

# REPRESENTATION OF INDONESIAN NETIZEN BEHAVIOR IN GOPAY ADVERTISING “SI JULID NETTY ZEN”

**Aileena Solicitor Costa Rica El Chidtian, Navisatul Izzah**

Visual Communication Design, Faculty of Architecture and Design, Universitas  
Pembangunan Nasional Veteran Jatim, Surabaya  
e-mail: aileena.dkv@upnjatim.ac.id

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## **Abstract**

Advertising is one of the best-known media to introduce a product due to its broad reach. Advertising aims to attract people's attention and encourage people to use the product. Therefore, good advertising often makes a product become prevalent in society. Gopay chose YouTube as a means of conveying its message through video advertising. This study focuses on the representation of netizens' behavior in Indonesia in the Gopay ad version of Si Julid Netty Zen which has been watched more than 6 million times from the beginning of the ad airing until the end of March 2022. This study uses a qualitative descriptive approach with a semiotic analysis of Roland Barthes. The object of research that will be studied and analyzed is the Gopay youtube ad version of Si Julid Netty Zen. The data analysis used in this study consisted of three related sub-processes, namely data reduction, data presentation, and conclusion drawing. Based on the analysis, it was found that the representation of Indonesian netizens has a pattern of negative behavior and positive behavior. Negative behavior can be seen in playing social media which tends to overreact to news, while positive behavior can be seen from positive vibes in creating a peaceful atmosphere around them

**Keywords:** Gopay ads, Netizens, Audio visual, Behavior

## **1. INTRODUCTION**

Advertising is a mass communication medium that is favored by companies in promoting their products and services. In business competition, companies are competing to be innovative and creative in promoting their products and services in order to achieve the desired goals. With attractive advertisements and clear information, it can persuade consumers to buy and use the advertised product [1]. Good advertising can also improve brand image that leads consumers to memorize the product.

GoPay chooses YouTube as a means of conveying its message through video advertising. Video advertising on YouTube and TV advertising is audio-visual in nature so it has many similarities with video components, namely settings, talent, lighting, graphics, colors, symbols and other components [2]. One of the GoPay advertisements that received the most response from the audience was the Gopay ad version of Si Julid Netty Zen which had been watched more than 6 million times from the beginning of the ad being aired until the end of March 2022.

GoPay is electronic money that can be used to make financial transactions such as paying online taxibike, paying bills for online food delivery, buying cinema tickets, buying pre-paid plans and other conveniences through the GoJek application [1]. Therefore, GoPay realizes the importance of the role of advertising to build a brand image in the eyes of the public, which is of course so that GoPay becomes the community's first choice in conducting various transactions using electronic money. Si Julid Netty Zen's GoPay advertisement indirectly advertises two products at once, namely GoPay and GoJek, which in the advertisement uses a slide of life approach that is close to people's daily lives. The story line in the GoPay advertisement presents a sign that is represented as a social reality. It is this unity of sign that forms the background of an advertising message that researchers examine and use as material

in research, so that it can be understood properly. The advertisements used in this study are video advertisements that have audio and visual formats which are a reference for a sign.

Advertising is an activity that uses a media to inform and invite consumers to do something. As a consumer, advertising can be meaningful as information or can even be considered as a form of entertainment. Ads that contain entertainment can certainly attract the attention of the audience even more. Advertising is also a form of product and service information from producers to consumers as well as delivery of messages from sponsors through a media. This is because advertising is an advanced communication process that brings audiences to the most important information they really need to know. From this statement we can see that the packaging of messages in advertisements includes all the most core information in a product [3]. In addition, advertising also has a close relationship with visual culture. Visual culture can be interpreted as a culture that is formed from visual elements and is a blend of concept culture (values) with material culture (objects) that can be captured by the sense of sight and understood and improve the quality of human life. [4]. In an advertisement, message is not the only the criterion of a successful advertisement. Human senses and understanding and cultural background are things that can affect a person's perspective in understanding an advertisement. Not only influencing the audience to make a purchase, advertising can also change a person's mindset in viewing a culture.

In this Gopay advertisement, there are several myths that can be dissected through Roland Barthes' semiotic theory. Barthes through his theory can dissect the image of a visual such as an advertisement so that researchers get a deep understanding of what is being studied. Not only understanding the ad, Barthes can provide meaning so that new meanings appear in a visual product. In this advertisement, the understanding in question is a representation of the behavior of netizens. Netizens according to Michael Hauben, quoted from [5], Netizens are not always internet users, but netizen is a word to describe anyone who is involved in the internet who helps the public by uniting with the internet as a supporter to preserve and maintain the continuity of the internet. In general, netizens are said to be internet users, but netizens themselves cannot be called internet users because they do not support the public and do not participate in controlling and preserving the internet itself, therefore the more specific meaning of netizens according to Hauben means that, netizens are a reflection of individuals who become residents of a virtual world that is virtually not bound by rules, and individuals have access to communicate freely. The netizens referred to in this study are Indonesian people who are digital media users depicted in the Gopay ad "Si Julid Netty Zen".

In the theory of Barthes divides the level of significance into two levels. The first level is referred to as primary signification which consists of signifier, signified, and sign (denotation). Signifier is something that can be caught by the senses. Signified is a concept that appears when seeing a visual. Sign is a meaning that is formed from signs [6]. The object chosen in this research is the GoPay advertisement version of Si Julid Netty Zen which according to the researcher is interesting because the visualization depicts everyday life and this advertisement is related to symbols of netizens' lives which are full of moral messages.

## 2. METHOD

The research method used is qualitative. The data obtained is flexible, not in the form of numbers, but can be in the form of text, documents, images, photos, artifacts, or other objects found in the field during research [7]. In this research, the object of research is the Si Julid Netty Zen version of the GoPay advertisement which describes the life of the netizen community in their daily activities. The object of research focuses on displaying advertisements, so that researchers are directly involved in analyzing the contents of these advertisements. This is done because researchers use semiotic analysis methods which are required to observe and analyze directly the signs in the ad. Where the object observed is the GoPay advertisement

version of Si Julid Netty Zen, while the unit of analysis is a scene cut in the advertisement that represents the behavior of Indonesian netizens. In addition, this study will look at the visual aspects, technical aspects, and behavioral aspects of sign formation which are then analyzed using Roland Barthes's semiotic analysis method. Visual aspects include color, size, space, contrast, and shape. The technical aspect is the shooting angle. The behavioral aspect is a gesture that can form a visual sign to the audience. Gestures are divided into two types, namely primary and incidental [8].

### 3. FINDING AND DISCUSSION

Advertising is an activity that uses a media to inform and invite consumers to do something. As a consumer, advertising can be meaningful as information or can even be considered as a form of entertainment. Advertisements that contain entertainment can certainly attract the attention of the audience even more because of the audience. Advertising is one of the media that constructs social reality and becomes a public belief about existing values. Like the GoPay ad version of Si Julid Netty Zen which describes the lives of Indonesian netizens. In the manufacturing process, this advertisement was done by Gojek Creative Labs and Production House Think Tank Indonesia. Advertising with a slice of life approach, which is related to the daily life of Indonesian people, is used as a medium to understand and represent social conditions, especially the behavior of Indonesian netizens. By understanding the message and meaning in this advertisement, it can be seen what aspects are conveyed by the director regarding the representation of netizen behavior. The results of the study consist of verbal and nonverbal signs in the form of cut scenes from several scenes that represent the behavior of netizens as follows:

#### 3.1 The representation of netizens is always overreacting

According to Raissa Hadiman, M.Psi who is a psychologist, said that from a psychological point of view the factors that shape the character of Indonesian netizens in responding to viral news depend on each individual, but in psychology there is also a so-called personality mask where the characteristics are formed based on their own desires, roles and responsibilities. they differ according to the challenges faced, therefore the character of Indonesian netizens cannot actually be guessed or predicted, but in reality on the ground it can be seen that the characteristics of Indonesian netizens tend to be full power or it can be interpreted that they are totality in surfing social media, most of them become over and respond to the news with unexpected response [9]. In this ad, the behavioral representations of netizens always overreact because they always express their emotions rather than holding back. This representation is shown in the following cutscene: scene 1, scene 2 and scene 3.

The scene shows a netizen acting excessively. These actions put forward action in a situational manner without thinking about the long-term consequences of what they will get from the behavior they do. At the denotative level, the description of excessive behavior is clearly described through activities while playing on social media, with the text on the visual "@Nenengkemod She's beautiful if I see it when the lights are off and wear sunroof glasses". In addition, it is also clearly illustrated in real social activities (interaction relationships with other people) such as the scene of a Netty Zen quipping a lover who wears twin clothes and making bad comments to two different traders. The connotative reading of the picture is that the character of Netty Zen represents the moral standard of society in general so that it has the authority to judge the good or bad behavior of other people. However, this advertisement also shows the contradiction that the female figure has a behavioral character to overreact.

On the other hand, this ad also provides an overview of positive excessive behavior, they are scene 8, scene 9 and scene 11. Denotatively, the image is visualized through the scene of a Netty Zen doing a favor, such as a scene of an older brother treating his sister and friends with

fruit ice, then continuing to treat Jupri and his mother until the other good deeds he does are spread through social media. At the connotative level, Netty Zen's good behavior is carried out excessively.

### **3.2 The representation of netizens like provocations and are easily provoked by emotions**

Behavior is a form of various kinds of activities or human interactions with their environment which are represented in the form of insights, attitudes and actions. Behavior is an individual's response to actions that come from outside or from within a person's personality. Behavior is human behavior that has a very broad understanding including walking, talking, crying, laughing, working, studying, writing, reading, and so on. From this understanding, it can be seen that what is meant by human behavior is a variety of human activities that are directly controlled, or which cannot be controlled by others or oneself. [10]. At the denotation level in scene 1 and scene 2, it also shows a description of behavior that likes provocation and is easily provoked by emotions. In scenes 1 and 3 there is a scene of Netty Zen who vilifies someone through a post with a happy and satisfied facial expression, while in scene 2 it is shown with a scene of Netty Zen who is provoked to see a pair of lovers wearing twin clothes and immediately throws satire. In scene 2, it's not just that scene, but there are other scenes, such as being provoked by emotions with high prices, so Netty Zen makes satire. The connotative reading of the picture shows that the behavior pattern of netizens who often express opinions excessively and too freely can indirectly provoke, arouse anger or incite actions against others. Vice versa, netizens are easily provoked by emotions with news that has no clear source.

### **3.3 The Representation of netizen comments tend to be negative**

Scenes 1, 2 and 3 denotatively show the visuals of Netty Zen who commented negatively. It is also reinforced by visuals in scene 1 which shows an image of Netty Zen's ID card with a clear identity that shows Netty Zen's character, such as living in the area of 'Province Julid Berat, Cian deh district', the address is 'Komplek nyinyiran indah', kelurahan 'Sukagaduh', subdistrict ' always right' and so on indirectly refer to behavior patterns that like to comment. In connotative reading, it can be seen that there is a way of communicating that does not respect each other that occurs in the advertisement and indirectly erodes the values of politeness. Hate speech is not only found in everyday life, but also exists in cyberspace. Hate speech is an act of communication carried out by an individual or group in the form of insults, provocations, body shaming, and incitement aimed at a group of people or individuals. Hate speech conveyed by someone is based on bad prejudice against an identity of a person or group. Then the effect of negative commenting behavior is visualized in scene 5, which at the denotative level depicts a patient who can't speak because he always talks that doesn't match reality, as well as a visual image of Netty Zen who has a big thumb as a result of her actions in posting social media with something. which is not good. The connotative reading in scene 5 is the law of karma caused by human actions. The concept of karma has always been applied as a philosophy of practical action. According to this philosophy, karma is not only a spiritual law, but also a principle that demands good will. Individuals who believe in the law of karma will act to manage their thoughts and emotions well to be able to make ethical decisions [11]. In this ad the karma that occurs is a physical change in Netty Zen's thumb. Therefore, Netty Zen tried to return the shape of her thumb to its original size through her efforts. Individuals will try to maintain their morals and ethics in society when the individual has high faith in the law of karma [12].

### **3.4 The representation of netizens as mediators of negative and positive spread**

The scenes in scenes 1, 3, 9, 11 show that the behavior of netizens can be a mediator of the spread of negative and positive things such as in scenes 1 and 3 which show a netizen spreading negative news so that it can lead to incitement. to other people. However, in scenes 9 and 11 netizens can be mediators of spreading kindness which creates positive conditions such as in scene 9 a netizen does good by buying something for his sister so that the act is seen by some of his family. And in scene 11, a netizen spreads his good deeds through social media so that many people know about this action.

#### 4. CONCLUSIONS

After conducting a semiotic analysis, there are 11 scenes in the "Si Julid Netty Zen" version of the Gopay advertisement which aired on YouTube using the Roland Barthes analysis model, several conclusions can be drawn, including:

1. The results of the analysis in Gopay advertisements in several scenes according to the researcher refer to the behavior of always overreacting, among others, in scenes 1, 2, 3, 8, 9, 11, including being excessive in doing bad and good deeds. The effect of Netty Zen's bad behavior in scene 5 also contains the concept of karma, namely the law of cause and effect from the actions taken.
2. In Gopay advertisements, researchers found myths in connotative meanings that were shown repeatedly, namely (1) being excessive, (2) provoking and easily provoked by emotions, (3) tending to comment negatively, (4) and being a mediator. negative or positive spread.

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