



# The Semiotics Analysis in Delivering Message How to Prevent Covid-19 on Grab Advertisement

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**Abstrak.** Virus corona tiba-tiba menyerang dunia pada awal tahun 2020 di Guangzhou, China. Hingga saat ini virus ini masih menyebar dimana-mana, menuntut setiap orang untuk lebih menjaga keselamatan dan kesehatan. Sejalan dengan situasi saat ini, Grab sebagai salah satu e-commerce yang banyak digunakan di Indonesia membuat iklan digital dengan menggunakan platform YouTube bertema Covid-19 dengan judul, "Armada Higienis GrabKitchen Siap Jaga Kebersihan Pesananmu!". Penelitian ini dilakukan untuk mengungkap penyampaian pesan pencegahan Covid-19 yang terdapat pada iklan Grab. Penelitian ini menggunakan metode penelitian kualitatif dan paradigma konstruktivisme dengan pendekatan analisis semiotika Ferdinand De Saussure dalam menyampaikan pesan yang terdapat pada iklan. Analisis semiotika Ferdinand De Saussure menggunakan konsep signifier, signified, dan signification. Hasil penelitian ini menunjukkan bahwa iklan "Armada Higienis GrabKitchen Siap Jaga Kebersihan Pesananmu!" merepresentasikan pesan bagaimana cara mencegah Covid-19. Yaitu selalu memakai masker, rutin mencuci tangan, dan menjaga kebersihan lingkungan. Penelitian ini juga menunjukkan cara mencegah penyebaran virus corona dengan tepat.

**Kata Kunci:** iklan digital, covid-19, semiotika, Ferdinand De Saussure

**Abstract.** The corona virus suddenly attacked the world in early 2020 in Guangzhou, China. Until now, this virus is still spreading everywhere, requiring everyone to take better care of their own safety and health. In a line with the current situation, Grab as one of the e-commerce that is widely used in Indonesia, creates digital advertisements using YouTube as a platform, with a theme related to Covid-19 with the title "Armada Higienis GrabKitchen Siap Jaga Kebersihan Pesananmu!". This study was conducted to reveal the delivery of the Covid-19 prevention message contained in Grab advertisement. This research uses qualitative research methods and constructivism paradigm with Ferdinand De Saussure's semiotic analysis approach in delivering the message contained in the advertisement. Ferdinand De Saussure's semiotic analysis uses the concept of signifier, signified and signification. The results of this study shows that "Armada Higienis GrabKitchen Siap Jaga Kebersihan Pesananmu!" advertisement represents a message on how to prevent Covid-19, which are to always wear mask, washing hand regularly, and keep the environment clean. This research also shows how to properly prevent the spread of the corona virus.

**Keywords:** digital advertisement, covid-19, semiotics, Ferdinand De Saussure

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## INTRODUCTION

Started in the beginning of 2020, coronavirus was founded for the first time in Wuhan, China. COVID-19 virus is a new virus linked to the same family of viruses as Severe Acute Respiratory Syndrome (SARS) and some types of common cold. While, the number of victims who died as a result of covid-19 is still increasing until today. In Indonesia, until 16<sup>th</sup> January 2021, there have been about 882,418 confirmed cases of COVID-19.

Regarding the current situation, office, school, and campus also should stop operating normally and move all the teaching and learning activity to online to decrease the spread of coronavirus. People have to stay at home and work/learn from home, Grab make many contents related with quarantine and how to prevent coronavirus while showing the different types of services they have. One of the advertisement is '*Armada Higienis GrabKitchen Siap Jaga Kebersihan Pesananmu!*' that was posted on March 23rd, 2020 and got 1,981,289 views. The advertisement is basically telling about how Armada Grab make sure the food hygiene when customer order food through Grab application. Grab try to convince the customer that Grab can guarantee the food safety and cleanliness because GrabKitchen always implement a virus prevention protocol. This advertisement delivered by using humor appeal just like most of Grab advertisement on their Youtube channel.

In addition to entertaining, this ad also contains messages conveying how to prevent Covid-19, which aims to build awareness, because there are still many people who do not maintain their safety and health in the current situation. Many people who still take it lightly by not using masks and not washing hands regularly. There are still many food vendors who sell without paying attention to health protocols. Through this advertisement, it is expected people will be more care about their safety and health.

The existence of a coronavirus pandemic cannot be separated from the media spotlight. Whether it's offline media or online media. Especially for online media, information is spreads very quickly. As the time develop, online media also used a lot by people because it consider easier and cheaper than the offline one. By using online media, people also can easily find information faster anywhere and anytime. For example social media such as Instagram, twitter, YouTube, and Facebook. There is also official website and online article.

Youtube is one of the media that highly used to spread information in this era. Nowadays, many company do promotion of their product on Youtube. One of the company that used Youtube as a platform is Grab. Grab used Youtube a lot to make advertisements about their product/service. An advertisement cannot be meaningless. There must be a message to be conveyed in an advertisement. Because, the purpose of an advertisement is not only for promotion, but must be able to convey a positive message that is useful for the audience. The message to be conveyed in this advertisement can be analyzed using Ferdinand De Saussure semiotic theory. Each signs on the advertisement will be classified into signifier, signified, and signification. Signifier is a sign in a form physical appearance of the object that can be seen or can be heard. Signified is the meaning behind each aspect/sign. While signification is the whole meaning/conclusion to be conveyed from an object. According to the research object, this research uses semiotics theory by Ferdinand De Saussure to reveal meaning behind the advertisement. Ferdinand De Saussure called semiotics as semiology. He said that semiology is a science that studies the life if signs within society (Budiman, 2011 in Hamzah, 2019). A sign has two aspects: a significant (usually rendered in English as a 'signifier') and a signifié (a 'signified') (Chandler, 2017:13). The relationship between the signified and the signifier is arbitrary. It is arbiter because each sign has a reference to an object without us knowing the reason or background.

Beside that, the advertisement is a form of digital advertisement. Basically, advertisement is an intermediary to deliver message or information by using electronic media or printed media. Advertising is one of the important part in digital communication. Digital advertising is an online promotional activity that produced for wide community (Virgile et al., 2016). Another definition from Sarwono & Prihartono (2012) define online advertisement/digital advertisement as a paid message set on the online site or the like. "*Armada Higienis GrabKitchen Siap Jaga Kebersihan Pesananmu!*" advertisement is a form of digital

advertisement because the advertisement posted in online site which is Youtube.



This research was conducted to reveal messages on how to prevent Covid-19. Message is one of the important element in communication process. Message is what is delivered from communicator to communicant. This also stated by Mulyana (2015:70) message is what is communicated in any kind of form whether it's verbally and nonverbally delivered by the sender to the recipient. Message is the result of effective communication process. If the message received well by the communicant, it means that the process of communication is success. According to the explanation above, does the Grab ad really contains messages on how to prevent covid-19 or not and can be analyzed by using Ferdinand De Saussure semiotics theory.



## RESEARCH METHOD




To analyze Grab Advertisement “*Armada Higienis GrabKitchen Siap Jaga Kebersihan Pesananmu!*” the research method used in this research is qualitative research. Research paradigm that used in this research is constructivism paradigm with Roland Barthes' semiotic analysis approach to reveal the message contained in this advertisement research design, data source, data collecting tech, data analysis. In this research, the data usage method that researchers used to collect data are primary data and secondary data. In primary data, researcher will break down each scene in this advertisement and analyze it based on Ferdinand De Saussure semiotic theory which is signifier and signified, to reveal the message contained in this advertisement. While for secondary data, researcher obtained secondary data by using literature such as books, journal, article that is related with the research topic. Researcher also use internet to get more information. This method is done to strengthen researcher's argument regarding the topic being discussed.

In analyzing Grab advertisement ‘*Armada Higienis GrabKitchen Siap Jaga Kebersihan Pesananmu!*’, there are some steps that researcher used before draw the conclusion of the research. According to (Sugiyono, 2013). The steps that can be carried out in data analyzing technique are data reduction, data display, and draw conclusion. Data reduction means summarizing and focusing on things that are considered important to find themes and patterns. In order to make it easier to collect data. In this research, researcher watch the Grab Advertisement, analyze, understand each scene in the advertisement carefully, and collecting scene cuts that is considered contained message on how to prevent Covid-19. After data reduction, the researcher performed a data display. In this study, the data were analyzed by discussing the signifier, signified, and signification that contained the messages of Covid-19 prevention while, conclusions are still provisional and can change if there is no strong evidence to support them in the data collection stage.

**Table 1**  
**Cut scenes showing how to prevent covid-19**

Scene	Duration	Visual	Audio	Scene Description
1.	0:01 - 0:03		Voice over: “Kami mengerti kamu berhati-hati dengan pilihan makanmu”	The scene shown one of the food seller put the lid of the food packages. The seller cut the martabak, and then grate the cheese on the top of the martabak also pour condensed milk
2.	0:06 - 0:07		Voiceover: “Memperkenalkan armada higienis GrabKitchen	A seller makes coffee

3.	0:08 – 0:15		<p>Voice over: “Yang pertama adalah jagoan tolak panas”                  Man: “saya pak?”                  Voice over: “iya bapak”</p>	<p>A man standing facing a queue. The man took out a thermometer and then measured the body temperature of woman in front of him. The man shows the results of the woman's body temperature.</p>
4.	0:16 - 0:18		<p>Voice over: “yang kedua, sang jagoan steril.”</p>	<p>A woman with black glasses looking at the camera while washing both of her hands.</p>
5.	0:18- 0:24		<p>Voice over: “rajin mencuci tangan berkala bantu terhindar dari segala kuman dan penyakit”</p>	<p>In this scene, the woman washes her hands together with a man. The man wash his hands quickly and then left.                   The woman raised her index finger in front of her face, then stop the man. After that, the man and the woman wash their hand again properly.</p>
6.	0:25 – 0:29		<p>Voice over: “lalu sebagai pelindung sejati, ia selalu menutupi area tangan, mulut, hidung dan kepala demi kebaikan</p>	<p>A man with black glasses wears gloves, mask, and head cover</p>
7.	0:30 – 0:33		<p>There is no audio</p>	<p>A beverage in the transparent plastic wrap, then the man glue the tape on the part plastic wrap. The same with the food packages, the man glue the tape on the food package</p>
8.	0:34 – 0:37		<p>Voice over: “dialah jagoan aman”</p>	<p>The man come out from the room and then take off his mask. The man came out of a room then took off his mask. he makes an OK sign with his hand</p>

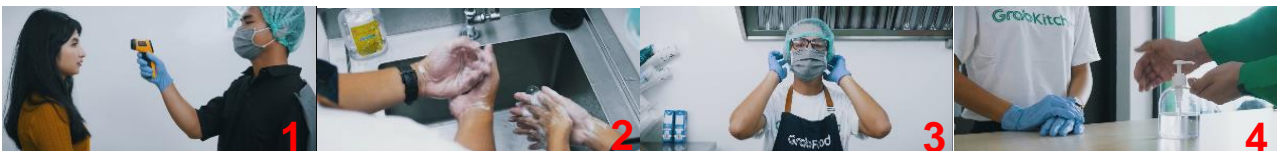
9.	0:38 – 0:45		Voice over: “dan terakhir sang jagoan kebersihan. Dia selalu teliti, bikin semua jadi cling”	In this scene, it is shown a woman washing a bowl. After that she sweep the floor, wiping door handles, and also clean the table.
10.	0:46 - 0:52		Voice over: “GrabKitchen melalui GrabFood tetap setia melayanimu. Tetap tenang, disiplin jaga kesehatan, dan kebersihan bersama”	A grab driver use hand sanitizer after that take the food from the seller.
11.	0:53 - 0:56		There is no audio	This scene shown the Grab driver and all the GrabKitchen “fleet”. the Grab driver holds the food paper bag, the woman with glasses hold handsanitizer and the other woman hold feather duster. Everyone smile to the camera.

Source: Research Result (2021)

## RESULT

The advertisement use kitchen as a background scene. In this advertisement, it shows that Grab Kitchen ‘fleet’ always maintain the cleanliness of both the seller itself and the environment around them, especially kitchen. There are four types of seller in Grab Kitchen which are ‘*Jagoan Tolak Panas*’, ‘*Jagoan Steril*’, ‘*Jagoan Aman*’, and ‘*Jagoan Kebersihan*’.

In analyzing this Grab advertisement, researcher divide the advertisement into several scenes. The selected scenes are the scenes that consider to depict the delivery of covid-19 prevention messages. After that, the scenes will be grouped into a table and then analyzed and discuss the signs in it, according to Ferdinand De Saussure's semiotic theory, which are signifier, signified, signification. In “*Armada Higienis GrabKitchen Siap Jaga Kebersihan Pesananmu!*” advertisement, almost all the scenes describe ways to reduce the transmission of coronavirus from one person to another person. From all the cut scenes that has been selected, researcher chooses 4 scenes which are considered to represent the entire advertisement in delivering the message on how to prevent covid-19.



Source: youtube.com accessed on September 24<sup>th</sup>, 2020

Picture 2. “*Armada Higienis GrabKitchen Siap Jaga Kebersihan Pesananmu!*” advertisement cut scenes

## Scene 1

On signifier level, the scene showed a male worker who bring thermometer in his right hand. He wears a black shirt. The man cover his head with hair nets, wearing gloves, and also mask. The man cover the part of his face from nose to chin with mask perfectly. There is a woman queuing in front of him. The man positioned the thermometer to the forehead of woman in front him first. After that, he showed the result to the camera. There is an interaction between the voice over and the male worker. When the voice over said, “*yang pertama adalah Jagoan Tolak Panas*” that male worker replied, “*saya pak?*” “*iya bapak*” the voice over replied as well.

On signified level, the activity that the male worker does is checking the temperature. Checking body temperature is covid-19 health protocol that has to be done in public places. The color of shirt that he used is black. The use of black color in this advertisement has a purpose to distinguish the man's role as someone who does not work in the kitchen. Just like the other worker the man also wears hair nets, gloves, and mask. In scene 3, the camera takes the man's face up close, showing how the man is wearing a mask. The man wears the mask in a right way. By covering nose, mouth, and chin perfectly. The use of hair nets, mask, and gloves is used to prevent the contamination of virus between him and other. Because in doing his job, the man need to interact with many people. A mask used by the man is a type of mask that according to the standard. Which is medical mask. Medical mask is a type of mask that is recommended to use, compared to mask that made of thin fabric or scuba material. The scene when the man is showing the woman's body temperature which is 35.1°C to the camera, gives the meaning that the woman has a normal body temperature. Normal body temperature is usually range from 36,5°C to 37°C. 55 “*Jagoan Tolak Panas*” that was mentioned in this scene has a meaning that the male worker is a person who is in charge to make sure people who want to enter the place have a normal body temperature. The interaction between voice over and the male worker give funny impression on this scene, in accordance to the theme of this advertising that also contain of humor.

The signification of this scene, by the scene where some people are queuing waiting for their turn to have their body temperature checked, the advertisement trying to convey message that checking body temperature is necessary to know and make sure that people in public places has a normal body temperature (health body condition). And also to prevent the transmission of virus, it's important to always put on mask and wears gloves, also wears hair nets if it's needed. The term “*Jagoan Tolak Panas*” referring to the male worker's job as someone who is responsible for checking body temperature of everyone who want to enter that place.

Nowadays, almost all the public places apply the regulation to check body temperature before people enter the place. People must have a normal body temperature before entering a place. Because, one of the symptoms of covid-19 is fever (body temperature above 36°). This scene describe that situation. GrabKitchen try to communicate the message that they check the body temperature of anyone who will enter the place and make sure that the body is normal. The importance of using masks and gloves in the food production area is also emphasized again in this scene.

## Scene 2

On signifier, the scene takes place in the kitchen. a woman and man are washing their hands together in the sink together. They are wearing the same tshirt which is white t-shirt. The workers also used hair nets, mask, and the same apron. The man wash his hands quickly then turned around and left. The woman realized it shakes her head and raises his index finger in front of her face. The man and the woman wash their hand with soap again together. The voice over in this said said, “*rajin mencuci tangan berkala, bantu terhindar dari segala kuman dan penyakit*”.

On signified, giving meaning that these two people are part of the ‘fleet’ who work in the GrabKitchen kitchen. Both the male and female worker wears the same t-shirt means that they work in the same workplace. They also use hair nets to prevent dirt fall from hair. The use mask to avoid the spread of virus to 59 food and also to fellow employees. The man and woman use the same apron gives the meaning that both are in charge of making food. The scene shows that the man wash his hands carelessly because

he washed his hands very quickly. The depiction of a woman shakes her head and raising her index finger implies that she is telling the man to stop. A voice over which stated, "*rajin mencuci tangan berkala, bantu terhindar dari segala kuman dan penyakit*" can be heard, followed by the scene of the woman who tell the man to comeback and tell him how to wash hands properly, not only with water but also use soap. This scene want to convey a meaning to wash hands with water and soap frequently is very important to reduce the transmission of virus. According to UNICEF official website, washing hands is done in approximately 20-30 seconds.

The signification of this scene is to convey the message to wash hands regularly to reduce the transmission of the virus and germs between people and people as well as people and food / objects around them. The message delivered through the scenes in scene 5 and also voice over which stated, "*rajin mencuci tangan berkala, bantu terhindar dari segala kuman dan penyakit*". In addition, washing hands should be done properly by using water and soap for at least 20- 30 seconds.

Many people do not wash their hands properly and correctly. Whereas, washing hands must be done properly. By rubbing each parts of hands and fingers, to ensure that no more viruses stick to the hands. Washing hands should be done at least 20-30 seconds. This scenes in the advertisement depict a situation where the woman remind the man to wash his hands again because he doesn't wash his hands properly. Because they work to make food in the kitchen, so it's really important to keep their hands clean.

### Scene 3

On signifier level, the use of kitchen a man with black glasses is wearing white t-shirt. The man is wearing green apron with 'GrabFood' written on it. The man wears the gloves first, and then mask, after that he wears the hair nets. There is also a voice over that said, "*lalu sebagai pelindung sejati, ia selalu menutupi area tangan, mulut, hidung, dan kepala demi kebaikan*"

The signified of this scene, the t-shirt that the man used is white t-shirt shows that he works in a same workplace with the other employee. The apron with 'GrabFood' written on it gives a meaning that the man is also a part of GrabKitchen 'fleet'. The scene shows that the man is going to make food. Because he still didn't use any protection at first. The man wears the gloves first to cover his hand. Hands are the part of body that later will touch the objects around it the most. Wearing gloves first gives a meaning so that the other objects are not directly touched by hands that have not used protection. The mask used to prevent saliva that might get into the food being prepared and keep the food safe. Hair nets used to make sure that there is no dirt fall out from hair. The voice over have a meaning that the male worker is someone who always maintain safety in the process of making food and also protect himself from the dangers of viruses, by wearing gloves, mask, and hair nets.

The signification of scene 6 is to keep yourself and your surroundings safe, it is very important to cover the parts of the body that may cause infection which are hands, mouth, nose, and head by cover it with protection such as gloves, mask, and hair nets. In preparing food, there is a short distance between the seller and the food that is made, the use of protective equipment before making food is very necessary. Many seller do not use masks or even gloves when making food. In fact, this is very risky because it can cause virus transmission from the seller to food and it can affect other people who order food. Through scene 6 in this grab advertisement, Grab demonstrates that seller should always use masks, hair nets, and gloves when preparing food. This scene at the same time convinced the audience of this advertisement that GrabKitchen was a safe place to order food.

### Scene 4

On signifier level, the scene depict a man who wear a green jacket using hand sanitizer. The man also wears a mask. In front the man, there is a woman who wears a white t-shirt with 'GrabKitchen' written on it. She wears gloves, mask, and hair nets. The woman handing a paper bag to the man. After that, the woman put her hands together in front of chest while the man hold the paper bag in his hand.

On signified level, this scene describe a Grab driver who want to take an order. It can be seen from the green jacket with 'Grab' written on it. The driver wears a mask indicate that the driver is following

Covid-19 health protocol. The Grab driver use hand sanitizer gives a meaning that he want to make sure that his hands are clean. The same as the GrabKitchen employee who also wears mask, gloves, and hair nets. Because there must be direct interaction between GrabKitchen employees and driver, the use of protection equipment is needed to reduce the risk of covid-19 transmission. The Grab drivers shows the front of the paper bag to show that GrabFood is the product of GrabKitchen. The voice over contain a meaning that Grab will continue to operate as well as a reminder to maintain health and cleanliness of ourselves and people around us.

The signification of this scene is activities can continue as usual as long as people follow the Covid-19 health protocol, by always using a mask and maintaining personal hygiene and also their surroundings. The Grab driver are the ones who deliver food to the buyers. This scene shows that the Grab Driver as an intermediary also maintains cleanliness by using hand sanitizer and wearing a mask. From the 4 scenes, the main purpose of the advertisement is try to deliver a message how to prevent coronavirus which are by washing hands regularly, wearing mask, use hand sanitizer, and always ensure the body temperature is normal when entering a place

## DISCUSSION

Human awareness of the importance of maintaining health and cleanliness are still lacking. In this pandemic, it is very important to prevent the transmission of Covid-19, because the virus spread very quickly from one person to another. There are many things that should be done to prevent coronavirus. Such as wearing mask, washing hands, use hand sanitizer, and other important things. Digital media such as Youtube, can be used as a mean to share message regarding Covid-19 prevention. Advertisement in social media, which is a media that widely used by many people is the effective way to spread the message, because many people will see the advertisement and expected to receive the positive message well. According to the theory of communication by Nurhadi and Kurniawan (2017) said that communication is the process of conveying messages between two or more people with the aim of expressing opinions, changing attitudes / behavior which are carried out directly or indirectly (through the media) .

The purpose of this advertisement is to change the behavior and attitudes of people who have not maintained their own safety so that in the future it can be even better. By showing scenes such as washing hands regularly, wearing mask, hair nets, and gloves when preparing food, measure body temperature is one of the way to build the awareness of the society to be more careful and maintain health in the current situation to avoid corona virus attacked them. Anwar & Rusmana (2017) stated that digital messages that contained in digital communication can be more easily produced and delivered. The “*Armada Higienis GrabKitchen Siap Jaga Kebersihan Pesananmu!*” advertisement was posted in Youtube. Youtube is one of a kind of digital communication. The delivery of messages is not delivered using conventional media but YouTube, which is a digital tool that is currently widely used. To be able to spread a positive message to the masses quickly, using YouTube is a very effective way to do this.

“*Armada Higienis GrabKitchen Siap Jaga Kebersihan Pesananmu!*” is a kind of digital advertisement. The definition of digital advertising is a marketing message conveyed to costumer through online media platforms (IBIS World, 2016). In this case, Grab as a company use Youtube as online platform to deliver the message on the advertisement. Grab does not advertise on TV or radio to promote their services, but they do place digital advertisement on YouTube because it considered more able to reach wider community. The advertisement was uploaded on Youtube. Jinan (2013) stated that new media is a form of media characterized by digitization, computers, or information and communication technology networks at the end of the 20th century. New media cannot be separated with internet, because new media can work if there is internet. In this case, Grab using new media to spread the information through advertisement. Because in this era internet especially Youtube is a common thing and it’s always used by people almost every day, there is a high chance to people to see the advertisement.

Luttrel (2019:19) explained that social media is exercises and behavior among large number of individuals who meet online to share data, information, and conclusions utilizing conversational media.



Youtube as social media, provide comment section that allow users to leave comment. Users can leave any kind of comments such as support, praise, or criticism. Video owners can also replies or even report negative comments. Through this feature, viewers can discuss in the comments column about the content of Grab advertisement. The company can also provide feedback by replying to comments. Later, these comments can be an input as well as an improvement for Grab so that it can be even better in the future. The main purpose of this research is to reveal Covid-19 prevention message contained in “*Armada Higienis GrabKitchen Siap Jaga Kebersihan Pesananmu!*” advertisement. Laswell stated that message is a set of symbols that have the meaning delivered by communicator / sender of the message. Set of symbols in this advertisement are each scene in the advertisement that consider contained the Covid-19 prevention message. Grab has a role as a communicator who sends the message to the audience.

## CONCLUSION

From the results of research conducted on Grab advertisement, “*Armada Higienis GrabKitchen Siap Jaga Kebersihan Pesananmu!*” by analyzing each cut scene, researcher conclude that Grab advertisement represents message on how to prevent covid-19 well. It can be seen from each scene on the advertisement. The message also conveyed implicitly through the voice over. Covid-19 prevention message conveyed through the role of each GrabKitchen ‘fleet The message on how to prevent covid-19 conveyed in the advertisement are to always wear mask, use hand sanitizer, washing hand regularly, and keep the room and environment clean. In addition, the advertisement tells the importance of using protection equipment such as mask, gloves, and hair nets for the people who works in making food to avoid direct interaction and also the transmission of virus.

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