

## CROSS-CULTURAL COMMUNICATION IN YOUTUBE ADS

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### Abstract

This study aims to find out how cross-cultural communication, especially Chinese culture, in the advertising video "BUKALAPAK Emang Cincai" is represented based on existing denotations, connotations and myths. Advertising is a medium that can influence the audience who watch the show. Ad makers must create creative advertisements in order to compete, so it's no wonder the use of something different such as culture is included as an element of advertising in order to attract the interest of the audience. The language of both verbal and nonverbal from each Indonesian culture has different characteristics, one of which is Chinese culture displayed by the production team of the "Bukalapak" advertisement with the intention of increasing the audience's knowledge about the cultural values embraced by a nation. Cultural signs are shown to have a meaning that is valuable and utilized for the benefit of the nation. To understand the meaning of signs, semiotics is one of the studies used in its analysis. The research method used is qualitative with a constructivist paradigm and the semiological analysis knife Roland Barthes, in the form of two-stage signification (two order of signification) denotation and connotation. The results of this study found that in this Bukalapak advertising video, it contains cultural elements represented through Chinese culture. Chinese culture in this advertisement is intended to promote the negotiation system as a form of appreciation for the celebration of the Chinese New Year. The culture that appears in the advertising video depicts the form of the cross-cultural communication context used into an advertisement

Keywords: Cross-Cultural Communication, Chinese, Semiotics, Advertising, BUKALAPAK.

### INTRODUCTION

Advertising or advertising is a form of communication that aims to persuade listeners, viewers and readers so that they decide to perform certain actions, for example buying "what" in the packaging of a "trademark" communicated through the media. Its advertising messages generally contain products or services that companies or other public bodies, see as desperately needed and beneficial to consumers (Liliweri, 2011: 534).

The tradition of advertising has actually been known since the days of the use of symbols and signs until now advertising has become an inseparable part of people's lives both on television, radio, newspapers, and almost on every street corner can be found a variety of advertisements. The latest innovations now the rampant use of the internet also encourage advertisements in various places that require internet access. In visualizing advertisements with audio-visual in addition to television, there is also on the Internet. One of the big roles of the internet is to display websites and through this media also various international, national and local companies place advertisements of their products. Web advertising has

combined the appearance of advertisements on print, radio, and television media so that once accessing web advertisements is the same as reading advertisements in newspapers, listening to advertisements on the radio, watching advertisements from a glass screen. This is generally often applied to various types of advertisements that are applied on the internet often also referred to as online businesses, one example is Bukalapak.

Bukalapak is one of the leading online marketplaces in Indonesia (commonly known as tokodaring network) owned and run by PT. Bukalapak Bukalapak is a leading online marketplace in Indonesia. Bukalapak. Just like an online buying and selling service site with a consumer-to-consumer (C2C) business model, Bukalapak provides a means of consumer-to-consumer sales anywhere. Anyone can open an online store to then serve potential buyers from all over Indonesia either in units or in large quantities. Individual or corporate users can buy and sell products, both new and used, such as bicycles, mobile phones, baby supplies, gadgets, gadget accessories, computers, slates (tablets), household appliances, clothing, electronics, and others. Bukalapak has the slogan jualbelionlinemudah dan terpercaya because Bukalapak provides a 100% money-back guarantee to the buyer if the goods are not delivered by the seller. (<https://id.wikipedia.org/wiki/Bukalapak>) Bukalapak became a container / stall provider company as a site to promote merchandise from the audience to other audiences promoted using the internet. However, Bukalapak also cannot be separated from promoting/advertising its company. Bukalapak conducts several unique and interesting marketing communications in its efforts to establish communication and offer its products and services to its customers and potential customers, including advertising on television, mobile applications, social media, YouTube, to conduct sales promotions to the offline community.

Making video as one of the promotional media, of course, is the right choice for online and offline business people. This method is quite effective for attracting the interest of consumers, so that they are familiar with the products or services offered. One of the most popular video sharing websites today is Youtube. Every day more than 20 million people visit the site. So that the opportunity to promote an online business or blog that is run, is increasingly wide open. Through the Youtube site, business actors can upload videos to introduce them to the wider community. Videos that are formatted .flv will be playable on

various websites that have the Flash Player plugin, so your videos are not only promoted in the local market, but can also be watched and downloaded by all internet users in various countries. This method is often done by most online business people to market digital products and the services they offer. Because besides being free, there are many other benefits that bloggers get when they promote through Youtube (<http://bisnisukm.com/youtube-sebagai-media-promosi-produk.html>)

In utilizing audio-visual advertisements other than on television, Bukalapak also uses Youtube as a tool to persuade and attract buyers and sellers. Bukalapak's various advertising videos can be easily searched or appear on Youtube. Bukalapak's advertising videos are very varied and different from others, and not infrequently Bukalapak companies also take advantage of a certain time to raise an important day to be the theme of the advertisements that will be aired. Some time ago, precisely during the Chinese New Year celebration, Bukalapak launched audiovisual advertisements on television and YouTube with the theme of Chinese New Year atmosphere, also known as Bukalapak Emang Cincai Ads On its official page, the Bukalapak blog clearly explained the purpose and purpose of the advertisement complete with the inclusion of photos of advertising snippets on audiovisual advertisements with the theme of special promos at the Chinese New Year celebration:

Shopping at Bukalapak in Chinese New Year 2017 is getting more lively and fun with Nego Cincai Bukalapak promo. You can certainly get your dream items at a better price. Interestingly, during this Nego Cincai Bukalapak promo, you can continue to negotiate your dream goods up to hundreds of thousands of rupiah. Don't worry, all the items in Bukalapak that you need can be negotiated, you know (except virtual products). Well, what you have to remember, in advertising there is a variety of knowledge about meaning, values, ideology, culture and so on. In relation to cultural values, advertising as a form of mass communication is an agent of spreading cultural values in society. In many ways the cultural values expressed in advertising are often a reference to behavior for some members of society. It is in this context that cultural values in advertising are seen as a form that is deliberately constructed and transformed to society as a target for the spread of mass culture.

Bukalapak Emang Cincai commercial, in this short commercial stars a grandmother who uses a pink hair roller and holds a traditional abacus. Not to forget, this grandmother, who is better

known as cincai grandma, also wears Cheongsam to make the Chinese New Year atmosphere thicker. This advertisement is also wrapped in a background such as a place of worship for Buddhists (Chinese people), the background of the advertisement is depicted like doors that are typical of Chinese culture with a fiery red color combined with yellow for carvings that make the advertisement more thick of the Chinese New Year atmosphere, not to forget also in addition to the presence of red lanterns and cherry blossoms on the left and right sides in the advertisement is represented to make the atmosphere really very thick with Chinese culture in the ad. Jingle songs in this ad contain a lot of different cultural vocabulary mixtures, one of the vocabulary in this ad is like the word "cincai" taken from Chinese culture. When singing the jingle of the advertising song is represented by her distinctive voice like a Chinese who adheres to Chinese culture, the grandmother did not forget to wink and smile coquettishly.

What becomes interesting is that the creative work of an advertisement carries values that some people say are controversial cultural values in society. The cultural values that shape the behavior of some members of society are not in accordance with the cultural values that existed before. In this case, the existence of the Chinese New Year is made by the Bukalapak company as an opportunity to promote excellence through advertising, and take advantage of the promo only valid at that time, namely by during the promo period consumers can negotiate the goods to be purchased. As previously explained, the content of Bukalapak's advertising video represents Tionghoa culture as the main theme. This advertisement was launched in conjunction with the Chinese New Year, which is generally celebrated by people who have Chinese culture (Chinese race) and adhere to Buddhism so that Bukalapak uses the Chinese New Year as the right time to promote "Negotiations" until the content of the advertisement is represented how people who adhere to Chinese culture (Chinese race) are very familiar with negotiations, this can be seen by the emergence of the word "cincai". The origin of the word "cincai" comes from Chinese culture where cincai is one of the philosophies in business that is believed or embraced by the Chinese cultural community (Chinese people). The Chinese have a business philosophy, 3C: Cengli, Cincai, and Cuan. Cengli means "fair, honest, trustworthy, logical, true", making them persons of character, integrity, and credibility. Cincai means "to understand", to teach to be tolerant, to be able to understand

the circumstances of others and to act accordingly. Cuan means "profit" that everything should have a principle of benefit and if not, should not be done. ([https://www.kompasiana.com/zulfaisalputera/cincailah\\_](https://www.kompasiana.com/zulfaisalputera/cincailah_)) So that there has been a context of Cross-Cultural Communication in Bukalapak's advertisement, namely with the Chinese culture represented in the advertisement. Based on the description above, researchers are interested in researching the Representation of Cross-Cultural Communication, namely Chinese Culture in BUKALAPAK Emang Cincai Youtube Advertisements"

## RESEARCH METHODS

This research uses qualitative research methods that aim to explain the phenomena that occur in depth. As Kriyantono (2008: 35) says, qualitative methods do not prioritize population and sampling, so the research is subjective whose results are not to be generalized. The qualitative research method uses a way that is passed in observation to solve problems, which is carried out by writing research reports expressed in the form of sentences that are descriptive, nonnumeric, subjective and there is a tendency to find theories instead of testing theories. The type of qualitative research used is non-interactive so that the analysis carried out does not involve informants directly, but uses documents in the form of videos in Mp4 format obtained through Youtube social media.

The method used in this study is a qualitative and descriptive research method. According to Kirk and Miller, qualitative research is used to discover or develop existing theories. Qualitative research seeks to explain reality by using descriptive explanations in the form of sentences (Pujileksono, 2015: 35).

Methods in qualitative research are interpretive, where in the semiotic method the researcher analyzes and reveals and deciphers meaning into text form. This research is subjective which means that every meaning behind the sign involves the thinking power, experience, culture and emotions of each human being. This research will use Roland Barthes' semiotic analysis. Roland Barthes's semiotics was chosen because this technique can be used to dismantle the meaning behind existing signs. Roland Barthes's semiotics uses a two-stage signification in which the first stage is a description of the meaning of denotation, namely the

meaning that appears on the sign, and the second is the description of the connotation, so that through the connotation gives birth to findings and myths on the meaning

## RESULTS AND DISCUSSION

The main purpose of analyzing advertising using semiotic analysis is to "read" advertisements. In television commercials the interpreter must find a veiled meaning associated with certain myths and ideologies. But in this case the meaning in semiotics causes a sign to be interpreted variously. Each sign in the Barthes language has the property of polysemy, aka multi-interpretation. This is due to the ambiguous nature of the marker and the possibility that it is given to be interpreted. Not only for television advertisements, this also applies to advertisements that are broadcast on the internet or on YouTube where advertisements are still based on videos.

Bukalapak is a service provider company in the field of online market place which always promotes its company with unique and interesting advertisements to discuss. One of Bukalapak's interesting advertisements is the Bukalapak Emang Cincai advertisement which displays the image of Indonesian culture. This advertisement that raises Indonesian culture, especially Chinese culture, looks so

"Indonesia" by presenting narratives that use accents / accents typical of Indonesian people who have Chinese culture. The use of language accents that reflect Chinese culture does not mean that the market segment of this advertisement is only for people with Chinese culture as well. However, the use of language accents in advertisements including the context of Cross-Cultural Communication is the reason for one of the advertisements that is quite interesting to be researched. The advertisement, which at the beginning of its appearance, received a lot of criticism for showing scenes that seemed funny and unexpected, namely middle-aged women who confidently sang and caused a flirtatious impression with the flickering of her eyes.

Barthes' mythical meaning scheme in this advertisement can be seen in the scene where the grandmother who sings with the situation and conditions both background, backsound, clothes, narrative and text, and actors, as well as other things in the advertisement refer to the meaning of myths that contain elements of Chinese culture in the celebration of the

Chinese New Year in Indonesia. So the scene shows that the advertisement is very Indonesian, with Chinese culture that has been considered to be one of the cultures in Indonesia. Bukalapak presents an interesting advertisement by bringing up a middle-aged woman, namely the grandmother *cincai* as the main character in this advertisement is doing performance or performance while singing. The message of Bukalapak which has a sense of joy of happiness in welcoming the Chinese New Year celebrations was successfully conveyed in this advertisement, it looks like in one of the meanings of the use of red symbolizing luck and joy as well as the scene where the grandmother looks carefree and joyful when singing jingle songs with left and right buttons made by the grandmother. The scene where the text that appears when the grandmother sings to interpret karaoke is one of the entertainments of the Indonesian people that is loved by the public as well as a series of signs in this advertising video that it is nuanced to celebrate the Chinese New Year and adds to the atmosphere in the video to be full of the spirit of happiness.

The myths arising from various regional languages used in this advertising video such as the words "*cincai, kagak, hokcay, and jago*" have the meaning that they contain myths used in this advertising video give rise to a picture of cross-cultural communication content that is used in an advertisement. Not only the language is raised, but also signs as an affirmation in the language carried out in this video proves that this advertising video is not only originally using the content but uses the beliefs of the word culture which has meaning by applying it in this ad. So that the image intertwined in this advertising video becomes the context of Cross-Cultural Communication through Chinese Culture is used to describe the Chinese culture in Indonesia that has blended and experienced assimilation from various other cultures and is shown in this advertising video. So that this advertising video looks different and unique to promote the fusion of cultures in Indonesia considering that Indonesian culture is very many and varied, this is an interesting example of advertising to discuss, regardless of the advantages and disadvantages that exist in the advertisement itself.

## **CONCLUSION**

Many of the advertisements that exist today carry regional and cultural concepts and many of these advertisements are displayed very creatively, including Bukalapak advertisements. Every advertisement from the promotion of Bukalapak promotion is very creative and

memorable to each of its viewers. In Bukalapak's version of the Bukalapak advertisement, Emang Cincai carries the concept of Indonesian culture, especially Chinese culture which has experienced cultural assimilation with Indonesia and Chinese culture has been recognized as one of the cultures in Indonesia. The concept of advertising that attracts and elevates Indonesian culture is an important factor that makes this advertisement worth seeing. The conclusion of the meaning in the Bukalapak Emang Cincai version of the Bukalapak advertisement seen in the context of Cross-Cultural Communication in the advertisement in this video is:

1. Bukalapak's advertisement features myths of elements of happiness and joy in welcoming the Chinese New Year, which are widely depicted from signs such as colors, actors' representations in advertisements, texts that suddenly appear like doing karaoke, even the purpose of the emergence of advertisements with the theme of Chinese culture, and these other things are the embodiment of joy and happiness in welcoming the Chinese New Year celebrations.
2. This ad wants to look very Indonesian by displaying elements of Chinese culture that are very easy to recognize and look a little funny with the accent / accent of the language they use. The use of language containing myths in this advertisement represents Cross-Cultural Communication in this advertising video is used to illustrate that Indonesian culture is united and experiences a mixture of varied cultures. This is illustrated through Chinese culture in this advertisement the use of verbal and nonverbal words and language exposed in this advertising video works well to describe the Chinese culture that exists in Indonesia today has undergone a lot of assimilation with other cultures and displays the form of the unitary state of the Republic of Indonesia. Apart from the pluses in this Bukalapak advertisement, such as bringing out good cultural values and tatakrama from the Indonesian people, from this advertisement also has a negative value, namely the controversy regarding the scene that shows the flicker of one eye that seems flirtatious from a middle-aged woman or the grandmother as the main actor in this ad video although it can be dismissed the intention of the twinkling eyes in this advertisement is not marked for a flirtatious impression but an effort in attracting buying interest in trading. So that it

can be declared, it is hoped that in the future Bukalapak will be more careful and make the best use of the existing culture so that the same thing does not happen

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