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# Visual Persuasion on Bukalapak.com Online Video Advertisement.

*Case study Bukalapak Online Video Commercial gunakan tanganmu dan jadilah pahlawan pelapak version.*



## **Abstract**

Bukalapak.com is a rapidly developing startup marketplace company in Indonesia. To win the competition, Bukalapak uses branding strategy by video commercial advertisement on YouTube channel. On one of its commercial videos, use your finger and be a hero, shows a message that the role of the buyer as a central figure become a savior to all Indonesian traders at Bukalapak.com. In this video, there are many implicit and explicit visual signs to the audiences. Visual signs indirectly make persuasion for visual persuasion strategy on that advertisement.

**Keywords:** Bukalapak, advertisement, video, signs, visual persuasion

## **1. Overview**

Business marketplace development in Indonesia tends to be a positive prospective. Online trade gradually has changed the physical transaction trend. Ecommerce development in Indonesia is promising, based on Accenture, 77% internet users are looking for product information and shopping. In 2015, 7,4 million online shoppers in Indonesia has accrued to

8,7 million online shoppers. This growth has been supported by startup marketplace players in Indonesia, both local company and foreign companies.

One marketplace player in Indonesia that has a high-level of selling is Bukalapak. Bukalapak is on the top 5 ranking by

Alexa for online shopping traffic search in Indonesia.

To reach this top 5, branding strategy is very crucial to communicate its business value and benefit. Media send messages, mostly by informative and attractive visual languages. Bukalapak uses online media, YouTube, to spread their online video commercial. It chose YouTube rather than television because YouTube is more effective and more savings to deliver its advertisement.

One key role in the advertisement is persuasion. According to Ritonga (2005), delivery information is connected with how information sends to support persuasive message. Persuasion has three types of methods, like emotional message, rational message, and emotional – rational message. Bukalapak online video advertisement has a different approach and packaging with same competitors that come from the buyers' perspective by making buyers become heroes. This advertisement has been watched for 3 million views on YouTube. Hence, this paper will start from brand awareness phenomenon to persuasive message at the Bukalapak video that I would discover from advertisement style, like the sign, meaning, and message.

Based on previous explanation, this paper has some key issues, like:

1. How do sign and meaning emanate from the visual language in the Bukalapak online video advertisement?
2. How does the persuasion type at Bukalapak online advertisement version "be a merchant"?

This research has some purpose, such as:

1. To know the sign and meaning of visual message at Bukalapak video online advertisement.
2. To know delivery message method and persuasion approach at Bukalapak video online advertisement.

## 2. Theoretical reviews

### 2.1. Advertisement

Company that wants Companies that want to maintain the profit level, then they should carry out advertising activities adequately and continuously (Jeffkins, 1995). Advertising has not only been in terms of marketing, but further it can also talk about the brand of a product or service. Advertising messages are the most persuasive sales that are directed to prospective buyers with the most potential on a particular product or service. There are important elements in the definition, they are advertising creativity, power of persuasion and the use of media as possible. (Jeffkins, 1995). Shimp said, advertising is the executor of a variety of communication functions, while the function is: 1) Informing. Make consumers aware of those brands, educate them about the features and benefits as well as the creation of a positive brand image. 2) Persuading. Entice customers to try the product or service being advertised. Products or services offered are not only products of primary needs, but more often to the secondary needs. 3) Reminding. Keep the company's brand fresh in the minds of consumers and foster consumer interest on existing brands. 4) Adding Value. Adding value to influence consumer perceptions. 5) Assisting. Accompanying the process of marketing, and sales representatives (Shimp : 2001).

### 1.2. Visual Persuasion

Burgon & Huffiner (2002) have found that there are some approaches to make effective persuasive communication, like:

1. Evidence approach by revealing data or facts as argumentative evidence to make a strong persuasion impression.
2. Fear approach by using the frightening phenomenon for users to follow the message. For example, if there is incredible dengue fever, so the government uses fear approach to persuade people to prevent dengue fever.
3. Humorous approach by using humor or funny fantasy to make people easy to remember the message because it has positive emotional impact.

For example, advertisement uses comedian or humor that is closed to person's heart.

4. Diction approach by using chosen words that are memorable for the audience to make positive or negative emotion impact.

Ritonga (2005) argues that we see persuasive message design from three points, such as content, structure and format messages. Moreover, Ritonga explains format message has two types, like side delivery message and type of delivery information. Side delivery message is related to complete / incomplete side message to support persuasive message.

Side delivery message is divided to one side message and two side messages. Type of delivery information is related to how delivery information promoting persuasive message which has emotional, rational, and emotional – rational message.

Furthermore, Ritonga defines that emotional appeal gives emotional suppression by illustrating the beauty, grief, affection, love, sexual, and etc. When the rational appeal accentuates logic, rational, and factual terms. In this case, message features factual and logic event depiction.

### 1.3. Visual Semiotics

Visual semiotics is part of semiotics study that particularly put interest on meaning research by visual sense. Meaning of each sign links to each stage of sign. Sign has stage of affairs that results to stage of meaning. There are two stages or orders of signs, like denotation and connotation. First stage clarifies the relation between signified and signifier, and between sign and its referent in external reality. For Barthes, this order is known as denotation (Fiske, 2004). However, Berger said that denotation has direct meaning, like a specific meaning in a sign or depiction of signified (Sobur, 2003). Denotation has a cognitive meaning because it links to mind, consciousness, and knowledge of signifier and audience who are perceived by sense (consciousness), and human ratio (Sobur, 2003). We can

conclude that denotation is objective and general. Barthes depicts connotation as interaction when some signs converge with user emotion and cultural value. The important factor in connotation is signifier on the first order (Fiske, 2004). Most of connotation is arbitrary and subjective. So, connotation has additional meaning for denotative, and tend to be emotional.

## 2. Research Methodology

To understand persuasive method at the Bukalapak advertisement, I dissect every main scene of visual advertisement, then I use literature review to analyze visual sign and meaning through visual semiotic and persuasive typology theory. By dissecting every main scene, it will lead to conclusion which answers all research questions.

## 3. Analysis & result

### 4.1. Storyline

The story was started with a young man in a village when he had many problems in his life, like broken lamps, broken laptop and neglected mustache. He began with the Bukalapak application to order hair grower from the seller. The hair grower merchant was happy because the merchant got notification message. Then, he continued to book some lamps, and the lamp merchant was happy after she got order notification message. Next scene continued with all Bukalapak merchants who felt bliss when they got order notification message. Even there was a woman who admired the buyer because he was famous between merchants. The woman was willing to take selfie with his statue. Further scene, the happiness came from other merchants, like computer seller and agate seller. The last scene shows all merchants came to the young man' house to hail him.

There are three significant parts on this video, such as:

1. Part 1 represents a young man in a dark room faced many problems, like broken lamp, broken laptop, and neglected mustache.
2. Part 2 describes the happy expression of all sellers

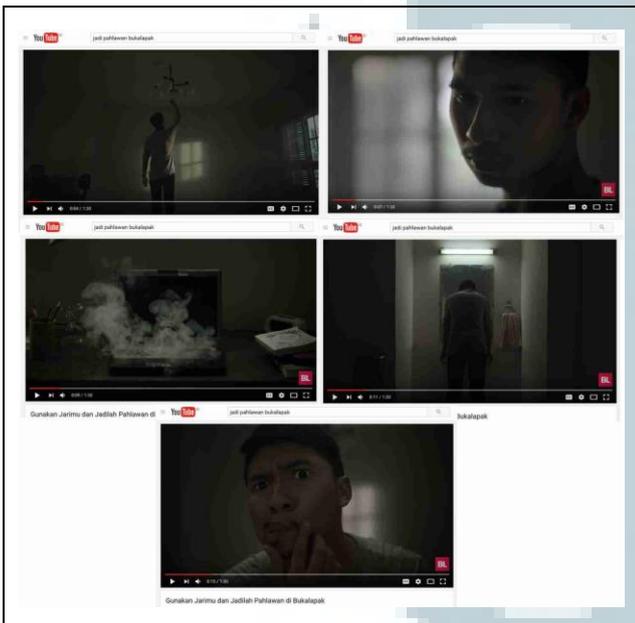
who got order notification message.

- Part 3 depicts a young man become a hero and idol for merchants.



figure 1: all scene

### 3.2. Part 1



**Denotation and connotation:** A guy with dark background.

The expression and atmosphere indicate a gloomy life.

**Persuasive approach:** fear

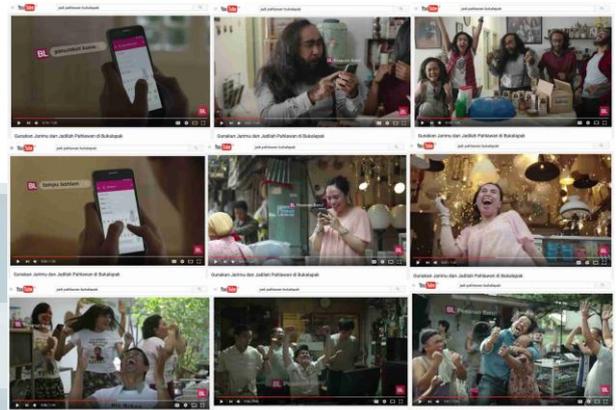
**Message:** Sadness

**Persuasive type:** emotional

table 1: part 01

In this part, the sign of the guy's life which is full of gloomy life. Fear approach depicts on dark tone and sad message from face expression, hence this scene shows visual language that's adheres to emotional persuasive type.

### 3.3. Part 2



**Denotation and connotation:** Using the fingers on smartphone, hair grower' merchant with his shaggy hair family, lamp merchant with all her lamps on her shop. Then, there are some joys of tempe family, excitements of computer man sellers, and pleasures of agate seller. Finger and smartphone represent facility and effectiveness. A long and shaggy hair family represents unified and free for hair. A happy lady with a busted lamps background represents a festive life. A tempe family represents kinship, a group of young man represents the spirit of striving and aggressive, and agate seller represents the spirit of kinship and mature.

**Persuasive approach:** humorous

**Message:** happiness

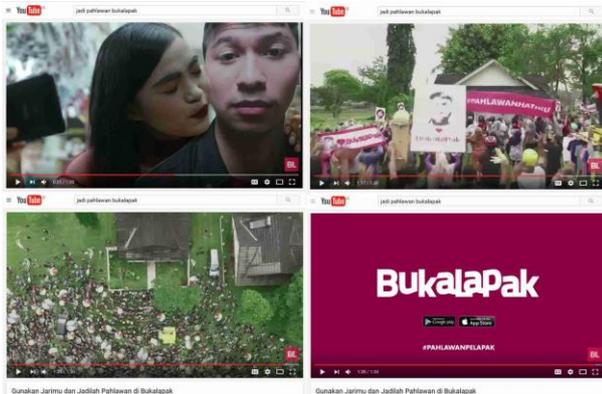
**Persuasion type:** rational & emotional

table 2: part 02

In this part, signs emerge as kinship, solidarity, and struggle values. The humorous approach can be seen on hair grower merchant that has long and shaggy hair as same as all of his family, all lamps are suddenly broken, but keep shining like fireworks, a group of young computer seller who won competition with their next shop that is much bigger, and agate seller who becomes friend to all people. Those visualizations emerge with joy where all orders from buyers are blessings for sellers. Persuasive type is rational and emotional. Rational is based on the fact that a transaction happens after a communication between buyer and seller. Buyers are economic saviors when they make business wheel

keeps running. We can see the rational type from joyful expression and body gesture.

### 3.4. Part 3



<p><b>Denotation and connotation:</b></p> <p>Denotation sign is on the female figure who do <i>wefie</i> with the main role statue of buyer. And then, a group of merchants comes to buyer' house with spreading banner and their love to main character. Connotation object is the female character who depends on gadget and her narcissist. On the other side, a group of merchant picture that represent fanaticism.</p>
<p><b>Persuasive approach:</b> combination of humorous and diction</p>
<p><b>Message:</b> love and affection</p>
<p><b>Persuasion type:</b> emotional</p>

table 2: part 03

In this part, signs show affection and fanaticism symbols. Perception of hero and savior creates fanaticism. All merchants show their support and fanaticism by taking pictures with buyer' statue and coming to buyer' house to praise the buyer. Exaggeration actions use humorous approach. On the other side, it uses diction approach. We can see it from the banner with message #pahlawanhatiku (#myhearthero) and from the closing scene with text #pahlawanpelapak (#shopperhero). These words emphasize the main role is the buyer, savior for seller life. Most of the messages are about love and affection when all praising actions to buyer. Hence, persuasive type is emotional.

## 4. CONCLUSION

Based on the earlier analysis on video, I would like to conclude that visual signs represent life value, beneficial and dynamic life of young productive man who has spirit to strive, love and fanaticism. Most of messages use emotion, both fear and humorous. This approach effectively plays the role to persuade the audience. The message tends to affect the psychology of audience, like sadness, joyful, and fanaticism.

The key success of advertisement video is persuasion type on emotional appeals. Even, there are other persuasion types, but they keep supporting visual persuasion. Furthermore, the context of hero, from zero to hero, gives a positive impact to audience.

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