an implicit structure of discourse. In this structure, there is the overall meaning of the dimensions of the discourse text. The macro structure consists of elements of the theme or topic or core idea of a discourse. In van Dijk's Critical Discourse Analysis theory, structure is understood as an element that functions as a giver of a comprehensive picture of a text (Andayani et al., 2021; Darma, 2009; Dijk, 1989, 1993, 2008; Tjahyadi et al., 2022). Therefore, efforts to understand a text must start from an effort to understand the theme or macro structure of the discourse.

In van Dijk's Critical Discourse Analysis theory, efforts to uncover the theme of discourse can be done through an analysis of the sub themes contained in the text dimension. These sub themes are contained in the key sentences of each paragraph of the text. The following table is the data table for the "Shopee" Video Advertising

macro structure :

Table 4.1. Data Macro Struktur Shopee Video Advertising in Youtube.com

Macro Structure Discourse Elements		Discourse Quote	
Theme		Sub Theme	
The important thing that a shopee advertising	1.	Explain the theme of the shopee that "shopee" open discount	<p>"Don't worry there is consumer shopping". The one of men the name of nassar that promotion of the discount in shopee advertising. Picture 4.1 Nassar tell about the promo</p>  <p>(Scene : 00 : 05 – 00 : 07).</p>
	2.	Invitation shopping consumers to for	<p>A nassar that in the middle one of beside a two woman. That one young woman, than the beside a old woman than together to make happiness consumer. A promo 3.15 consumer shopping days valid from 5 – 18 March 2022. Nassar said that "Biggest promo from "Shopee".</p>  <p>Picture 4.2. Three people and</p>

<p>Introduce about the promotion of ‘Shopee’</p>	<p>3.</p>	<p>Show the discount in mess media than the 5 -18 March can get the discount</p>	<p>nassar convince consumers there is a shopping discount (Scene : 00 : 08 – 00 : 10).</p> <p>‘‘Consumer shopping day at shopee’’. One of woman wear sit down in the middle and look at hand phone flanked by two men on left and right, with a flag bearing the ‘‘Shopee’’ flag.</p>  <p>(Scene : 00 : 13 – 00 : 15). (Picture 4.3. a woman sitting with a free shipping promo in front of her).</p>
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Based on the table above, it appears that in general ‘‘shopee’’ advertising on youtube.com is themed ‘‘the important thing that a shopee advertising’’. In the advertisement, the theme ‘‘the important thing that a ‘‘shopee’’ advertising is translated into three interrelated sub themes. The relationship between these sub themes forms the integrity of the theme ‘‘the important thing that a ‘‘shopee’’ advertising. Sentence ‘‘*don’t worry there is konsumen shopping*’’ (Jangan khawatir, ada hari belanja konsumen) is a sentence that aims to convey a message about a big discount for consumers.

This is as seen in the second and third sub themes. In supporting the theme ‘‘the important thing that a ‘‘shopee’’ advertising articulates the similarity of advertising as a second sub theme. This is intended so that consumers, as

discourse partners or recipients of discourse, sympathize with advertisements of ‘‘Shopee’’.

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In van Dijk theory of Critical Discourse Analysis, efforts to uncover the theme of discourse can be done through an analysis of the sub themes contained in the dimensions of the text. These sub themes are contained in the key sentence of each paragraph of the text. The following is a table of data on the macro structure above of ‘‘Shopee’’ advertising in youtube.com.

In addition to the first and second sub themes, efforts to support the advertising the, also described in the third sub theme. In the sub theme, Nassar explicitly suggested that ‘‘shopee’’ be the winner having the highest ranking in the konsumen. This is as shown in the statement below ;

‘‘Consumer shopping day at ‘‘Shopee’’
 ‘‘Biggest promo from ‘‘Shopee’’
 (Hari belanja konsumen di ‘‘Shopee’’)
 (Promo terbesar dari ‘‘Shopee’’)

Based on the quote above, it appears that there are three sub themes in shopee advertising in youtube.com. the three sub themes contain a complete description and explanation of the contents of the advertising theme. Therefore, the three sub themes serve as supporting the main theme of Nassar’s advertisement.

Table 4.2. Data Super Struktur Shopee Video Advertising in Youtube.com

Super Structure Discourse Elements		Discourse Quote
No.	Scheme	
1.	Opening (Scene : 00 : 00 – 00 : 04)	Greeting A short hair girl wearing a gray shirt with an orange pillow on the shopee colour symbol, said “I want a big promotion”, then a short hair man wearing a blue shirt and said “big discount”, the last one a middle age mother wearing an orange negligee signifying the colour of the shopee symbol while cutting cucumbers in the kitchen says “ free shipping”.
2.	Contents (Scene : 00 : 14 – 00 : 19)	Cronological statement of fact. “consumer shopping day at shopee, big promo, free shipping at shopee”.
3.	Closing (Scene : 00 : 27 – 00 : 30)	Exclamation “buy everything at shopee consumer shopping day”

Superstructure can be understood as a schema contained in a text. In order for the intentions conveyed to be well received by discourse partners, actors from certain schemes that are considered effective in distributing discourse. Superstructure analysis of a discourse is a discourse is an analysis that tends to identify the structures that make up the discourse. Discourse is basically a discussion of the relationship between the contexts contained in the texts. The

theory used as the theoretical basis in analyzing ‘‘Shopee’’ advertising in youtube.com is the theory of discourse structure model van dijk. In the field of linguistics studies, discourse is understood as the most complete language unit that has the highest or largest position in the grammatical hierarchy. The third structure contained in the dimensions of the discourse text is the micro structure. The structure is composed of elements that have a function to build the local meaning of a discourse. Semantics, Syntax, stylistics, and rhetoric are elements that build the micro structure of discourse. This ‘‘shopee’’ advertising consists of four ad forming structures as proposed by Leech. The four structures are *headline*, *illustration*, *body copy* and *signature line*. In this advertisement, the advertised ‘‘shopee’’ product icon also acts as a background. So, apart from being a signature line, the ‘‘shopee’’ product icon in this advertising also acts a background.

Table 4.3. Data Micro Struktur Shopee Video Advertising in Youtube.com

Micro Structure Discourse Elements		Discourse Quote
Semantic	Local Meaning : Shopee presence as a quick shopping shopee’s presence as a means shop.	(Scene : 00 : 27 – 00 : 30) ‘‘Buy everything on Shopee today’’ (Beli semuanya di ‘‘Shopee’’ hari ini) (Scene : 00 : 07 – 00 : 10) ‘‘Don’t worry about consumer shopping’’ (Jangan khawatir, ada belanja konsumen) ‘‘The biggest promo from

Syntaxis	Active sentence	<p>shopee'' (Ada promo besar dari ''Shopee'')</p> <p>''Consumer shopping day at shopee'' (Hari belanja konsumen dari ''Shopee'')</p> <p>(Schene : 00 :11 – 00 : 14)</p> <p>''Consumer shopping day at shopee'' (Hari belanja konsumen dari ''Shopee'')</p> <p>(Schene : 00 : 15 – 00 : 20)</p> <p>''Biggest promo free shipping, consumer shopping day at shopee'' (Promo terbesar, gratis ongkir, hari belanja konsumen hanya di ''Shopee'')</p> <p>(Schene : 00 : 21 – 00 : 27)</p>
Stylistic	Language style	<p>''Wan't big promotion'' (Pengen Promo besar) (Schene : 00 : 01 – 00 : 02)</p> <p>''Big discount'' (Diskon gede) (Schene : 00 : 03 – 00 : 05)</p> <p>''Free shopping'' (Gratis ongkir) (Schene : 00 : 05 – 00 : 07)</p>
Retoris	Metafora ; Hiperbola	<p>''Consumer shopping day at shopee pee pee pee'' (Hari belanja konsumen di ''Shopee pee pee pee'')</p> <p>(Schene : 00 : 18 – 00 : 19)</p> <p>''Shopee, shopee, shopee'' (Schene : 00 : 21 – 00 : 25)</p>
		<p>''Want big promotion'' (Pengen promo besar) (Schene : 00 : 01 – 00 : 02)</p>

Analysis at the micro structure level is an analysis on the intrinsic of the text. In this text section, the analysis focuses on the language elements contained in podcasts. Here is the micro structure of Shopee Video Advertising in Youtube.com Channel

Micro structure is an analysis of a text based on the elements intrinsic. These intrinsic elements include semantic elements :

- a. Which in this case are categorized as local meanings, namely the meanings that arise from words, clauses, sentences, and paragraphs, as well as the relationships between them, such as relationships between words, relationships between clauses, between sentences, and between paragraphs, which build one unified meaning in one unified text
- b. The syntactic element is one of the elements that helps the text maker to manipulate the situation by emphasizing thematically on the sentence structure. The manipulation can be in the form of choosing the use of words, pronouns, preposition, and conjunctions, as well as choosing sentence forms such as passive or active sentences.
- c. Stylistic elements are elements of style or variety of the appearance of a text using language as a medium. A text can choose a variety of displays such as poetry, drama, or narration. Related to the style of language, a text can display style through diction/word choice, choice of sentence, figure of speech, dimensions, or other linguistic characteristics, and

- d. Rhetorical elements are elements of the style of emphasis on a topic in a text. This emphasis style is closely related to how the message of a text will be conveyed, which includes hyperbole, repetition, alliteration or other styles.

Micro structure analysis is a textual analysis of the structure of discourse. this textual analysis includes the analysis of verbal elements and non verbal elements ;

4.2. Analysis Unsur Verbal

In this shopee advertisement, verbal elements are found in the body copy and signature line. the verbal element itself in video advertisements is a word that is spoken from sound and writing. Verbal elements are divided into two, namely verbal words and written verbal.

4.2.1. Verbal words / Lisan

The ‘‘Shopee’’ advertisement entitled "Customer Shopping Day at Shopee" was formed by a verbal message consisting of 6 sentences spoken by 4 people. The first, second, and third speakers only say one sentence. Meanwhile, Nassar, said your 3 speeches which were accompanied by singing. More clearly, the verbal verbal message:

Penutur 1 : ‘‘Pengen promo besar !’’ ("Want a big promo!")

Penutur 2 : ‘‘Diskon Gede !’’ (‘‘Big Discount!’’)

Penutur 3 : ‘‘Gratis Ongkir !’’ ("Free Shipping!")

Nassar : “Jangan Khawatir ada hari belanja Konsumen. Promo terbesar dari Shopee.” (“Don't worry there is a consumer shopping day. The biggest promo from Shopee.”)

Nyanyi bersama : “Hari belanja konsumen di Shopee pe pe pe. yuk hari belanja konsumen di Shopee pe pe pe. Promo terbesar gratis ongkir. Hari belanja konsumen di Shopee pe pe pe.” (“Consumer shopping day at Shopee pe pe pe. Come on, consumer shopping day at Shopee pe pe pe. The biggest promotion is free shipping. Consumer shopping day at Shopee pe pe pe.”)

Nassar : “Beli semua di Shopee. Hari belanja Konsumen.” (“Buy everything at Shopee. Consumer shopping day.”)

In the “Shopee” advertising, “Consumer Shopping Day at Shopee” uses a song to add clarity to the verbal message. In the ad, the first speaker features a sluggish and uninspired woman sitting down saying “Want a big promo!”. The second speaker shows a man who is lethargic while playing with his cellphone, and says "Big Discount!", then a third speaker appears, a woman who is cooking by saying "Free Shipping!". In their words the three of them seemed to really want simple and cheap shopping. Then Nassar pops up saying “Don't worry there is a Consumer Shopping Day. The biggest promo from Shopee”, which has the meaning of notifying them that there is a very interesting promotion. Then proceed to sing along. “Consumer shopping day at Shopee pe pe pe. Come on, consumer shopping day at Shopee pe pe pe. The biggest promotion is free shipping. Consumer shopping day at Shopee pe pe pe.”, hinting to invite

customers to shop at Shopee. And the last sentence that reads, "Buy everything at Shopee Consumer shopping day." . the sentence, clarifies the purpose of the ad to invite customers to shop at ‘Shopee’ on Consumer Shopping Day, where there are various promos, discounts, and free shipping.

4.2.2. Written Verbal

Besides being formed by verbal messages, ‘Shopee’ advertisements, "Consumer Shopping Day at Shopee". Also formed by verbal elements of writing. In contrast to verbal messages in the form of long sentences, written verbal messages are in the form of text. The verbal element of writing in the ‘Shopee’ advertisement, “Consumer Shopping Day at Shopee” consists of 5 sentences, as follows:

1. 3.15 days of consumer shopping
2. 5-18 Mar
3. Spaylater Free shipping Rp0
4. 30% shop voucher 15% discount voucher
5. Cheap, extra 10RB discount

The verbal element of writing at number 1, is the title of the ad contained in the Shopee ad. In number 2, it is a description of the time that occurs in 14 days, starting from March 5-18. In number 3, it is a notification that if you use the Spaylater balance limit, you can get free shipping for Rp.0 purchases. Or it can be mentioned if you only use Spaylater which gets Free Shipping. Number 4 is an attraction for customers, namely by giving a 30% store shopping voucher and a

15% discount voucher. So that it can attract customers to shop at ‘‘Shopee’’. In number 5, ‘‘Shopee’’ again convinces customers to shop at Shopee by giving a discount of 10 RB for every purchase. So this is also the main attraction for loyal ‘‘Shopee’’ customers.

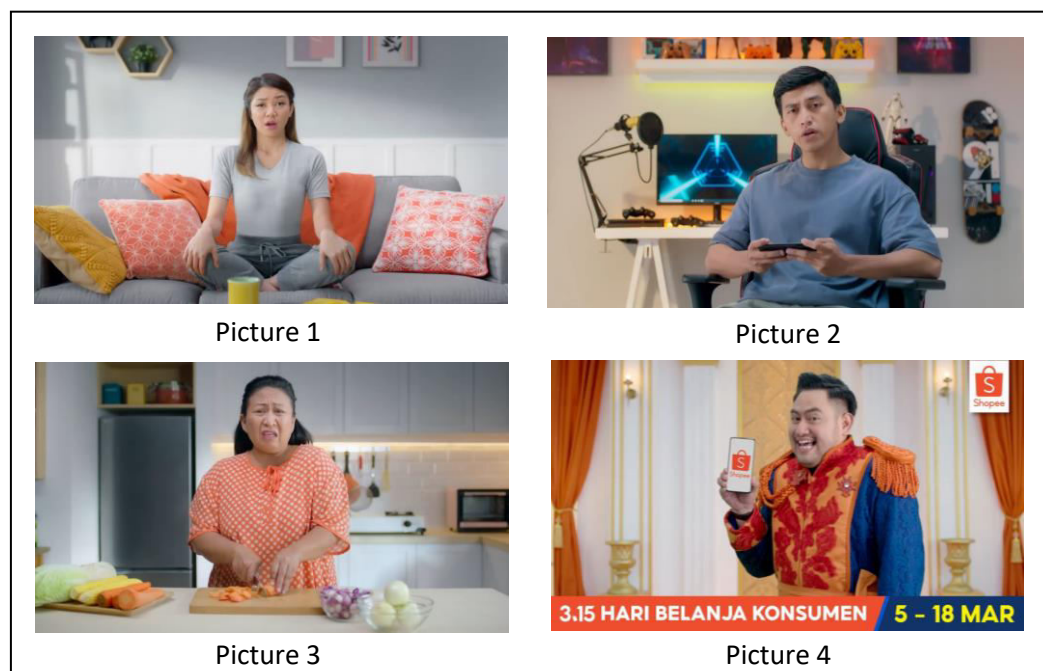
The signature line of this advertisement is in the form of a product slogan, namely ‘‘3.15 consumer shopping days’’. While the body body copy there is an explanation of the advertised product. Gramatically, the verbal elements in the body copy have undergone a processes are found in the first, second and third paragraphs.

While the product slogan which reads ‘‘3.15 consumer shopping days’’ is a form of abstraction of the benefits that can be obtained when using shopee products as explained in the body copy analysis above.

At this stage of macro structure analysis, the analysis is divided into three part, namely meaning meaning analysis and advertising message analysis. The analysis was carried out through a contextual approach supported by the previous microstructure analysis.

4.3. Analysis Unsur non Verbal

The non verbal element itself is a visual image which makes it easy for viewers to understand the ad. In the ‘‘Shopee’’ advertisement, this ‘‘consumer shopping day at ‘‘Shopee’’ has various very interesting visual images, and will be explained as follows:



Picture 4.4 first scene in shopee ad

Pictures 1, 2, and 3 show the speakers who look less enthusiastic and want to shop. The visual above is shown for customers who are in a condition who want to shop but are looking for cheap ones. So that it can be used as a reality in today's society. While in picture no 4, Nassar appears with a happy face and holding a cellphone as if inviting the three of them not to be lethargic anymore and offering an online application that can treat the three of them's current situation.



Picture 4.5 Second scene in shopee ad

Pictures 5, 6, and 7 show that the natter is approaching the three people who are sluggish as pictured earlier. With a cellphone with an image of the Shopee logo held by Nassar, Nassar seemed to invite the three of them to open their respective cellphones. And it also intends to invite the audience to immediately take their cellphones and open the Shopee application. It's as if Nassar's message here is only with their cellphones, they can get what they want. And in picture 8, it looks like Nassar and the three people gathered together as if Nassar was entertaining the three of them. And the words 3 15 Days of Consumer Shopping appeared that supported the video. Which is where Nassar conveys the message that there is a shopping day for consumers on the 15th of the 3rd month to the viewers who are watching the ad, and followed by the presence of the three of them as if to invite viewers to roll up and invite friends to shop at Shopee.



Picture 9

Picture

Picture

Picture

Pic Picture 4.6 Third scene in shopee ad e 9
 Picture 9 Picture 9

In pictures 9, 10, and 11 the three of them turned into princesses, kings, and queens after meeting Nassar. As if with only Shopee they can change their fate. In picture 9 there is a young woman who turns into a princess accompanied by two bodyguards holding a shopee logo and the words "Free Shipping Paylater Rp0" appear, which has a message for viewers to shop at Shopee because there is free shipping for Shopee pay later users. In picture 10 there is a young man who turns into a king accompanied by two beautiful ladies-in-waiting by showing a hand with a picture of his Shopee basket logo, as well as the words "30% store voucher + 15% discount voucher", which has a message for viewers to shop at Shopee because there are vouchers that can be used when shopping at Shopee. And in picture 11 you can see a mother who was in the kitchen, became a queen accompanied by iron soldiers, and the words "Cheap lebay Extra Discount 10RB",

which has a message to viewers besides free shipping and shopping vouchers, there is an extra 10k discount for who shop at Shopee. And picture 12 shows the three of them back with Nassar holding a cellphone with the Shopee logo on it. And it has meaning for viewers to immediately shop at Shopee because there are "3 15 Days of consumer shopping".



Picture 4.7 Last scene in shopee ad

And at the end of the Shopee ad video, Nassar appears again with various writings that seem to have meaning to remind viewers to immediately open the Shopee application and shop at Shopee with the promotions offered. And accompanied by the date the promotion started and ended.

And it can be concluded that the advertisement uses a lot of verbal and non-verbal elements, as described above. Therefore, this advertisement can be very understandable by the audience and attracts the audience to be interested in shopping at Shopee, especially the promotions that are served are very helpful for the audience in finding a marketplace that has promotions according to the needs they are looking for. In addition, the advertisement served by Shopee is fairly easy to understand because of the songs that Shopee makes to remind the audience and their loyal customers.

And it can be concluded, if the advertisement entitled Consumer Shopping Day 3.15 uses written, verbal and nonverbal words that are useful to support the advertisement. And this ad is also very attractively packed with actors and actresses. With a blend of visual colors that are able to make the audience interested in watching it and the words used are also Indonesian which is commonly used everyday with a little English that the audience can understand. As well as the appearance of guest stars in the form of dangdut artists who appear with their respective characteristics so that many attract the audience to watch them, the songs that are sung are also easy to sing and pleasant to listen to, so they will always be remembered by the public.

And most importantly, the duration shown is also not too long so that the message and objectives conveyed are clear to the point and easy to understand, and no less important is the delivery of promotions that can make the audience curious and immediately want to shop. Therefore, this ad is able to make viewers who watch it, especially viewers who love online shopping, interested in seeing it. In addition, this ad can also be understood by a wide audience so that it can attract many fans to buy it.

In terms of visual packaging and appearance using the orange color which is the hallmark of the advertisement. and the public is very familiar with the orange color which is the hallmark of Shopee. but in the ad, Shopee dared to use blue and gold in collaboration with orange so that the ad looks more colorful but still doesn't lose the orange color as its trademark. Shopee also dares to package advertisements that show the moods of various people depicted in the actors and

actresses who play them. so it can convey the message to people who are experiencing mood swings as advertised.