



Semiotic Analysis of Cultural Branding Representation of Shopee Advertisements

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ABSTRACT

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The problem formulation explains how to analyze the semiotics of the cultural branding representation of shopee ads from the design display of 3 shopee advertisements for the last 3 months in 2020. The purpose of this study is to analyze the semiotics of cultural branding representation of shopee advertisements from the design display of 3 shopee advertisements for the last 3 months in 2020. This study it is useful to add to the study of the cultural representation of shopee advertising branding from the design display of 3 shopee advertisements for the last 3 months in 2020. This study uses a qualitative method of Roland Barthes semiotic analysis. Data collection techniques using observation and documentation methods. The results showed that the cultural representation of shopee advertising branding from each of the 3 design displays of Shopee ads, including Shopee 10.10 Brands Festival ads, 11.

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1. Introduction

This advertised world basically functions to continue to be meaningful, namely to advertise a business, because in making an advertisement it is required to convey to consumers not only based on its creativity in a form of design, besides that because an individual or the public has a fairly large displacement, advertisements are needed can be seen and created from the psychological aspect. In order to create success from promotions and advertisements, it is needed from all aspects to be involved this is making advertisement i.e. step which is meaningful and suitable for sharing data ora reflection given to potential users in the form of a service[1]. The key to a successful promotion is to enhance a message with an attractive appearance with the aim of reaching all potential customers in the extension of the marketing strategy. The growth of internet technology has also become a place for doing business online, which means that the internet is used to describe an advertisement for a product that is published on all social media. That way, there will be buying and selling transactions because consumers are interested in the products being offered[2]. Advertisements or promotional media used must be attractive so that they can give a persuasive impression to consumers.

Making successful advertisements reaches consumers' attention through, Methods of delivering advertisements with new innovations. Make good use of the moments and everyday life that customers live, such as holidays, year-end and so on[3]. Attract attention by inviting influencers. Conducting experiments using a very efficient duration for message delivery (<https://id.techinasia.com/fact-perkembangan-youtube-di-indonesia>).

At this time social media is used by people of various ages, this makes advertisements in conclusion continue to appear on various social media. this social. The growth of data technology such as the internet can also lead to a change in the culture of Indonesian society. The growth in internet use that is happening so rapidly at this time is producing an electronic trading model that is popularly known as E-Commerce. E-Commerce is a method of buying, selling, or exchanging goods, services and data via PC networks including the Internet[4], [5].

In this era of globalization, technological developments are so rapid that it has made a shift in customer attitudes from conventional purchases to coming directly to the store or offline, now it can be done by



purchasing online or through E-Commerce which we currently know as Online Shop.[6]In this era of globalization, it provides a benefit, namely a feature that makes it easy to do online shopping. Buying and selling online has become a modern thing in the community, especially among young people or teenagers since the emergence of the internet. Flexibility, speed and breadth of reach are one of the advantages of internet-based trading and business practices[7].

Online shopping also often holds various promos, discounts up to free shipping in the midst of this corona virus outbreak. E-commerce industries such as Tokopedia, Bukalapak, Lazada, and Shopee have started offering promotions. In the midst of this corona virus pandemic, discounts are offered up to 99%, and free shipping (ongkir) has been included (<https://katadata.co.id/berita/2020/04/24/tokopedia-shopeebukalapak-dan-lazada-beri-discount-ramadan-up-to-99>). Carrying out online shopping activities in the midst of the COVID-19 outbreak is one thing that can be tried to meet needs. The data and artificial intelligence company Analytic Data Advertising (ADA) noted that there was an extreme increase in online shopping activities in March 2020. This was triggered by the outbreak the COVID-19 outbreak in Indonesia since the beginning of last month.[8], [9],. The peak took place on March 21-22, 2020, where online transaction activities in this type of application jumped dramatically to more than 400% (<https://www.liputan6.com/bisnis/read/4226841/gara-gara-corona-activity-online-shopping-up-400-percent>). ADA Indonesia Director Kirill Mankovski reported that the use of online shopping applications for buying and selling daily necessities and used goods has increased by up to 300 percent. This has been going on since the government announced the implementation of social distancing.

Shopee is a buying and selling website or it can be called an online marketplace specifically in providing buying and selling transactions of objects, Shopee is also quite often held a fairly large discount and also by carrying out a promotional strategy by bringing icons to its advertisements. Shopee advertisements often appear on social media , internet and online. That way when consumers watch advertisements made by shopee, they are interested in shopping using the shopee application[10], [11]. As for what they usually buy is a kind of beauty equipment, sports equipment, clothing, electronic equipment, home equipment and others. Shopee sells many types of products with brands that are quite well known and are not foreign to the public. Shopee is able to bring together virtually between sellers and buyers so they can interact. The payment method is also sophisticated, namely by making online payments so that consumers just have to wait for the goods ordered to arrive. At this time Shopee provides an attractive promo that is cheap so that many consumers are interested which will later cause a cultural branding effect where Shopee is not just an online shopping marketplace but has branded itself as a cultural trend, current habits, new lifestyles among any society in the world. shopping using the Shopee marketplace because all needs can be searched at shopee and added to many promos that consumers can enjoy. One of the ways that Shopee does to compete with various shopping application brands in Indonesia is by continuing to consistently carry out promotions[12]–[14].

2. Research methods

2.1 Approach and Type of Research

In this study used a descriptive qualitative approach. Qualitative research is research that reveals facts, conditions or circumstances, as well as phenomena that occur when the research takes place with what actually happened (Handari Nawawi and Mini Martini, 1996:174). The qualitative method was chosen because this method is widely used to examine documents in the form of texts. , pictures, symbols and so on to understand culture in a certain social context (Moleong, 2012: 3). While the type of descriptive research aims to provide an overview of an event or event, so that the event can be understood easily and clearly (Jalaludin Rahmad, 2009:25).

2.2 Object of research

Three Shopee Ads for the last 3 months in 2020 with a duration of 30 seconds for each ad that airs on YouTube raises a Cultural Branding Representation of Shopee Ads.

2.3 Research time

This research was conducted from May to August 2021. This researcher did not take a physical location because the researcher took the object under study in the form of a Shopee Advertising Cultural Branding Representation from the design display of 3 Shopee advertisements that were shown on YouTube and the research data collection activities were taken from the advertisement documentation.

2.4 Research Data Source

The data sources of this study used two data, namely primary and secondary data. The primary data sources were taken through thorough, thorough and in-depth observations of each scene in the scene that presented the Cultural Branding of Shopee Ads from the design display of 3 shopee advertisements for the last 3 months in 2020. Next is the scene which are considered to be related to the cultural branding representation of shopee advertisements from each of the 3 shopee advertisement designs will be cut to be used as research attachments. Secondary data sources were obtained through books, journals, theses and the internet about advertising branding related to attractive advertising designs or related and relevant to the object of research.

2.5 Data collection technique

The data collection method used in this research is by using the method of observation and documentation. The observation method in this study was carried out by observing carefully the entire object or research material, namely cutscenes from the design display of 3 shopee advertisements for the last 3 months in 2020. Furthermore, the data that has been collected and is considered representative of the cultural branding of shopee advertisements from Each design display of the 3 Shopee advertisements will be analyzed using Roland Barthes' semiotic analysis technique and the existing theoretical framework to finally draw conclusions from the research problem. In this study, before the collected data were analyzed,

2.6 Data analysis technique

Data analysis technique is a method of systematically searching and organizing data, data can be obtained from observations, interviews and others. observation results. The data that has been collected are scene fragments that show that there is something related to the cultural branding of shopee ads from each of the 3 shopee advertising designs for the last 3 months in 2020, which are described briefly and clearly. Then the data is analyzed by grouping and processing it according to the focus of the data, namely data that is feasible and represents the discussion of the research.

3. Results and Discussion

3.1 Description of Research Object

The objects in this research are The design of 3 shopee ads for the last 3 months in 2020 that aired on YouTube includesshopee advertisement 10.10 Brands Festival, shopee advertisement 11.11 Big Sale version of tukul arowana, shopee advertisement 12.12 Birthday Sale Stray Kids version using Roland Barthes semiotic analysis which can be explained through images (visual), price, sound and music.

1. Shopee Advertisement 10.10 Brands Festival



Figure 1. Shopee 10.10 Brands Festival Advertising Poster

Shopee 10.10 Brands Festival advertisement which lasts 30 seconds. Where there is a promo for free shipping xtra, the 100% original guarantee lasts from September 14 to October 10 2020. Several scenes that tell the story of one family consisting of both parents, namely father and mother, then a older sister and younger brother who share their experiences of shopping online through their cellphones in meeting their respective needs. For people in Indonesia who cannot shop at the mall or are lazy to go to the mall with shopee, they can experience shopping with comfortable no need to go out of the house.

After that, it was continued to start the advertisement by bringing up a girl who was dancing in the living room asking to buy a cellphone and coincidentally the mother who was holding a cellphone approached to order directly on the shopee application. In the next scene a boy sits with his mother in the boy's living room asking his mother to buy shoes. The next scene is taken in the yard where the father and mother are sitting together, the father asks the mother to buy sandals. In the next scene, father and mother are in the kitchen, the father asks to buy vitamin C. In the next scene, the older sister is looking in the mirror in the bedroom and the mother is standing in front of the bedroom door holding her cell phone. his brother asked to buy lipstick. In the next scene the boy is in his bedroom and his mother is approaching, the boy asks to buy a jacket. In the next

scene, one family is in the living room while promoting shopee with lift the cellphone towards the front and the cellphone screen appears with the Shopee logo. Each scene displays the words discounted prices for famous local brand goods. This is followed by a shopee-style background sound at 10.10 Brands Festival. Finally, the scene closes with an explanation of the promo period and what promos are offered and also includes logos from well-known local brands.

2. 11.11 Big Sale Tukul Arowana Version



Figure 2. Advertising Poster 11.11 Big Sale Tukul Arowana Version

Shopee 11.11 Big Sale ads that last 30 seconds. Where the ad has a definite promo of 50% discount, COD Free Shipping RP 0, and Shopee Pay Deals RP 1 lasts from 12 October to 11 November 2020. This ad tells the story of the Indonesian artist Tukul Arowana and 4 girl dancers promoting the shopee 11.11 Big Sale which where there is a definite promo of 50% discount, COD Free Shipping RP 0, and Shopee Pay Deals RP 1.

Followed by the start of the advertisement, an Indonesian artist Tukul Arowana appears who is shouting shopee with a logo background. In the next scene, the tukul and 2 dancers are in a different background. In the next scene, the tukul and 2 dancers are dancing in the style of 11.11 Big Sale. the next scene the tukul is in a different room dancing the 11.11 Big Sale movement while moving his fingers to form the number eleven energetically. The last one is closed with the tukul artist with an expressionless face shouting shopee with both hands opened and brought to the mouth.

3. 12.12 Birthday Sale Advertisement Stray Kids Version



Figure 3. The Stray Kids Version 12.12 Birthday Sale Advertising Poster

Shopee 12.12 Birthday Sale advertisement which lasts 30 seconds. Where the ad contains a COD promo, Free Shipping RP0, Plant a Tree Saving Coins 2X, Flash Sale 12 RB which takes place from November 16 to December 12 2020. Several scenes tell stories about the eight famous Stray Kids K-POP Boy Band personnel who tell their shopping experiences. online via mobile with full of energy and cool.

3.2 Discussion

1. Description of Research Results

The results and discussion of this study are based on the observations of researchers that are adapted to the purpose of the study, namely how the representation of cultural branding in the display design of the 3 advertisements contains scenes that represent cultural branding in the advertisements. The results of the research were obtained through direct observation of the display designs of the 3 advertisements, respectively by observing the scenes in the ad. The advertisements, which have a duration of 30 seconds each, were investigated using Roland Barthes' representation theory and semiotics. Both theories are considered relevant to the title and problem formulation in this study. Representation is how human views and judgments see something in interpreting it. Roland Barthes' semiotics is applied to analyze cultural phenomena and become a reference for studying signs that occur in human life.






2. Cultural Branding Representation Display Design 3 Shopee Advertisements

Inside the design display 3 shopee ads There are 30 scenes in total that represent *cultural brandings* shopee ads from each design display 3 Shopee adsthe, which is seen through direct observation by watching the advertisement. In this, the design display of 3 shopee ads representation of cultural branding is shown in








shopping to meet needs, we no longer need to come to the store directly or offline, even if online shopping applications have started to appear before there are still few enthusiasts in the upper class category and are still limited. Along with the times, online market places such as Shopee, Tokopedia, Lazada and so on have become a solution to make it easier for consumers to shop without having to leave the house, saving time and costs. The entrepreneurs who are engaged in offering online shopping services, each always create innovations in advertising in terms of attractive advertising displays and compete with each other to win the hearts of consumers by doing marketing tricks such as free shipping, discounts, cashback and so on. One of them is that Shopee has become a trusted online shopping place and many have used this application as their shopping solution.






3. Analysis of Shopee Advertising Signs and Meanings 10.10 Brands Festival

TABLE 1
SHOPEE ADVERTISING SIGNS AND MEANING 10.10 BRANDS FESTIVAL

Duration	Visual	Videos	Audio
Scene 1 1st second	 Figure 4	<i>Medium shot.</i> A girl who was dancing in the living room and coincidentally her mother passed by holding a cellphone. The brother asked his mother to buy a Xiaomi cellphone. There is also a lower third which reads 10.10 brands festival 14 Sep-10 Oct.	The older sister's voice said: "Mom, buy a Xiaomi cellphone," accompanied by a background of a shopee song in the style of 10.10 brands festival.
Scene 2 3rd second	 Figure 5	<i>close up.</i> The mother's hand holding the cellphone with the shopee logo image without thinking, the mother immediately clicked on the shopee application. And when your thumb clicks on the shopee logo, it creates a glowing effect.	The mother's voice said: "Only shopee" with background like sound notification of shopee characteristics and accompanied by the background of the 10.10 brands festival-style shopee song
Scene 3 5th second	 Figure 6	<i>close up.</i> The brother's hand is holding the xiaomi cellphone and it says 1 million discount, shopee mall mi xiaomi and brings up the shopee logo effect	Dubber who said: "10.10 Brands Festival!" with background like the typical shopee notification sound and accompanied by the background of the 10.10 brands festival-style shopee song
Scene 4 6th second	 Figure 7	<i>Medium long shot.</i> There is a boy who is sitting with his mother who is holding a cellphone in the living room, the child is seen asking to buy adidas shoes. The mother agreed.	The boy's voice said: "what about adidas shoes?" accompanied by the background of the 10.10 brands festival-style shopee song
Scene 5 8th second	 Figure 8	<i>close up.</i> The boy's feet are seen wearing adidas shoes and there is a 75% discount written on them, the words shopee mall adidas and the shopee logo effect appears.	Dubber who said: "10.10 Brands Festival!" followed with background like the typical shopee notification sound and accompanied by the soundtrack of the 10.10 brands festival-style shopee song








<p>Scene 6 9th second</p>	 <p>Figure 9</p>	<p><i>Medium Long Shot.</i> Seen father holding a newspaper and mother holding her cell phone they were sitting together on the terrace of the house. Father asked to buy brick sandals. The mother immediately clicked on the shopee application.</p>	<p>The father's voice said: "If the sandals are bricked" accompanied by the backsound of the shopee song a la 10.10 brands festival</p>
<p>Scene 7 11th second</p>	 <p>Figure 10</p>	<p><i>Close up.</i> It's seen that dad's feet are wearing sandals, they have an 80% discount written on them, the shopee mall is bricked, and the shopee logo effect appears</p>	<p>Dubber said: "10.10 Brands Festival!" with background like sound notification of shopee characteristics and accompanied by the backsound of the 10.10 brands festival-style shopee song</p>
<p>Scene 8 12th second</p>	 <p>Figure 11</p>	<p><i>Medium Shot.</i> Seen father and mother in the kitchen, father was holding a glass and mother was holding a cellphone, father asked mother to buy calcium cdr. The mother immediately clicked on the shopee application.</p>	<p>The father's voice said: "What about calcium cdr?" accompanied by the backsound of the 10.10 brands festival-style shopee song</p>
<p>Scene 9 13th second</p>	 <p>Figure 12</p>	<p><i>Close Up.</i> Father's hand is holding a glass containing calcium cdr and there is also 1 box of cdr packaging that says 70% discount, shopee mall bayer and brings up the shopee logo effect</p>	<p>Dubber said: "10.10 brands festival!" followed with background like the typical shopee notification sound and accompanied by the backsound of the 10.10 brands festival-style shopee song</p>
<p>Scene 10 15th second</p>	 <p>Figure 13</p>	<p><i>Medium Shot.</i> Seen brother holding a makeup brush in the mirror and mother holding a cell phone, the girl asked her mother to buy eyeshadow. The mother immediately clicked on the shopee application.</p>	<p>My sister's voice said: "what about eyeshadow madame gie?" accompanied by the backsound of the 10.10 brands festival-style shopee song</p>
<p>Scene 11 16th second</p>	 <p>Figure 14</p>	<p><i>Close Up.</i> The girl's hand is seen holding the Madame Gie eyeshadow palette with the words 50% discount written on it, Shopee Mall Madame Gie and the Shopee logo effect.</p>	<p>Dubber said: "10.10 Brands Festival!" followed with backsounds such as the typical shopee notification sound and accompanied by the soundtrack of the 10.10 brands festival-style shopee song</p>
<p>Scene 12 17th second</p>	 <p>Figure 15</p>	<p><i>Medium Long Shot.</i> Seen the girl in the mirror in the bedroom approached by the mother who was holding the cell phone, the girl asked to buy a lip coat. The mother immediately clicked on the shopee application.</p>	<p>A girl's voice said: "What about lip coat dear me beauty?" accompanied by the backsound of the 10.10 brands festival-style shopee song</p>

Scene 13 20th second	 Figure 16	<i>Close up.</i> The girl's hand is seen holding a lip coat with the words 50% discount written on it, shopee mall dear me beauty and the shopee logo effect appears.	Dubber said: "10.10 brands festival!" followed with background like the typical shopee notification sound and accompanied by the backsound of the 10.10 brands festival-style shopee song
Scene 14 21st second	 Figure 17	<i>Long Shot.</i> Seen a boy standing in the bedroom approached his mother who was holding a cell phone. The boy asked his mother to buy an erigo jacket. The mother immediately clicked on the shopee application.	A boy's voice said: "What about the erigo jacket?" accompanied by the backsound of the 10.10 brands festival-style shopee song
Scene 15 22nd second	 Figure 18	<i>Medium Long Shot.</i> The boy is seen wearing a jacket with the words 70% discount written on it, shopee mall dear me beauty and the shopee logo effect appears.	Dubber said: "10.10 brands festival!" accompanied by with background like the typical shopee notification sound and followed by the backsound of the 10.10 brands festival-style shopee song.
Scene 16 Seconds 25	 Figure 19	<i>Long Shot.</i> Seen a family in the living room sitting each holding a cellphone with a cellphone screen that shows the shopee logo. And it says an explanation of the promo period and what promos are available offered.	The voice of one family said: "shopee 10.10 brands festival 100% original guarantee" accompanied by a backsound of shopee songs in the style of 10.10 brands festival
Scene 17 30th second	 Figure 20	<i>Close Up.</i> There is an explanation about period promos and promos anything offered as well include a famous local brand logo	The male dubber who said: "Buy everything at shopee" accompanied by a backsound of a shopee song a la 10.10 brands festival.

4. Analysis of Signs and Meaning of Shopee Advertisements 11.11 Big Sale Tukul Arowana Version

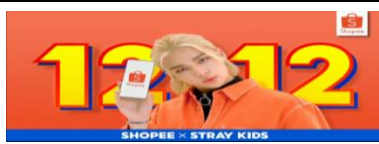

TABLE 2
SIGNS AND MEANING OF SHOPEE ADVERTISING 11.11 BIG SALE TUKUL AROWANA VERSION





Duration	Visual	Videos	Audio
Scene 1 1st second	 Figure 21	<i>Middle close up.</i> Tukul Arowana wears clothes in orange color combined with electric blue to give a fresh impression. The position of the arowana tukul with both hands opened which seems as if he wants to share information with the background of the shopee logo with the characteristic orange color. There is also a lower third that reads 11.11 big sale which runs from 12 Oct-11 Nov.	The voice of the arowana hammer that says: "Shopee"
Scene 2 3rd second	 Figure 22	<i>Medium shot.</i> Tukul arowana and 2 dancers in a room with shades of orange dancing energetically. The hand of the arowana hammer and the 2 background dancers form the number 11. There is also the effect of the number 11.11 that shines on the screen	Dubber who said: "shopee 11.11 big sale there is a big sale at shopee 11.11" accompanied by shopee song background 11.11 big sale

Scene 3 7th second	 Figure 23	<i>Middle close up.</i> Tukul was in a different room dancing the 11.11 big sale movement while moving his fingers to form the number eleven. And the words 11.11 big sale in yellow almost covered the tukul's face.	Dubber who said: "shopee 11.11 big sale there is a big sale at shopee 11.11" accompanied by shopee song background 11.11 big sale
Scene 4 9th second	 Figure 24	<i>Long Shot.</i> Tukul arowana is dancing a shopee-style movement 11.11 big sale, there is also the inscription COD Free Shipping which has an orange background.	Dubber who said: "shopee 11.11 big sale there is a big sale at shopee 11.11" accompanied by shopee song background 11.11 big sale
Scene 5 11th second	 Figure 25	<i>Long Shot.</i> The background dancer dances an 11.11-style movement with a background of 2 bicycles on the back which has a definite yellow 50% discount written on it.	Dubber who said: "shopee 11.11 big sale there is a big sale at shopee 11.11" accompanied by shopee song background 11.11 big sale
Scene 6 12th second	 Figure 26	<i>Long Shot.</i> The female background dancer is seen dancing energetically in the 11.11 style in a room with 2 bicycles in the background with the words shopee pay deals Rp 1.	Dubber who said: "shopee 11.11 big sale there is a big sale at shopee 11.11" accompanied by shopee song background 11.11 big sale
Scene 7 30th second	 Figure 27	<i>Middle close up.</i> Tukul's face with an expression of shouting something with both hands opened brought closer to his mouth. There is also an explanation of the promo period and what promos are offered by the 11.11 big sale	The voice of the tukul who says: "shopee 11.11 big sale" accompanied by the background of the shopee song a la 11.11 big sale

5. Analysis of the Signs and Meaning of Shopee Ads 12.12 Birthday Sale Stray Kids Version

TABLE 3
SHOPEE ADVERTISING SIGNS AND MEANING 12.12 BIRTHDAY SALE STRAY KIDS VERSION

Duration	Visual	Videos	Audio
Scene 1 1st second	 Figure 28	<i>Middle close up.</i> The first time that Hyunjin's face appeared, Hyunjin wore an orange shirt combined with black underwear that seemed energetic and elegant while holding a cellphone with the shopee logo. It was also written 12.12 which was covered by Hyunjin's body.	Hyunjin's voice said: "12.12"
Scene 2 2nd second	 Figure 29	<i>Long shot.</i> Hyunjin, bang chan, and in performed a shopee-style dance 12.12 birthday sale energetically with clothes hanging in orange and white background with the words Planting a Tree Saving Coins 2X folded. The lower third is also listed which reads 12.12 birthday sale which will take place from 16 Nov-12 Dec.	Hyunjin's voice said: "Shopee pepe pe pe" accompanied by background song "gods" stray kids

<p>Scene 3 7th second</p>	 <p>Figure 30</p>	<p><i>Medium Long Shot.</i> Hyunjin, bang chan, and in did a shopee-style dance 12.12 birthday sale energetically with clothes hanging in orange and white background with the words COD Free Shipping RP 0.</p>	<p>The 8th Personnel's voice said: "Shopee 12.12 pepe pe pe"accompanied by backsound song "gods" stray kids</p>
<p>Scene 4 9th second</p>	 <p>Figure 31</p>	<p><i>Long Shot.</i> Woojin, han, lee know are doing a shopee style dance 12.12 birthday sale energetically with the words Flash Sale 12RB.</p>	<p>The voice of lee know that says: "Shopee pepe pe pe"accompanied by backsound song "gods" stray kids</p>
<p>Scene 5 16th second</p>	 <p>Figure 32</p>	<p><i>Medium Shot.</i> The hands of the eight Stray Kids personnel form a dance of hand movements that are in the front position of Lee Know, each of the personnel holding a cell phone. And behind them there is also a large yellow number 12.12 inscription.</p>	<p>The han voice that says: "Shopee 12.12"accompanied by backsound song "gods" stray kids</p>
<p>Scene 6 30th second</p>	 <p>Figure 33</p>	<p><i>Medium Shot.</i> There are faces of the 8 Stray Kids personnel holding cellphones with the Shopee logo on them.And there is an explanation about the promo period and what promos are offered.</p>	<p>The voice of the 8th Personnel who said: "Buy all at shopee"accompanied by backsound song "gods" stray kids</p>

4. Conclusion

Based on the results of the analysis that has been tried by researchers. Until some conclusions are found as follows. In this study, the researchers found that the results showed that the 3rd design display of Shopee's advertisements included the shopee 10.10 Brands Festival advertisement, the shopee 11.11 Big Sale advertisement for the Tukul Arwana version, and the 12.12 Birthday sale advertisement for the Stray Kids version on YouTube visually, very creatively, it can increase the branding of the ad. The appearance of the design when viewed from a visual point of view, plays more dominance using orange, images, prices, sound and music is a great idea to attract the attention of the public and will certainly increase interest in online shopping consumption at shopee and plus nowadays the shopee marketplace is becoming cultural branding because it has become a new culture / new habit / new lifestyle in shopping online. The concept-taking of the 3 shopee advertisements is always easy to understand, even with unconventional (anti-mainstream) methods when many e-commerce industries are competing to get attention with official methods, shopees who want to show something different which is where the selection of the story line is also very interesting and the body language in this ad is very easy to understand at a glance the advertisement broadcast which incidentally has a fairly short time. There are 30 scenes in total that present cultural branding shopee ads from each design display 3 Shopee ads. In addition, the characteristics and meanings contained in the 3 Shopee ads are also visible.

The meaning of the message that you want to convey is that shopee is a trusted online shopping site and presents various kinds of promos every month. Shopee offers convenience for its consumers, both mothers, fathers, brothers, sisters, and big or famous figures. such as artists and so on can save time and cost for users. Whatever consumers need is available at Shopee, ranging from well-known local branded goods, electronic devices, clothes, shoes and sandals, jackets, make-up equipment and medicines such as vitamins plus new online shopping habits in various marketplaces such as Shopee. become a trend in all circles of society. But the convenience offered does not mean being cheap and worthless.

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