

Representation of Comfort Meaning in Blibli Home Youtube Ad “Discover Everything at Blibli Home 2022”

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Abstract

The growing number of Internet users continues to influence e-commerce companies like Blibli in maximizing the use of YouTube as an advertising platform, which is considered efficient and relevant to influence a wide audience's behavior in this era. The aim of this research is to understand how the "Discover Everything at Blibli Home" advertisement represents the meaning of comfort through the aspects of messages and visuals displayed in the ad, and how these elements are utilized to influence the audience on Blibli Home's YouTube ad. The method employed in this study is qualitative, using Roland Barthes' semiotic analysis. The results indicate four aspects representing the meaning of comfort: the physical aspect, the psychospiritual aspect, the environmental aspect, and the social aspect. According to Kotler's consumer behavior factor theory, this study demonstrates that, broadly speaking, the ad uses message and visual elements to represent the meaning of comfort, influencing audience behavior through psychological, personal, and sociocultural factors. "Discover Everything at Blibli Home" employs a postmodernism approach in delivering its message and content, shaping a simulation by utilizing symbolic elements such as color, slogans, product visualization, and intertextuality of popular culture to create hyperreality. This ad not only functions as a means of marketing a product but also as a symbolic construction that creates the desired reality for the audience.

Keyword: Blibli Home, Youtube ad, Roland Barthes' Semiotic.

Introduction

The pandemic has left a lasting impact on various aspects of our lives, especially in how we interact. Significant behavioral changes have occurred due to this pandemic, particularly in everyday activities such as learning, working, and shopping, all of which have now shifted to digital platforms. The effects of these behavioral changes also influence consumer behavior, with individuals transitioning from in-store shopping to online shopping (Rohmah, 2020). According to the Central Statistics Agency (BPS) data in 2020, there was a 53.70% growth in internet usage in Indonesia. This indicates rapid development in the use of digital media, information technology, and communication compared to the 25.30% internet user percentage in 2016 (bps.go.id, 2021). Indeed, this has compelled companies to alter their marketing strategies by adapting to the changes and relying on digital platforms to promote their products and services. This shift aims to boost sales and maintain their market share in response to the evolving landscape (Alfin, 2021).

Digital advertising has become a crucial factor that companies need to shape in order to reach consumers effectively for their products or services. According to Kerr & Richards (2021), digital advertising is a diverse form of advertisement displayed through the internet, including on websites, search engines, social media platforms, mobile apps, and other digital channels. Marketing strategies through digital advertising are considered effective in boosting sales because they can reach a broad and targeted consumer audience with easily memorable viewing frequencies through internet technology. (Auvarda & Irwansyah, 2022). Advertising is a form of communication that contains information about a product or service designed to influence and capture the interest of a specific individual or group (Lukitaningsih, 2013). The effectiveness of advertising indeed depends on the skill and creativity in formulating and organizing messages that capture attention (Susanto, 2014).

After the pandemic era, which caused significant changes in societal behavior, it has become a challenge for companies in Indonesia to produce advertising that is both effective and relevant to consumers. To capture attention and influence consumer behavior, advertisements often incorporate additional elements such as images, videos, music, and text. Each element displayed in an ad forms signs that carry meaning in every scene. In recent years, the real estate sector in Indonesia has experienced rapid growth, with many property companies developing housing and apartment projects in various cities. Moreover, since the onset of the Covid-19 pandemic, there has been a substantial increase in demand for homes and apartments as people seek more comfortable and secure living spaces. The results of the Bank Indonesia survey for the first quarter of 2022 indicate that, despite still experiencing contraction, there has been an improvement in the sales of residential properties in the primary market. This improvement is evident in the contraction rate of residential property sales, which is 10.11% in the first quarter of 2022, showing improvement compared to the previous contraction rate of

11.60% in the preceding quarter (Haryono, 2022). That aligns with the campaign of one of Blibli's e-commerce ads, which focuses on its sub feature, Blibli Home, emphasizing the theme of creating a comfortable home.



Image 1. *Thumbnail* Blibli Home ad
(Source : Youtube.com/Bliblidotcom.Official)

Blibli.com, launched in 2011, is one of the e-commerce platforms in Indonesia. On May 10, 2022, Blibli.com unveiled its latest ad, "Discover Everything at Blibli Home," on the social media platform YouTube. This ad focuses on one of its sub-categories, Blibli Home, dedicated to online shopping for furniture and household products. The "Discover Everything at Blibli Home" ad won awards in the YouTube Works Award campaign, competing against various major companies in Indonesia. Blibli achieved the highest honors, winning three awards out of seven categories. These include the Grand Prix for having the best campaign ad on YouTube in 2022, Best Creative Effectiveness for the most creative and effective digital ad, reaching 167 million views and over 25 million reach during the launch. Additionally, Blibli won in the Action Driver category for having the most effective ad in influencing consumer behavior, particularly in the home and living category, raising purchase intent by 13.69% and increasing sales by 50% (Youtube Advertising, 2022).

This research will explain how the representation of comfort is formed in each scene of the "Discover Everything at Blibli Home" advertisement, influencing the audience through Roland Barthes' semiotic analysis. As previously mentioned, the ad has won several categories at the Youtube Works Award 2022, making it the most outstanding and effective ad in 2022. While many are aware of Blibli's advertising achievements, understanding how the ad is meticulously designed to influence audience behavior through visual elements and presented messages is often overlooked. The "Discover Everything at Blibli Home" ad introduces the concept of creating a comfortable home amid the ongoing pandemic. Thus, how the ad represents the meaning of comfort through the elements of message and visual presented becomes the focus of analysis in this research, aiming to unveil the meaning behind the signs displayed. Research on the representation of comfort using Roland Barthes' semiotic analysis in the "Discover Everything at Blibli Home" ad as a platform for selling furniture is an intriguing topic to explore. Through the analysis of message and visual elements in the ad, it can contribute to understanding how the ad's message is conveyed and received by the audience. Furthermore, this research can assist in developing more creative marketing strategies to effectively influence the audience and increase product sales amidst the pandemic crisis, during which many companies have experienced significant declines.

Based on the researcher's observation, the advertisement "Discover Everything at Blibli Home" stands out as the only Indonesian e-commerce ad that highlights household sub-features amid the ongoing pandemic. With the advertising campaign "Inspiration Will Surely Come," this ad encourages the audience to realize their aspirations in creating comfort. Amid the transformation of activities and the emergence of various mental health issues caused by the pandemic, this ad attempts to provide a solution for the audience to adapt to the current situation by creating an inspirational home. In 2022, this ad was recognized as the most effective e-commerce ad in bringing about changes in consumer behavior through its campaign, increasing sales in the subcategory by 50%. The success of the ad lies in the advertising's ability to design compelling messages and symbols that capture attention and build a shared understanding between the ad sender and the audience. The strength of advertising indeed depends on the expertise and creativity in formulating and organizing attention-grabbing messages (Susanto, 2014). "Discover Everything at Blibli Home" becomes an interesting object to examine how the advertising strategy for furniture is effectively influencing audience behavior amid the ongoing pandemic through the messages and signs displayed using semiotic analysis. Semiotics is a method of analysis to examine existing signs, interpreting that an object is not merely conveying information but is a system that allows the sign to have meaning. In the study of semiotic communication, there are six key aspects in the communication process, namely the actor sending the message, the message recipient using the sign system, the message itself, the communication channel used, and the context of the topic being discussed (Mudjiyanto & Nur, 2013).

Previous research by Darmo Alim in 2022, examining the YouTube advertisement from Tokopedia titled "Dirumah aja dulu," revealed denotative and connotative meanings related to the Covid-19 pandemic. It also highlighted connotative meanings associated with the Tokopedia brand, presenting it as a shopping solution for the community amid the pandemic. Another study conducted by J H Siswanta in 2022 focused on Shopee's advertisement titled "Shopee dari Rumah." This research explained that the Shopee ad portrayed the platform as an alternative application facilitating social connections during the pandemic, offering gifts through Shopee services. Furthermore, Agustin's research in 2023 on the service quality of Tiket.com's advertisement "Senyum Pariwisata Indonesia" using semiotic analysis demonstrated that Tiket.com, as a

service-oriented company, successfully provided services meeting consumer needs, emphasizing service quality. In previous studies, differences were identified from the upcoming research. This current study will focus on analyzing message and visual elements representing the meaning of comfort using Roland Barthes' semiotic analysis in the YouTube ad "Discover Everything at Blibli Home." This analysis aims to understand how the ad influences the audience amid the ongoing pandemic and the rapid technological developments, particularly the transformation of transactions in the increasing sales of household products in this era. While this research shares the commonality of utilizing Roland Barthes' semiotic theory with previous studies, the research question for this study is formulated as follows: How is the meaning of comfort represented in the YouTube ad "Discover Everything at Blibli Home," influencing the audience based on Roland Barthes' semiotic analysis?

Literature Review

Roland Barthes' Semiotic

According to Barthes (1988), Semiotics is a concept associated with the phenomena of signs and the processes of signification, involving both marking and communication. This concept also examines how meaning is formed, understood, and conveyed. Signs are not only found in language and communication systems but also exist in the real world and the human mind (Lång & Ivanova-Gongne, 2019). The presence of signs is crucial because without them, humans would not be able to interact with reality. Therefore, semiotics is a science or technique used to analyze signs in a specific context to successfully attribute meaning to them (Riwu & Pujiati, 2018)

Barthes' perspective on semiotics essentially focuses on how humanity attributes meaning to different objects by communicating, where these objects not only convey information but also seek to communicate through a structured system of signs. The term "semiotics" originates from the Greek word "semion," meaning a sign. In English, it is known as semiotics, referring to signs. Semiotic analysis aims to uncover the meaning of signs, including hidden meanings (as in texts, advertisements, or news), allowing communicators to create messages understood by the audience. One well-known semiotic model is Roland Barthes' model, which distinguishes between denotation and connotation in the process of signification (Sobur, 2020).

The denotative meaning refers to the clear and observable meaning accepted by common sense or the majority of people. Meanwhile, connotative meaning is associated with the feelings or emotions that arise when the sign is linked to its user. Myths emerge and evolve in society as a result of the social or cultural influence of that society on something, by observing and interpreting the relationship between what is seen in reality (denotative) and the implied signs associated with it (connotative) (Kusuma & Nurhayati, 2017)

Stuart Hall's Representation Theory

According to Stuart Hall, representation is part of a process of processing and exchanging ideas among cultural members. This process utilizes language, signs, and visualizations to depict something. The use of representation is very common in everyday life, encompassing how we understand our environment and interactions among individuals. This understanding is shaped by our background, concerns, tendencies, preferences, and experiences in real life, through principles and processes of representation that hold meaning in life. Ideas constructed by representation and conveyed through language are not limited to verbal expressions but also involve visual aspects. The representation system not only consists of individual concepts but also involves the organization, insertion, and grouping of ideas or concepts, as well as the complexity of various relationships. (Hermayanthi, 2021)

The concept of representation has two crucial definitions. First, mental representation is related to everything in someone's mind that can be called a conceptual map. Second, linguistic representation plays a role in shaping meaning. Thus, in representing a sign or symbol, the process begins from abstract concepts towards conceptualized elements, making the meaning acceptable and logical in an individual's thoughts. (Gita Arinta, 2011)

Advertising in Influencing Audience Behavior

Taylor & Carlson (2021) explain that companies strive to increase sales by attempting to change audience habits through advertising. Nevertheless, advertising continues to evolve and dynamically change with technological advancements. The presence of the internet also influences how the world operates and how individuals interact with advertising messages. Companies can leverage the internet to identify target markets and monitor as well as gather data on the behavior of potential consumers (Aiolfi et al., 2021)

According to Pahriljal et al. (2022), advertising is a marketing communication medium with the primary goal of increasing sales. In their research, digital advertising through social media is found to have significant effectiveness as a product marketing medium. Advertisements carry persuasive messages that exert a significant influence on consumers in making purchasing decisions. Advertising plays a crucial role for companies in marketing their products, enabling them to boost sales and sustain the company's viability. (Santos et al., 2020)

According to Kotler (2001) as cited in (Saekoko et al., 2020), the factors influencing consumer behavior include culture, social factors, personal factors, and psychological factors.

1. Culture plays a crucial role in shaping human desires and behavior by influencing values, perceptions, preferences, and actions within significant institutions. Cultural factors have a broad and profound impact on determining consumer behavior. Cultural factors consist of three main components: culture, subculture, and social status.
2. Social factors are organized hierarchically, with members adhering to similar values, interests, and behaviors. Social factors comprise groups, families, roles, and status.
3. Individual factors refer to psychological characteristics that distinguish one person from another and can influence relatively consistent and sustained responses to the environment. Individual factors encompass several elements, such as age and life stage, occupation, economic conditions, lifestyle, personality, and self-perception.
4. Psychological factors also play a significant role in influencing consumer behavior, as part of the environmental influences in which individuals find themselves. This involves the influence of past experiences and anticipation of the future. Psychological factors include motivation, perception, knowledge, beliefs, and attitudes.

In a postmodernism approach, advertisements demonstrate that the meaning between signifiers and signifieds does not only originate from the reality of the promoted product but also encompasses social and cultural values present in society. In the current context of postmodern culture, advertisements tend to sell "image" rather than focusing on the product itself (Piliang, 2003). Jean Baudrillard asserts that individuals never consume based on the utility value of a product but are more focused on manipulating products that distinguish one from another. Products undergo manipulation based on references from groups with high social status. Consequently, product consumption creates an identity for the society consuming them (Long, 2012). Baudrillard also refers to the concept of hyperreality or the existence of simulation, which is the opposite of representation. In the world of simulation, it is not reality reflecting truth but rather becoming a model seen in advertisements or on television screens, seemingly becoming reality itself (Puspitaningrum, 2016).

The concept of Comfort Meaning

Comfort refers to a state where basic human needs are fulfilled, including the need for tranquility, relief, and experiences beyond troubles and suffering (Kolcaba, 1992, as cited in Perry & Potter, 2005). Comfort needs to be perceived comprehensively, considering four main aspects:

1. **Physical:** Related to bodily sensations, physical comfort can involve aspects such as body posture, comfort while sitting or sleeping, and adaptation to the temperature and texture of surrounding objects.
2. **Social:** Connected to social interaction, family, and interpersonal relationships, social well-being can be linked to the quality of interpersonal relationships, family support, and a sense of connection with the community or social groups.
3. **Psychospiritual:** Involving internal awareness, including self-esteem, sexuality, and the meaning of life, psychospiritual aspects encompass self-satisfaction, psychological needs fulfillment, and the pursuit of meaning or purpose in life, such as belief values that involve life principles or meaningful experiences.
4. **Environmental:** Referring to external experiences such as light, sound, temperature, color, and other natural elements, environmental comfort includes being comfortable with surrounding elements, such as wall colors, lighting levels, or natural sounds that can influence mood and comfort. Changes in comfort occur when an individual experiences unpleasant sensations and responds to stimuli perceived as dangerous (Ruminem, 2021).

Youtube Ad

YouTube advertisements are a form of social media advertising presented through a combination of audio and visual elements on the YouTube platform. Currently, many companies employ YouTube ads as a strategy to market their products and services through the social media channel. This aligns with the increasing use of YouTube in Indonesia, where users engage with the platform not only for informational and educational content but also for entertainment purposes (Jayani, 2020). YouTube ads often appear at the beginning or during the playback of content, serving as a means to promote products and services. A simple definition of advertising, according to Rachmadi (1993) as cited in (Ilmi, 2018), is the presentation of messages or promotions regarding products or services directed at an audience through media. The goal of advertising is to gain profit by encouraging potential consumers to take actions expected by advertisers, such as purchasing the offered products or services.

According to Kotler in his book, there are five types of advertising objectives. Informative Advertising is used to introduce a product to the market, provide information about its functions, and present offers from the company. Persuasive Advertising aims to generate demand for the product, shape consumer preferences for the brand, and stimulate purchases. Comparison Advertising is employed to compare products from the company with those of competing brands, creating an impression of superiority. Reminder Advertising aims to alert consumers about the existence of a product, encouraging continued usage. Reinforcement Advertising instills confidence in consumers that their purchase decisions are correct (Kotler & Keller, 2007).

YouTube ads are designed to target audiences more specifically based on their preferences. Introduced in 2007, YouTube ads initially appeared as in-stream ads before evolving into various formats, including display ads appearing beside videos, overlay ads below videos, short bumper ads with a maximum duration of 6 seconds, and skippable ads that viewers can skip after a few seconds (Afriana et al., 2017). The Blibli Home ad, "Discover Everything at Blibli Home," is an example of a skippable ad, allowing viewers the option to skip the ad after a few seconds.

Method

This research employs a qualitative descriptive approach involving semiotic analysis methods. The qualitative research approach focuses on ontological aspects, collecting data primarily in the form of words, sentences, or images with meaning, facilitating a deeper understanding beyond mere numerical or frequency data (Nugrahani & Hum, 2014). The research object is the YouTube ad for Blibli Home, titled "Discover Everything at Blibli Home." The population consists of all scenes displayed in the 30-second YouTube ad. Purposive sampling, a technique based on specific considerations, is employed in this study (Nugrahani & Hum, 2014). The sampling criteria involve selecting scenes that represent the meaning of comfort, whether conveyed through message elements or visual aspects presented in the "Discover Everything at Blibli Home" ad.

The data collection techniques in this research involve documentation as primary data and literature review as secondary data to support the primary data. Primary data collection is conducted by gathering screenshot snippets of scenes from the YouTube ad for Blibli Home, "Discover Everything at Blibli Home," in line with predetermined criteria. The analysis involves examining symbols and signs present in the scene snippets. Literature review is performed by collecting information from literary studies, books, journals, articles, serving as references in structuring the research.

The data analysis technique in this research involves applying Roland Barthes' semiotic analysis model by combining the previously collected data. The analysis is based on Roland Barthes' model dimensions, aiming to identify the denotative meaning apparent in the scenes and the connotative meaning through symbols or communication signs representing the sense of comfort in the Blibli Home ad, "Discover Everything at Blibli Home".

1. Signifier (Penanda)	2. Signified (petanda)
3. Denotative Sign (Tanda Denotatif)	
4. <i>CONNOTATIVE SIGNIFIER</i> (PENANDA KONOTATIF)	5. <i>CONNOTATIVE SIGNIFIED</i> (PETANDA KONOTATIF)
6. <i>CONNOTATIVE SIGN</i> (TANDA KONOTATIF)	

Image 3. 2 Roland Barthes' Semiotic Structure Of Sign
(Source : Sobur, 2020)

Barthes describes the structure of signs in interpretation, where denotative meaning consists of the signifier and the signified. However, in the same context, denotation is also connected to connotation, where connotation encompasses both denotative sign parts that underlie its existence. Generally, denotation refers to the literal or actual meaning. Denotation is the first level of semiology, while connotation is the second level. In Barthes' theory, connotation is identified as an ideological operation often referred to as "myths" that function to reveal and justify dominant values in a specific period (Sobur, 2020).

The validation technique employed in this research is the triangulation of sources, wherein the researcher will assess the credibility of the available data and compare the analysis results with other data sources to ensure validity. According to Sugiyono (2013), data triangulation involves combining various techniques for collecting data from pre-existing sources.

Result

In this research, the author aims to illustrate the meaning of comfort conveyed through the advertisement "Discover Everything at Blibli Home" in an effort to influence audience behavior in the ongoing pandemic. This study employs Roland Barthes' semiotic analysis to elucidate the message conveyed through the ad's visuals. As explained earlier, in Roland Barthes' semiotics, the first stage of signification is the Denotative sign, representing the relationship between the signifier and the signified in a sign towards external reality. In the "Discover Everything at Blibli Home" ad, the signifier is formed through the portrayal of a family striving to create a comfortable home. The signified is shaped by what is captured and understood based on the visualization of the ad. In the second stage, Connotative sign depicts the interaction that occurs when the visuals in the ad are collectively understood with the audience's feelings, emotions, and cultural values. At this level of signification, the emergence of a myth is reflected in the way the message is conveyed, through interactive denotative and connotative elements that create alternative meanings. In the 30-second duration, the ad is divided into six scenes representing the meaning of comfort. The following is a semiotic analysis of Roland Barthes on the "Discover Everything at Blibli Home" ad.

Scene 1



Image. 1

Denotation: In this scene, a man and a woman are shown sitting on a sofa in the middle of a room with unenthusiastic expressions. The dominant combination of blue and pink colors is displayed, and the room is filled with disorganized items such as books, toys, blankets, and pillows. In this scene, the husband narrates, "the house gets noisier, the messier it gets."

Connotation: In the chaotic family room scene, the disorder not only reflects active family activities but also implies the stressful condition of the husband and wife amid the pandemic. The unhappy expressions and the narrative about the house getting "noisier and messier" depict the impact of increasingly busy activities, such as working and learning from home, creating chaos. The dominance of blue and pink colors in the scene conveys connotations of comfort, trust, and gentleness, creating an image of a harmonious family life despite the disorder.

Myth: The messy scene in the family room reflects the mythical view that households are experiencing difficulties and pressure during the pandemic. It indicates the challenges faced by couples in their daily lives amid the pandemic. The positive meanings associated with the blue and pink colors suggest the emotional well-being of the family, portraying a harmonious family life despite the stressful pandemic situation.

Scene 2

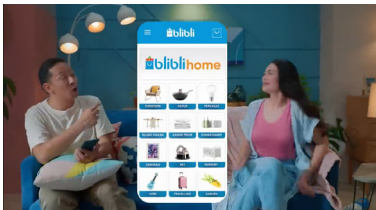


Image. 2



Image. 3

Denotation: In the second scene, a couple is seen sitting on the same sofa, both smiling broadly while showcasing the Blibli Home interface. Various options are visible under the Blibli Home sub-features, such as furniture, kitchen, bedroom, pets, decoration, garden, tools, dining room, and bathroom. In the third image, there is a delivery vehicle similar to a package delivery car, filled with blue boxes of various sizes, each bearing the Blibli logo. A delivery man in a neat uniform, wearing a used mask, is present. The conveyed message in this scene is "Fortunately, now there's Blibli Home, new from Blibli," indicating the introduction of a new sub-category provided by the Blibli e-commerce platform, namely Blibli Home.

Connotation: In the scene where the couple smiles, their expressions of happiness are directed towards the audience as a response to their satisfaction with using Blibli Home services. This scene aims to build a positive image and happiness associated with Blibli, especially Blibli Home. The visual representation of Blibli Home, showcasing various product categories, aims to stimulate the audience's interest to explore further and shop. The message "fortunately, now there's Blibli Home, new from Blibli" portrays Blibli Home as a new solution with innovative products to address the presented issues. The appearance of the delivery vehicle with blue boxes and the Blibli logo creates a concept of convenience and ease of shopping, where Blibli Home products can be delivered directly to the home. The use of masks by the delivery person indicates Blibli's response to the pandemic situation, emphasizing concern for consumer safety.

Myth: The expressions of happiness by the couple in the scene create the myth that using Blibli Home services brings satisfaction and joy to consumers. Their smiles are interpreted as a positive outcome of using Blibli Home products or services. The use of masks by the delivery person indicates Blibli's response to the pandemic situation, creating the myth of concern for consumer safety. This sends the message that Blibli Home not only provides quality services but also cares about the health conditions of its consumers.

Scene 3



Image. 4

Denotation: In image 4, the male character is depicted sitting on the sofa in the family room, showcasing the visualization of the transformation of the family room from initially messy to neatly organized on shelves placed in the corners of the room. These shelves represent items available on Blibli Home, displaying names and prices on each product, such as Kato Minimalist Shelf priced at Rp.1,695,000, Pira Kids Joey BC80 priced at Rp.622,000, and Anya Living Coffee Table priced at Rp.2,299,000. These items can be obtained with free shipping through Blibli Home, as indicated by the "free shipping" label shown in the scene. The conveyed message in this scene is "Just click, a comfortable family room is definitely with free shipping."

Connotation: In the family room transformation scene, Blibli Home is illustrated as a positive solution provider by turning a messy room into an organized one. The visual presentation of Blibli Home products emphasizes various choices and prices, providing the audience with the freedom to choose according to their needs. The message "just click, a comfortable family room is definitely with free shipping" implies convenience and cost savings, indicating that Blibli not only offers quality products but also an affordable and easy shopping experience through a smartphone-accessible platform with free shipping.

Myth: In the family room transformation scene, Blibli Home is portrayed as a positive solution provider that can turn a messy room into an organized one. This myth creates the perception that using Blibli Home products can bring positive change and tidy up the home. Additionally, the use of the message "definitely with free shipping" creates the perception that using the Blibli platform provides financial benefits through cost savings.

Scene 4



Image. 5

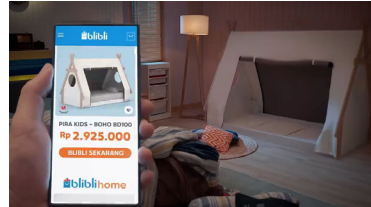


Image.6

Denotation: Image 5 displays the background of a disorganized bedroom, with a bed already occupied by a sleeping mother and child, appearing full. The scene continues with the arrival of a tired-looking father from outside entering the room, intending to rest, but there seems to be no available bed space for him. In this scene, there is also a voiceover expressing the father's frustration: "Just when I want to sleep, no bed available." Moving to image 6, it shows the father opening his smartphone and accessing the Blibli app, displaying Blibli Home products that can address the issue he is facing. The accompanying message in this scene is "no worry, make the room exciting, definitely quality."

Connotation: In the scene of the messy bedroom, the father is depicted facing challenges in daily life, especially regarding the difficulty of finding a place to rest. The use of a smartphone indicates the era of advanced technology and modern life where Blibli becomes an appropriate solution to address problems in this modern era. The Blibli app is portrayed as a solution to this problem, with the message "no worry, just scroll, make the room exciting, definitely quality" implying ease and quality in problem-solving, especially in finding a solution to create an enjoyable and quality room for the child through Blibli Home.

Myth: In the scene of the messy bedroom, the use of a smartphone and the Blibli app is illustrated as a modern solution to the father's difficulty in finding a place to rest. This myth creates the perception that Blibli Home, through its app, provides solutions that align with modern life.

Scene 5



Image. 7



Image.8

Denotation: In image 7, the scene depicts a family receiving guests at their home, with several people visiting. The focus then shifts to an empty dining room, and the family purchases dining room equipment, such as a versatile table, from Blibli Home. In image 2, the guests are welcomed with a shared meal at home using products obtained from Blibli Home. The message conveyed in this scene is, "when there are many guests, no need to panic, a versatile dining room will surely be delivered quickly."

Connotation: In this scene, the arrival of guests poses a challenge for the family, but Blibli Home provides a solution by showcasing versatile dining room products to welcome guests properly. The dining table becomes a symbol of hospitality and harmony, depicting a way to maintain good relationships with guests through shared meals. The visiting scene also reflects an improvement in the pandemic situation with a decrease in PPKM levels, allowing normal activities such as visiting relatives without restrictions. Blibli Home is presented as a solution to create a comfortable space until the pandemic ends. The message "delivered quickly" emphasizes the speed of delivery, guaranteeing the instant and efficient service quality of Blibli Home for audiences shopping for household needs.

Myth: Through the use of the dining table as a symbol of harmony, a myth is created that Blibli Home promotes values of harmony and hospitality within the family. The use of Blibli Home products is interpreted as an effort to maintain good relationships with guests through shared meal moments.

Scene 6



Image. 9



Image.10

Denotation : Image 9 depicts a family sitting on a sofa in the middle of a room surrounded by neatly arranged furniture and home products. The audio message conveys, "because at Blibli Home, any inspiration for your home will surely come true." Image 10 showcases the Blibli Home logo with the tagline "inspiration will surely come true," along with a text message about free shipping, guaranteed quality, and fast delivery.

Connotation: The visual of a complete family suggests a harmonious atmosphere, and the orderly room with neatly arranged products provides inspiration for the audience to create a comfortable and modern home using Blibli Home products. Blibli Home is perceived as a solution for families seeking to shape a comfortable and modern space in a constantly evolving era. The audio message and tagline like "inspiration will surely come true" imply various references and opportunities for the audience to express their creative ideas in creating a comfortable living space. The text message "free shipping, guaranteed quality, fast delivery" emphasizes the benefits assured to the audience using the Blibli platform, fostering a positive relationship with them.

Myth: The organized arrangement of the room with Blibli Home products creates the myth that Blibli Home provides inspiration for the audience to create a comfortable and modern home. Through the displayed tagline, Blibli Home offers references and opportunities for the audience to express their creative ideas, suggesting that Blibli Home supports consumer creativity in creating a space that aligns with their style and preferences.

Discussion

Slogan, empathy, and color become aspects of psychospiritual and environmental comfort.

Based on the findings analyzed in the denotative meaning of Image 1, it attempts to depict social conditions relevant to the lives of the community when this advertisement was launched. All activities are still restricted due to the implementation of the PPKM (Community Activity Restrictions), impacting social activities such as schools where learning activities are partially conducted online, leading to children having more time spent at home. The active behavior of a child during play often creates a messy home environment, evident from the scene showing scattered children's toys. The myth present in this scene is that the disorder resulting from restrictions during the pandemic creates a stressful home life. According to Barresen, a messy environment can lead to mental health issues such as stress, depression, and obsessive-compulsive disorder (Borresen, 2021), conditions frequently experienced during the pandemic.

In the context of Kotler's consumer behavior theory, the advertisement in this scene attempts to influence consumers through psychological aspects, specifically highlighting emotional aspects within a family amid the ongoing pandemic. It addresses mental issues such as stress due to frequently messy home conditions, a situation experienced by the Indonesian community at that time. According to a prior study in 2020, 33.4% of families in Indonesia exhibited stress symptoms related to the Covid-19 pandemic, including restlessness and anxiety (50.64%), sleep disturbances (25.0%), irritability (22.0%), and eating disorders (20.5%). This can be attributed, in part, to social conditions (Sunarti et al., 2020).

Through the denotative meaning of image 1, it illustrates issues within a family (a messy home) and the consequences of these problems (stress) through the expressions displayed. The connotative meaning in the scene indicates that the advertisement seeks to evoke empathy from the audience to create a positive connection through shared emotions between the audience and the Blibli ad. The ad presents a real-life situation to fulfill psychological needs for the advertised product (Rizwan et al., 2013). Emotional appeal in advertising has the power to evoke positive emotions in the audience, making it more successful in establishing a positive connection and influencing consumer behavior. Consumers tend to place themselves in the ad emotionally, creating a sense of attachment (Nursafitri & Kusdibyo, 2019).

Furthermore, empathy is also demonstrated in the denotative meaning of image 3, where a package delivery person wearing a mask is seen performing their job. This conveys a connotative meaning of Blibli's concern, representing a sense of comfort through the quality of service provided. The emphasis on service quality prioritizes the safety of its consumers during the ongoing pandemic. The myth in this scene is that Blibli is showcasing its presence as a solution to address challenges, even in the midst of an unrecovered pandemic. Blibli's care shown in this context can foster consumer trust, motivating the audience to make purchases through the Blibli platform. According to Kotler, motivation is a sufficient need to guide someone to seek ways to satisfy their needs (Saekoko et al., 2020).

The denotative meaning in Scene 1 reveals a background dominated by blue and pink colors. Colors serve as a crucial means of conveying messages in advertising, and they can enhance sales or strengthen the image of a product or company (Luzar, 2011). The blue color used in this ad aligns with Blibli's corporate identity, as the company's logo itself features blue, which psychologically conveys a sense of comfort and trust. This fosters the impression that Blibli is a reliable company, providing comfort to its users. The use of pink is associated with femininity and gentleness. The connotative meaning of the color combination, blue (comfort) and pink (gentleness), can represent a harmonious family life facing emotional problems (stress) during the pandemic. The myth in this scene is that the use of blue and pink colors signifies the emotional condition of a harmonious family amid pandemic-induced stress. Blibli's presence is perceived by the audience as a solution to restore harmony. Color plays a crucial role in shaping audience perception. According to research by Kristian Sibarani (2019), 62% of people associate a brand's product through color after watching a three-second ad. Colors can influence brand awareness gained from users (Sibarani et al., 2019).

In each scene of the Blibli Home advertisement, there is a recurring element of messages emphasizing comfort in the quality of service provided. This element takes the form of the tagline or slogan owned by Blibli Home itself, which is "inspirasi pasti jadi, pasti gratis ongkir, pasti di kirim cepat, pasti berkualitas," as seen in image 10. This tagline carries connotative meaning aimed at influencing the audience's psychology to consistently recall Blibli Home's advertisements. The repetition of the word "pasti" in the tagline serves to implant the Blibli platform in the minds of the receiving audience. The choice of words such as "berkualitas" (quality), "gratis ongkir" (free shipping), and "dikirim cepat" (sent quickly) can also influence the audience, motivating them to use the Blibli platform. In this scene, the myth created is that Blibli serves as a vessel for the audience to realize their aspirations. This is a way of building a positive image for Blibli by demonstrating its care for the audience in fulfilling their aspirations. Through the positive image constructed, the audience is motivated to use the Blibli platform. According to Utami in her research, effective advertisements can build a positive brand image in the minds of the audience, and consumers tend to choose brands with a strong image through advertising that focuses on the quality of their products (Utami, 2023). The offer of free shipping displayed in the advertisement and the quality of service have a significant influence in motivating the audience to make product purchases on the e-commerce platform (Andriani, 2021).

The use of message elements through slogans and the dominance of visual colors signifies the hyperreality constructed to influence audience behavior. Jean Baudrillard states that hyperreality is the result of society's decreasing awareness of actual reality, influenced by images presented by the media. According to him, every individual will ultimately experience being mediated, which Baudrillard refers to as the 'ecstasy of communication,' where they 'live' inside

a computer screen or even become a part of it (Astuti, 2015). The dominance of blue and pink colors in the advertisement not only reflects the Blibli brand identity but also serves as a symbol of family harmony amid the stressful pandemic conditions. The use of a slogan emphasizing the word 'certain' in each sentence forms a nearly perfect narrative, where certainty is not always guaranteed in the real world. The goal is to create an idealized depiction reflecting the reality desired by the audience. Symbols and narratives used in the ad can be interpreted as an effort to create representations that not always mirror the actual situation but rather construct symbolic elements influencing the audience's perception. Advertisements, as they evolve, not only serve as a means of conveying product messages but also delve into the context of simulacra and hyperreality. Ads become representations and constructions of simulation and societal desires, manipulating consumer desires by emphasizing image rather than the product itself. Ad displays often are not directly related to the product, relying more on symbols, images, and unrealistic characteristics (Hariyanto, 2004).

Room visualization and product quality serve as physical representations of the comfortable meaning.

Through the denotative meaning in image 2, Blibli attempts to build the audience's perception by portraying the happiness of a family. Blibli Home emerges as a solution to creating family happiness by organizing and cleaning home spaces. The visually organized and clean room serves as a representation of the comfortable aspect displayed in this advertisement. The tidy and clean environment depicted in image 4 can also influence the audience's perspective. This scene carries connotative meaning where a neat and clean environment can create a positive impression, enhancing one's social status or reflecting an identity as an individual who cares about the appearance of their home. Through this scene, the audience is encouraged to have a positive perception, motivating them to use the platform. The myth present in this scene is the expression of happiness through the smiles shown, indicating satisfaction with Blibli Home products. The scenes crafted in the advertisement can shape specific perceptions of the brand, subsequently influencing preferences for that brand (Sinurat et al., 2017).

The physical aspect representing the comfort is also evident in the presentation of the Blibli Home platform shown in the denotation of image 4. This image portrays the transformation of a room into an organized space due to the quality products offered by Blibli Home, serving as preferences for the audience in meeting the need for creating a comfortable environment. The myth in this scene is the transformation of the family room, where Blibli Home is illustrated as a positive solution provider capable of turning a messy room into an orderly one. This myth creates the perception that using various Blibli Home products can bring positive change and tidy up the home. The diverse range of products is a significant factor influencing consumer behavior. Various product options in terms of quantity and type can satisfy consumers, leading to an increased desire to purchase (Effendy, 2018). Through the display of diverse product references and prices, Blibli's advertisement attempts to influence the personal factors of the audience. According to Kotler, personal factors are the psychological characteristics that differ from person to person, affecting relatively consistent responses to the environment and influenced by age, lifestyle, hobbies, and personality (Kotler & Keller, 2007). Therefore, showcasing a variety of product references and prices becomes crucial in influencing the personal factors of the audience, encouraging them to explore options that suit their needs.

Furthermore, the utilization of actor and artist Ringgo Agus Rahman as a brand ambassador, who plays the main role in delivering information in Blibli Home advertisements, is also a strategic approach to influence the personal factors of the audience. As someone already familiar to a significant portion of the Indonesian population, even through his distinctive voice, Ringgo Agus Rahman becomes a substantial influence on the audience's behavior. This recognition, especially among those who are fans of Ringgo Agus Rahman, significantly contributes to building trust in using the Blibli platform to fulfill their needs. A celebrity's influential role in advertising is attributed to having credibility supported by expertise, traits, trustworthiness, and likability (Kotler & Keller, 2007).

Through the physical representation displayed in the visualization of the transformative change of the room with quality products from Blibli Home, this advertisement aims to invite the audience into two realities, namely the actual reality and the simulated reality. This concept is known as simulation. Baudrillard explains that simulation refers to the process of creating something real in the form of a model or representation, allowing fantasy to appear as if it were reality, thereby creating an experience without a clear distinction between reality and imagination (Nugroho & Haryadi, 2017). The ad showcases a neat and organized room, depicting the transformation from a chaotic state to an orderly one, conveying the message that the use of Blibli Home products can bring positive changes to the home environment. The ad portrays a desired reality, connecting family happiness with the proper layout of Blibli Home products. The depiction of comfort through moments of family happiness, home comfort, and positive solutions from Blibli Home products is presented with the aim of showcasing the reality desired by the audience. The use of simulation in this advertisement creates representations that influence the audience's behavior towards the use of the platform. The simulated reality becomes the basis for the audience to realize and actualize their existence. Through the models presented by mass media and electronic media, this not only speaks about symbols and signs but also about power and social relationships in society (Ane, 2023).

Modern culture and visiting serve as social representations of the comfortable meaning

This advertisement also attempts to showcase cultural aspects by adapting to the current modern era, as depicted in the denotation of image 5. In this scene, the advertisement portrays a family issue causing discomfort, where the family lacks sufficient furniture in their resting area. Addressing this problem, the use of a smartphone in image 6 is highlighted as the primary factor in resolving the issue. This illustrates that Blibli is reminding the audience that in this era, family problems, as shown in the scene, can easily be solved by leveraging the rapid technological advancements, particularly through using smartphones to access the Blibli platform. Through this scene, Blibli aims to depict the culture of transactions in this transformed and rapidly changing era, highly relevant to the modern society. The myth in this scene is that using the Blibli platform reflects the evolving behavior of modern society. The use of smartphones with numerous features and applications in transactions signifies the culture of the modern society in the current era of modernization, emphasizing convenience, efficiency, and instant comfort (Nasution, 2017). This scene represents the social comfort meaning, where a father's effort in the portrayed family demonstrates physical support in creating a comfortable environment by utilizing available technology.

Culture is a collection of beliefs, values, and customs that function to guide consumer behavior within a particular community (Schiffman, 2008). In the denotation of image 7, the advertisement also portrays the cultural practice of hosting, representing a form of social comfort. The culture of hosting is widely accepted and practiced by a significant portion of the Indonesian society, closely linked to brotherhood, harmony, and cohesion within the community (Sada et al., 2018). However, in welcoming guests, there is often confusion about how to do it properly. Addressing this issue, the advertisement presents a solution by showcasing a versatile dining table from Blibli Home in image 8. Through the hosting scene, the advertisement conveys a message that aims to influence the audience through cultural values that are considered relevant in the audience's lives. Simultaneously, it packages the products available at Blibli Home as an appropriate solution, potentially sparking the audience's interest in acquiring the showcased products. The myth in this scene suggests that Blibli Home promotes values of harmony and hospitality within families. The use of Blibli Home products is interpreted as an effort to maintain good relations with guests through shared dining moments. Culture serves as a determinant of desires and behavioral references, and human behavior is fundamentally influenced by it (Kotler & Keller, 2007).

The visualization of modern culture evident in this advertisement reflects intertextuality within the framework of postmodernism. In its effort to influence audience behavior, this ad employs images or symbols of popular culture, focusing on the use of smartphones to access e-commerce. This action mirrors technological advancements as an instant solution to family issues in this era, with smartphone use for accessing applications becoming a popular cultural aspect embraced by modern society. Popular culture may encompass trends followed or favored by many individuals, evolving into a human creation that ultimately becomes a trend followed by numerous imitators. Adaptability is a characteristic feature of popular culture, easily enjoyed and adopted by various segments, thereby fostering the formation of trends (Kaparang, 2013). The concept of intertextuality explains that a text can modify existing texts or refer to the interconnected relationship between one text and another, both directly and indirectly. In the context of advertising, intertextuality can emerge through drawing inspiration from elements of popular culture, art, or other content (Pratiwi, 2018). The advertisement "Discover Everything at Blibli Home" seeks to leverage the visualization of popular culture, specifically the use of smartphones to access applications, to establish a connection with the audience in this modern era where technological advancements are seen as solutions to various problems.

Conclusion

In this study, it is demonstrated that the advertisement "Discover Everything at Blibli Home" constructs a representation of comfort through psychospiritual, environmental, physical, and social aspects. Based on the findings of denotative and connotative analysis, the ad presents several scenes depicting family situations in the context of the pandemic, creating comfort as a positive solution. Firstly, in terms of psychospiritual aspects, the ad explores the psychological impact of the pandemic, especially related to the chaos at home and family stress. Using Kotler's consumer behavior theory, the ad attempts to influence the audience emotionally, associating Blibli Home products with solutions to overcome stress and household chaos during the pandemic. Secondly, from an environmental perspective, the ad showcases the transformation of home spaces into neat and clean areas through Blibli Home products. This visualization becomes a physical representation of comfort, indicating that using Blibli Home products can create a comfortable and organized environment. Thirdly, the physical aspect is also manifested in the representation of Blibli Home products as a solution to creating comfortable spaces. The diverse product variants and prioritized service quality appeal to consumers, motivating them to use the Blibli Home platform. Fourthly, in the social aspect, the ad creates a representation of modern culture by depicting the role of technology, especially smartphones, in addressing family issues. Visiting culture is also presented as a positive value acknowledged by the ad, associating it with Blibli Home products as a solution to welcoming guests warmly.

The "Discover Everything at Blibli Home" ad employs a postmodernism approach in delivering its message and content, forming a simulation by utilizing symbolic elements such as color, slogans, product visualizations, and intertextuality of popular culture to create hyperreality. The use of well-known actors as brand ambassadors adds elements

of credibility and attractiveness, influencing the audience's perception of Blibli Home products. Overall, this ad not only serves as a means of marketing products but also as a symbolic construction that creates the reality desired by the audience. By combining psychospiritual, environmental, physical, and social aspects, the ad successfully builds a holistic representation of the desired comfort, aiming to motivate the audience to use the Blibli Home platform.

To broaden the research on the same subject, upcoming research may explore alternative theories by examining aspects of audience response and advertising perception. Employing survey methods or conducting interviews with viewers can offer direct insights into how this advertisement shapes their perceptions of Blibli Home Ad and the degree to which advertising strategies can impact consumer behavior.

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