

A Semiotica Analysis of The Symbols' Representation in Market Place As Communication Language

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Abstract.

The objective of the research was to find out the Symbols' Representation In Marketplace As Communication Language. The design of this research was descriptive qualitative method. The instrument of the research was is something that is used in doing a work (Ary: 2002). Analysis Roland Barthes' semiotic paradigm. This study will analyze data regarding the meaning of denotation and connotation of symbols in the Tokopedia marketplace application. In this study there are instruments that is, the instrument is a list of symbols that contain meaning and understanding in English which is difficult for ordinary people to understand and very difficult to understand. The results showed understand the understanding of a symbol that is in the market place. In this section the found s several forms of understanding from each student to the symbols made in the form of questions in the google classroom media, the form of understanding was based on symbols, which the researchers gave to 10 students, some of which were questions in the form of choices from 4 market places. namely Shopee, Tokopedia, Lazada, and Bukalapak. Which were seen from 8 symbols from 4 market place applications. It can be concluded that students' understanding of the symbols given are very helpful in understanding a symbol contained in a market place where the symbol can be a communication tool or communication language for students who do not understand the meaning of the symbol.

Key Words: Semiotic, Symbols , Language, Communication

Introduction

The development of information technology in this era of globalization is very rapid. Internet is a word that is not foreign to hear is a sign of a development that has emerged. And The development of the internet today has penetrated into a place or place for everyone to do buying and selling activities. The buying and selling activities on the internet have grown to be more in modern times where buying and selling activities are carried out online or occur without face-to-face activities between sellers and buyers in general, sellers can sell or offer products through the market, buying and selling forums, buying and selling applications, as well as other online buying and selling facilities, Meanwhile, prospective buyers can see the products and services offered by the seller through these means or service applications. Market place is a means or container online where sellers can offer and promote products or services services on a website or application that support buyers to choose goods easily and more practically, then have a

discussion with the seller, after there is an agreement between the seller and the buyer, then buy a certain amount of money according to the price goods to the seller through the owner/ manager of the website.

Launching data from the WartaEkonomi.co.id website, Report from PPRO, the world's leading payment services company on online payments and commerce in 2018, they noted that Indonesia was one of the ten countries with the fastest growing market place in the world, which is 78% in 2018. This research institute explains that the strength that drives market places to develop in Indonesia is the presence of users who reach more than 100 million users. There are several online market places that are most in demand by the people in Indonesia, such as Shopee, Tokopedia, Lazada, Buka lapak, JD ID. , blibli.

According Inet.detik.com in 2021 Tokopedia will become a market place that occupies a superior position above Shopee, Lazada, Bukalapak and others. And SimiliarWeb's data for the January 2021 period shows that Tokopedia is ranked first in the e-commerce and shopping or Marketplace category in Indonesia. During that period, Tokopedia had a traffic share of 32.04% or an increase of 14.18%. And the highest rank is occupied by Tokopedia with 168 million visitors reported by katadata.co.id

Tokopedia Founded by William Tanuwijaya in February 2009, Tokopedia is one of the longest-running marketplaces in Indonesia. This marketplace even received the title as the largest marketplace with a monthly number of 137,200,900 visitors. In addition, Tokopedia is also included in the category of one of Indonesia's unicorn startups, which means that Tokopedia's valuation has reached more than \$1 billion. Tokopedia got an achievement by being ranked 1st in the market place most visited by the people of Indonesia by using a variety of how the mix promotes their market place. Tokopedia has become one of the most popular market places in demand by consumers by using a free shipping promo (shipping).

This is one of the advantages of Tokopedia compared to rival companies. In addition to free shipping promos and discounted goods, Tokopedia is also a free market place, Tokopedia also has a program called WIB (Waktu Indonesia Belanja) where WIB (Waktu Indonesia Belanja), is a routine shopping program held by Tokopedia every 25th to the end of the month. . use advertising strategy in an effort to increase the number of visitors and buyers. Tokopedia has succeeded in attracting its consumers by issuing several types of interesting advertisements, such as the WIB (Indonesian shopping time) advertisement in which Tokopedia invites the cooperation of a famous Indonesian actor, namely Chico Jerikho and plays as the green box which is an icon of Tokopedia, and in 2021 Tokopedia appoints 2 well-known international artists from South Korea namely BTS and BLACKPINK as brand ambassadors. as for the power badge icon depicted with a crown symbol.

Semiotics is the science of signification in learning English, as for the study of the meaning of decisions (*sémiologie*; Saussure, 1972: 33) in the Saussureans tradition. This includes the study of signs and sign processes (semiosis), indication, designation, similarity, analogy. , metaphor, symbolism, meaning, and communication. To explain the relationship

between the study of semiotics and the study of communication, communication can be defined as a process of transferring data or meaning from a source to a receiver. Therefore, communication theory builds models based on code, media, and context to explain the biological, psychological, and mechanical aspects involved. These two disciplines also recognize that the technical process is inseparable from the fact that the receiver must read the meaning of the data, that is, be able to distinguish the data as an important form, and make meaning out of it. Semiotics in general is a study of science about studying a sign and in terminology semiotics can be defined as a science that studies a wide range of objects, events, all cultures as signs. Semiotics is very important to use so that various signs can be solved properly. Through a semiotic approach, we can examine in more detail the communication conveyed by works of art. In this title we will focus on semiotics found in the market place as a style of language to be easily understood by consumers, and another important thing is that semiotics is also very important in education, In communicating, one uses a sign to send meaning about an object and another person will interpret the sign. Object is called "referent". Van Zoest (in Sobur, 2001, p. 96) interpreting semiotics as "the science of signs (signs) and all that is related" with it: how it works, its relationship to other words, its delivery, and its acceptance by those who destroy it."Sobur (2003, p. 15) reveals semiotics is a science or analytical method for studying signs. Signs here namely the tools we use in trying to find our way in the world this, in the midst of men and with men. Semiotics, or In Barhtes' terms, semiology, basically wants to study how which humanity uses things.

Semiotics in the marketplace can increase one's communicative potential in knowing any brand and help ensure that a larger and wider range of buyers can be effectively reached. There are a number of different semiotic techniques used by sellers within the marketplace. The visual elements used by a market place in semiotics include logos, symbols, colors, websites, and advertisements. Metaphor is the most common way in which semiotics can be used in the field of sales or marketplace. While verbal communication can be used to convey tag lines and messages, most of the effect is on the visual representation of the message. Semiotics in the marketplace is very important and is the main basis for convincing target buyers to buy a brand's product. Another interesting thing to note is that semiotics in a market place does not always have to be fully symbolic but can also be associated with writing, logos, and even visuals. Most marketplaces already have advertisements on television with visual support, for example having music, which is arguably a language of its own. Regardless of your culture or language, music is a universal form of communication and can be used by marketplaces to create the tone or mood of their messages. Some brands are associated with certain catchy musical jingles and these can be used to try and get consumers to remember them. For example, Tokopedia has their jingle. "WIB, WIB coba cek Tokopedia,tiap tanggal 25 sampai akhir bulan, diskon gede-gedean, bebas ongkir sepuasnya, semua selalu ada selalu bisa di tokopedia" This is also part of the semiotic voice which can be used by the marketplace as an attraction for

buyers and as a good language of communication so that we can easily understand the intent of this marketplace program.

The word semiotics in addition to the word semiology is still often used today. In addition to the term semiotics in the history of linguistics, it is also used other terms such as semasiology, semimik, and semik to refer to the field a study that studies the meaning or meaning of a sign or symbol, Semiotics is a scientific study or method of analysis for examines signs in the context of scenarios, pictures, texts, and scenes in films something that can be interpreted. Semiotics is rooted in classical and upper scholastic studies the arts of logic, rhetoric, and ethics. (Barthes, 1988; 179 in Kurniawan, 2001) Signs are tools we use in our search for a way in the world, in the midst of men, and with men. Semiotics, or in Barthes terms, semiology, basically wants to study how humanity (humanity) interpret things (things). Meaning (to signify) in this case cannot be confused with communicating (to communicate). Meaning means that objects not only carry information, in this case the objects want to communicate, but also constitutes a structured system of signs.

In Saussure's theory is the principle that language is sign system, and each sign is composed of two parts, namely the signifier (marker) and signified (signifier). According to Saussure, language is a the sign system, and every linguistic sign, according to him basically states a concept and a sound image, not declare something by a name. The sound that emerges from a word what is spoken is a signifier, while the concept is sign (signified)¹⁴. The two elements cannot be separated at all. If that happens it will destroy the word itself. That's why in this study the author tries to analyze semiotics in a market place as a style of communication.

This means that there is a necessary overlap between semiotics and communication. There are several symbols that contain several meanings that are difficult to understand by many users or potential buyers, where many potential users will choose another market place because of the difficulty in understanding the various choices of icons and symbols in Tokopedia which is a communication language that can make it easier for visitors to interpret that meaning. Seeing from these problems, the researcher wants to know what the meaning of contained in the symbols in Tokopedia which make it difficult for visitors because it is difficult to see what the meaning of the symbols displayed by the Tokopedia market place application means.

Semiotics is a sign that has meaning that is explored through an analytical method. According to Susanne Langer "judging a symbol or sign is something important, life" animals are mediated through feelings (feeling), but human feelings mediated by a number of concepts, symbols, and language." Semiotics is the study of how to give meaning to a sign. Semiotics can also be interpreted as a teaching concept in humans to interpret the signs that exist on a particular object. Signs also indicate something else, something that hidden behind the sign itself. For example, the envelope symbol then the sign behind it refers to a message.

Semiotics itself comes from the language Greek, semion which means sign. Signs can represent something else which is related to a certain object.

These objects carry information and communicate it in the form of signs. According to **Ferdinand de Saussure** (1916) Semiotics, also called semiology, is the study of signs and sign-using behaviour. Saussure treated language as a sign-system, and his work in linguistics supplied the concepts and methods that semioticians applied to sign-systems other than language.

According to Roland Barthes, he stated that Semiology 'aims to take in any system of signs whatever their substances and limits like; images, gestures, musical sounds, and objects (Barthes, 1968). These are as a system of significance. Barthes' Semiotic Theory is aimed at the process of reading signs and focuses on their interpretation by different cultures or societies. According to Barthes, signs have both signifiers, being the physical form of the sign that we perceive through our senses and the signified, or interpreted meaning. So the Roland analysis model is preferred for looking for the meaning of the sign in detail and conceptually. Fully covered almost all aspects that were sparked by the previous characters.

According to Charles Sanders Peirce (1860) Peirce's Sign Theory, or Semiotic, is an account of signification, representation, reference and meaning. ... For Peirce, developing a thoroughgoing theory of signs was a central philosophical and intellectual preoccupation. The importance of semiotics for Peirce is wide ranging. Peirce's semiotics concept which uses 3 concepts to analyze a meaning. Consists of icons, indexes and symbols, but this concept is still not detailed enough to find meanings hidden.

Semiotics functions as practical knowledge, understanding the existence of signs, especially those experienced in daily life, serves to improve the quality of life through effectiveness and efficiency. So, using the sign system correctly makes life easier.

RESEARCH METHOD

This chapter presents information about the design of the research, the subject of the study and the instruments. This writer uses descriptive qualitative design. Sugiono (2010:9) stated that Qualitative research is descriptive, the data collected is in the form of words or pictures or tables rather than numbers. Qualitative researches are concerned with process rather than simply outcomes or products: qualitative researches tend to analyze their data inductively. The objects of this study were 4 market places and nine semesters because the nine semester students had studied semiotics courses. So, students have knowledge of how to understand and analyze symbols in semiotics courses.

Findings and Discussion

This chapter presents the result of data that has been analyzed about detail of A Semiotic Analysis Of The Symbols' Representation In Market Place As Communication Language.

Findings

The researcher determined that the research subjects were 8th semester students, there were 10 students. The results of the research


conducted by researchers will understand the understanding of a symbol that is in the market place. In this section the researchers found several forms of understanding from each student to the symbols made in the form of questions in the google classroom media, the form of understanding was based on symbols, which the researchers gave to 10 students, some of which were questions in the form of choices from 4 market places. namely Shopee, Tokopedia, Lazada, and Bukalapak, then the researcher gave 8 questions in the form of student understanding in the form of questions with symbols in the market place application.








From 10 students for the 2021 academic year at the Muhammadiyah university of Bengkulu English study program, researchers analyzed students' understanding of semiotic symbols in the marketplace, which were seen from 8 symbols from 4 market place applications. It can be concluded that students' understanding of the symbols given are very helpful in understanding a symbol contained in a market place where the symbol can be a communication tool or communication language for students who do not understand the meaning of the symbol.

Every time they do shopping activities in the market place application, students always get a little difficulty in understanding the meaning of the symbol. Students feel that the symbol is not very important. As said or from the results of student answers, some of them answered with the word "don't know" then this research is expected to help students understand the meaning of each symbol in the marketplace.

Researchers collect data by analyzing, and researchers find several forms of difficulty in understanding in understanding the symbols contained in the market place, and researchers can find out what market place applications are shopping applications that are in great demand and favored by many people, from the data above SHOPEE managed to become market place that is much-loved 10/10 people studied. And in students' understanding of symbols students work on several questions in google classroom given to students.

There are notes that must be corrected by students, namely: Like Ferdi Oktavian who answered "don't know" on a symbol in the market place application. Anisa Putri Utami "she doesn't even know the meaning of the symbol depicted in the form of a basket. where the basket referred to in the application is a container or place that we can use to store the goods we are going to buy.

Name	Denotation	Konotation
Risya Agustin Dwi. P		
	-	This symbol mean the store is reveal have some one who have store

 Akun	-	Symbol that show our account.
 Feed		. To show the things that we've been post.
		Symbol to express your interest in art. or the things in store.
		Symbols to show messages.
 HOME		First Page.
		Notification
 Keranjang		The buying basket.

Dicussion

This study is about student understanding of symbols found in market place applications for students of the English Education Program at Muhammadiyah Bengkulu University in the 2022 Academic Year. The first

research question in this study is which is your favorite market place application? based on Barthes (1967). In accordance with the research questions above, there are 4 applications used, namely Shopee, Lazada, Tokopedia, and Buka lapak. and this study uses google classroom media in providing several questions in the form of 8 symbols in the application such as the Official Store symbol, the Home symbol, the Feed symbol, the Bell symbol, the Love symbol, the messages symbol, the Basket symbol and the account symbol. This is supported by Barthes (1967) this research is very important, because students will more easily find out the meaning and use of each symbol in the market place.

Conclusion

Based on the results and questions in the previous chapter, the researcher concluded that the understanding of 10 students of the English Education Study Program for the 2021 Academic Year at the University of Muhammadiyah Bengkulu in understanding symbols greatly helped them in equating different perceptions from someone's understanding of interpreting a symbol. so that the message can be conveyed properly from the sender of the message to the recipient of the message. Barthes theory explains that there are semiotics divided into 2 levels in analyzing symbols or signs, namely the denotation level and the connotation level in the form of understanding and solving perceptions for students.

Suggestion

With this research, it is important for students to receive messages from a symbol that has meaning. By understanding that each symbol has a real or (Denotative) or figurative or (connotative) meaning. By getting used to starting to understand a symbol that is usually considered not so important. With the help of the Market Place application, it will help because we know in the Market Place. many symbols are difficult to understand. This will help people understand that symbols can also be a language of communication.

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