

SEMIOTICS STUDY OF BANKING ADVERTISEMENT ON YOUTUBE (A STUDY OF WOMEN'S CONSTRUCTION IN BANKING ADVERTISEMENT)

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ABSTRACT

Advertising is mass communication because one way of delivering it is through online media, namely YouTube. There are many advertisements on YouTube, but the author chose banking advertisements from the Bank Tabungan Negara (BTN) entitled "Because Life Is Not Just About Today", Bank Syariah Indonesia (BSI) entitled "United for Indonesia", and Bank Jabar Banten (BJB) entitled "Indonesia Resilient, Indonesia Grows". In these three advertisements, there are depictions of female figures by profession. This study aimed to find out how women construct banking advertisements on YouTube. This study uses a descriptive qualitative research approach with semiotic research methods. The theories that are used in this research are mass communication theory, new media, feminism, and the spiral of silence. The research data were obtained from observations of scenes in advertisements, documentation, and literature studies. The results show that the construction of women in banking advertisements on YouTube is that women do not only do domestic work, namely being housewives, but women are now active in the public sphere and can become various professions. Even a profession that men generally dominate, now women can do that.

Keywords: Advertisement, YouTube, Construction, Women, Semiotics

1. PREFACE

Media has benefits in human life, namely, the media can convey the reality that is happening in society by displaying it in light and creative educational elements so that it can be easily understood by every community [1]. Companies currently use the internet as a medium to convey information about certain products or services. Therefore, many companies are slowly shifting their investment in advertising from conventional media to online-based media. This shift is also directly proportional to the results of research conducted by the Nielsen company through Digital Ad Intel research which states that since 2018, the total number of advertising spending including on internet/digital media has reached Rp 165 trillion [2].

With more than one billion monthly users worldwide, YouTube is one of the most popular online-based platforms today. Its popularity is expected to continue to increase with the number of users. According to research results, 92% of users in Indonesia stated that when they search for video content, their first destination is YouTube. According to users in Indonesia, there is a lot of interesting content with various topics on YouTube, making it easier for users [3].

Various companies are trying to create new and fresh ideas in making an advertisement to reach the target market of their products. Often there are figures or human figures displayed in the advertisements. Human figures or figures that are displayed as product advertising models are male and female [4].

According to Mulyana et al., 90% of advertisers use women as their advertising models because of women's physique, namely the beauty and beauty of their bodies, is used as an attraction for the products to be advertised. Advertisements generally depict women as figures who are always in the domestic sphere, namely doing household chores such as taking care of their children, taking care of their husbands, cooking, and various other household chores. Women also describe the values of femininity. Values that refer to characteristics that are identical to the general nature of women who are gentle, emotional, beauty, elegance, motherhood, and housework are the values of femininity [5].

Our Contribution

The author hopes that this research can broaden the horizons of the construction of women in advertisements on YouTube and can develop Communication Studies in the field of advertising, especially if you want to examine these advertisements from a feminist perspective.

2. RESEARCH METHOD

One of many companies that displays female figures in its advertisements is a banking advertisement from Bank Syariah Indonesia (BSI), Bank Jabar Banten (BJB), and Bank Tabungan Negara (BTN) on YouTube. In April 2021, Bank Tabungan Negara (BTN) launched an advertisement entitled "Because Life Is Not Just About Today". In February 2021, Bank Syariah Indonesia (BSI) launched an advertisement entitled "United for Indonesia". In August 2021, Bank Jabar Banten (BJB) also launched an advertisement entitled "Indonesia is Resilient, Indonesia Grows" in celebration of the 76th anniversary of the Republic of Indonesia.

The author chose these three banking advertisements because apart from being new, these three advertisements also make women relatively dominant figures compared to other banking advertisements. The depiction of women in the three banking advertisements also seems to respond to the existing reality by depicting today's women who are presented with various roles in the public domain. The female models used as advertisements for these three banks each have achievements and success in the public sphere. The author wants to analyze in-depth the use of signs related to feminism in the banking advertisement. According to Fiske, the center of attention of advertising does not focus on communication as a process but focuses on communication as the production and exchange of meaning. This research approach is seen from a different approach, namely radically [6].

The construction of women in these three banking advertisements is different from traditional women's constructions in general so that minority views on different women's constructions can replace the majority view on women's constructions in general. The construction of women in these three banking advertisements will be related to the flow of multicultural feminism which states that women are heterogeneous who have various interrelated layers, such as age, socio-economic status, education, religion, culture, citizenship, and location.

Based on the above background, the authors are interested in knowing how women construct banking advertisements on YouTube by analyzing the signs shown in advertisements using Charles Sanders Peirce's semiotics consisting of signs, objects, and interpretation.

3. RESULT AND DISCUSSIONS

In this study, the authors used a descriptive qualitative research approach. According to Nazir, the method that examines a condition, object, status of a human group, system of thought, or events in the present is a descriptive method. Making a systematic, factual, and accurate description, picture, or painting of the facts, characteristics, and relationships between the investigated phenomena is the purpose of this descriptive research [7].

This study uses the semiotic method of Charles Sanders Peirce to study signs. Charles Sanders Peirce's semiotics is known for his triadic model and the concept of trichotomy. Peirce's triadic model is referred to as "triangle meaning semiotics" or known as the triangle theory of meaning consisting of representamen (sign), object, and interpretation [8].

The subjects in this study were female figures in advertisements for Bank Syariah Indonesia (BSI), Bank Jabar Banten (BJB), and Bank Tabungan Negara (BTN). While the object of this research is banking advertisements on YouTube. In this study, the author uses several methods of data collection, namely observation on advertisement scenes, documentation, and literature study.

Data processing and analysis techniques, according to Miles et al., consist of three activities that take place simultaneously, namely data condensation, data display, and drawing or verifying conclusions [9].

Sugiyono stated that the technique of checking the validity of the data is to prove that the research results are reliable and can be held responsible for their correctness. Test the validity of the data in qualitative research, including the credibility test, transferability test, dependability, and objectivity test [10]. In this study, the authors used the data credibility test with the triangulation technique to test the validity of the data.

4. CONCLUSIONS AND RECOMMENDATIONS

Descriptions of Sign, Object, and Interpretants on Female Figures in Banking Advertisement



Figure 1. Scenes of female figure in BTN ads

Source: https://www.youtube.com/watch?v=XLi4wQTzdzg&t=1s&ab_channel=BankBTN

The sign (representamen) in this scene is the behavior of the female figure in the advertisement for a duration of 0:09 to 0:11. The behavior of the female figure is drawing the layout of the house on paper using a pencil. Audio visualized with the dialogue made by the female figure in her mind, namely "When I am an adult, it's time to prove my scribbles can be real".

The objects that are contained in this scene are several papers with pictures of the layout of the house on the table and walls. In addition, other objects are pencils, erasers, and rulers used for drawing, as well as blueprints on the laptop screen of the female figure. The object is symbolized as if to emphasize the profession of the female figure. The presence of objects is also emphasized by the angle (angle) of the extreme close-up camera (ECU) which shows in

detail an object at a very close distance. This camera angle is generally used to show objects or activities that are important to the audience.

The interpretation of the presence of objects and signs is that the female figure in this scene likes to draw from a young age, especially drawing houses. Then as an adult, this female figure works as an architect. He became an architect because he wanted to fulfill his childhood dream, which was to build a house. Architects are generally only done by a man. Women generally become interior designers or fashion designers who describe the feminine side, while men become architects who describe the masculine side [11]. This is evidenced by the results of Gajimu's survey data which revealed that 64% of people who work as architects are male and another 35% are female [12].



Figure 2. Scenes of female figure in BJB ads

Source:

https://www.youtube.com/watch?v=TrFw0AfvVWA&ab_channel=CommercialBreakIndonesia%20%E2%80%A2IKLANTVINDONESIA

The sign (representamen) in this scene is the behavior of the female figure in the advertisement for a duration of 0:03 to 0:05. The behavior of the female figure is by moving her hands while talking to people on her laptop screen.

The object in this scene is that the female figure in this scene is seen talking to many people through a video-based communication application on a laptop. Inside the laptop screen, there are many people who are making video calls through communication applications that use video. The presence of objects is also emphasized by the angle (angle) of the close-up camera and taking pictures that focus on the object so that you can see the appearance of the object clearly.

The interpretation of the presence of objects and signs is that the female figure in this scene is the spokesperson for a webinar. Being a spokesperson is not a common career field for women because generally women's social construction is considered emotional, spoiled, whiny, indecisive, dependent (not independent) and neat, so it is more appropriate to be a secretary [13].



Figure 3. First scene of female figures in BSI ads

Source: <https://www.youtube.com/watch?v=KAFpAKR0K-0>

The sign (representamen) in this scene is the background in the advertisement at a duration of 0:14 to 0:18. In the background of this scene, a building or house is being built.

The three female figures in this scene are wearing safety vests and safety helmets which are the objects of this scene. The presence of the object is also emphasized by the angle of the medium shot camera, which means taking pictures of human objects from above the waist to the top of the head.

The interpretation of the presence of objects and signs is that the female figure in this scene working in the construction sector. Work in construction includes supervising contractors in the field and managing projects. People who work in construction are mostly in the field or construction sites. Generally, these jobs are dominated by men. This is due to the distrust that women are able to work in the field, and because of gender limitations that fieldwork is a difficult job for women [14]. Based on data from the Ministry of Public Works and Public Housing (PUPR), male employees working in the construction sector are 70.24% while female employees are 29.76% [15].



Figure 4. Second Scene of female figures in BSI ads

Source: <https://www.youtube.com/watch?v=KAFpAKR0K-0>

In the last scene in this advertisement, the author focuses on the female figure on the left. The sign (representamen) on the female figure on the left is the green outfit worn in the scene and the stethoscope around her neck. Meanwhile, the object in the female figure on the left is a stethoscope. A stethoscope is a medical device that serves to hear the sound of the heartbeat and the sounds of other organs in the body. From the presence of objects and signs, the interpretant in this scene is a female figure wearing a green dress and a stethoscope hanging from her neck, indicating that the female figure in this scene is a doctor.

In general, the profession of being a doctor is dominated by men and women as nurses, because the tasks carried out by a nurse are considered relevant to the "nature" of women. For example, to carry out nursing duties, it takes accuracy, patience, and patience, the attitude of women who are considered to have more value than men [16]. According to the World Health Organization (WHO), only 39% of female doctors are in Southeast Asia, while 61% are male doctors [17].

Advertising as a Form of Mass Communication

Advertising is a form of mass communication, so companies or brands are now promoting their products in the form of videos, pictures, and others. Currently, advertisements can be found on the internet. Various kinds of advertisers use the internet, namely YouTube to promote their products [18] (Pratama & Anggraini, 2019:18). The advertisements studied by the author, namely banking advertisement from Bank Tabungan Negara (BTN) entitled

"Because Life Is Not Just About Today", banking advertisement from Bank Syariah Indonesia (BSI) entitled "United for Indonesia", and banking advertisement from Bank Jabar Banten (BJB) entitled "Indonesia is Resilient, Indonesia Grows".

Feminism

Feminism is a movement that demands equality for all people, regardless of gender. In demanding that equality, feminism struggles against gender-based oppression. So what feminism is fighting against is oppression and what it is fighting for is equality. From the side of the depiction of women and the products in the three banking advertisements, they illustrate the values of feminism, namely the value of empowering women, seeing women as empowered, and women being stronger. This advertisement is also in line with multicultural feminism, which no longer focuses on issues of gender equality in general, but also targets issues of inequality caused by differences in race, socioeconomic status, education, religion, culture, and women's job opportunities.

Spiral of Silence

The position of women is currently still marginalized (marginalized). Women's voices are not widely heard because of discrimination, men still occupy strategic positions that prevent women from being given the opportunity to become leaders, there is no media for women to express their aspirations, and there is no safe space for women to speak, thus making female voices are still minor compared to male voices.

Women's Construction in Banking Advertisement

These three banking advertisements have the same interpretation, namely the depiction of the female figure in the three banking advertisements is constructed as a woman who has a career in various professions and is successful in the public sphere. The profession described in these three advertisements is not a profession that is generally carried out by a woman, but a profession dominated by men. From this advertisement, it can be seen that this is a step forward because today's companies are increasingly aware of the social and political situation that is happening, as well as the trends that are developing, namely the issue of equality, diversity issues, and equality. gender. So, there is awareness in various companies to see the developing social situation, that it is necessary to move forward for gender equality which is claimed as the value of Indonesia in one of the advertisements of the three banking advertisements, namely the advertisement for Bank Syariah Indonesia.

The patriarchal society still considers that work in the public sphere such as working for a living is a job that can only be done by men and domestic work or household chores such as washing dishes, taking care of children, cooking, serving husbands are women's jobs [19]. This happens because of job stereotypes that limit women's space in choosing their jobs. There are still many who think that women cannot do jobs that are generally dominated by men because it is dangerous, women cannot lead, women cannot think logically and emotionally, and women have responsibilities at home.

This gender stereotype is one of the reasons for the emergence of the feminism movement which is a movement to fight for gender equality. The construction of women's professions into various roles which are generally dominated by men in these three banking advertisements is a form of resistance to gender equality. This proves that women are no longer silent about the gender discrimination that occurs and states that women are capable and able to do jobs that are generally dominated by men. Active women in the public sphere is a success or progress achieved. But on the other hand, there are still many shortcomings,

namely even if women are able to work or are successful in the public sphere when they return home, women will have a dual role burden.

These three banking advertisements are examples of changes in the construction of women because advertisements in the mass media generally still portray women in a traditional way. But on the other hand, the depiction or construction of women in these three advertisements has long existed in society. Today's women can do more than this, by profession as racers, astronauts, machinists, and others.

5. CONCLUSIONS

Here are some conclusions that the author has concluded from the results of the author's research: From the analysis of the sign (representamen), objects, and interpretants in banking advertisements from the State Savings Bank (BTN), Bank Jabar Banten (BJB), and Bank Syariah Indonesia (BSI), there are similarities in the interpretants, namely the female figure in the three banking advertisements shown in terms of professionalism and work. In contrast to the depiction of women in advertisements in general, which only displays their physical appearance and beauty. The female figures in these three banking advertisements have jobs that are generally dominated by men. While not many women work in this field. This is due to the existence of gender stereotypes in work which states that certain jobs are not suitable for women from a feminine perspective and are more suitable for men which represent masculinity.

Women are constructed into various roles in the public sphere, such as being an architect, being a spokesperson, working in the construction sector, and being a doctor. This work is generally done by men because women are considered weak and untrustworthy. However, this advertisement proves that women are capable of doing things that are generally done by men. This advertisement also proves that some communities and companies are starting to realize the issue of equality and choose to discuss and support equality.

The depiction or construction of women in these three advertisements has long existed in society. Supposedly, the depiction of women in advertisements today can be more than this, namely a profession that is rarely found and carried out by women.

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