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A Semiotic Analysis of Sign Found in GOJEK Advertisement 'Jangan Sepelekan Kekuatan Jempol'

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ABSTRACT

This research analyzes the denotation, connotation, and myth present in GoJek advertisements through the lens of Roland Barthes' semiotic theory. Employing a qualitative descriptive methodology, the study interprets the imagery within the GoJek advertisement video. The analysis adheres to the data flow model by Miles and Huberman (1994), which encompasses data reduction, display, and conclusion formulation. The results indicate that the thumb serves as a central symbol in the GoJek advertisements. On a denotative level, it signifies physical actions like using a smartphone, wiping tears, counting money, and utilizing the GoJek application. On a connotative level, the thumb is linked to themes of empowerment, efficiency, social connectivity, and resilience. The research further uncovers various myths associated with the thumb symbol, including narratives about modernity, progress, individual potential, and the impact of small actions on communal well-being. By utilizing Barthes' semiotic framework, this study emphasizes how GoJek advertisements leverage visual signs to convey persuasive messages that resonate with the intended audience within their cultural and social context.

Keywords : Barthes, Denotation, Connotation, Myth, Advertisement

INTRODUCTION

Communication is something that underlies the development of a relationship. Communication is simply a tool for people used to be able to exchange thoughts, ideas, or feelings. Communication can be conveyed by someone through written words, oral, body style, or signs. With the rise of digital platforms and social media, communication has become faster, more interactive, and accessible to a global audience. In addition, in this modern era communication can also be in the form of advertisements that are used to convey information.

The development of media in communication, including advertising, makes it easy for many people to disseminate information. In fact, advertising has always been a part of people's lives used to promote something, especially in this modern era. Fatimah (2020) states that "advertising will not be separated from people's lives in the era of global information like today. With the ease of advertising jargon, it possesses the nature of people's thinking in communicating". It means, in today's modern era where anyone can easily spread information through advertisements, advertising plays an important role in people's life. According to Fatimah (2020), advertisements can also influence how a person views and how people think with the jargon used. The writer uses the theory of Roland Barthes to analyze the meaning contained in the signs that are found in Gojek Advertisement based on their Denotation, Connotation, and Myth.

Roland Barthes' semiotic theory explores the various layers of meaning that signs convey, focusing on three key concepts: **denotation**, **connotation**, and **myth**. Denotation refers to the literal meaning of a sign. For instance, a photograph of a tree simply denotes the tree itself, representing its physical characteristics in a straightforward manner that is universally recognized. In contrast, connotation involves the emotional and cultural implications associated with that sign. The same tree might connote different meanings based on context; it could symbolize nature, life, or stability, evoking ideas of growth and resilience. In literary works, a tree might inspire feelings of nostalgia, while in discussions about the environment, it may represent eco-friendliness and conservation. Barthes further examines the idea of myth, suggesting that signs are often used in media and culture to create myths that shape collective understanding. For example, a luxury car might be presented not just as a mode of transportation (denotation) but as a representation of wealth and success (connotation), reinforcing the myth that material possessions are key indicators of personal value and social status. This myth transforms the car from a simple vehicle into a status symbol, influencing societal ideals and aspirations. Through these interconnected ideas, Barthes illustrates that meaning is not static; it is dynamic and significantly influenced by cultural contexts, shared experiences, and individual interpretations. By analyzing signs in this manner, one can gain deeper insights into how they function within society to communicate complex ideas and ideologies (Barthes, 1977).

The study using Barthes' theory has been found in several previous studies. The first study entitled "*A Semiotic Analysis of Aladdin Movie by Using Roland Barthes Theory*" written by Putri et al, (2022). The writers used Roland Barthes' theory to analyze the signs contained in the movie Aladdin. The second study entitled "*Semiotic Analysis in The Betawi Traditional Wedding 'Palang Pintu': The Study of Semiotics Roland Barthes*" written by Siregar (2022). The writer uses Roland Barthes' theory to examine and understand the meaning in the Palang Pintu process through the meaning of denotation, connotation, and myth. The last study entitled "*Semiotic Analysis of Roland Barthes' Theory in the Poem 'Great Love' by Kahlil Gibran*" written by Antonia (2023). The writer used Barthes' theory to analyze the poem by determining five codes and signs and markers. This research uses the Roland

Barthes framework in exploring the denotative and connotative meanings of Gojek advertisements. In addition, this research also relates it to the myths found in the Gojek advertisement.

METHODOLOGY

This research uses a qualitative approach to explore and interpret the meaning in Gojek advertisement video. The writer uses a qualitative descriptive method that aims to describe the semiotics aspects of the available data. Bogdan and Biklen (1992) stated that "qualitative research has the natural setting as the direct source of data and the researcher is the key instrument." The research focuses on the denotation, connotation, and the myths from the available data. This research uses Gojek advertisement video as the primary source. By analyzing the data from the video source, this research attempted to discover the symbolism and interpretation in each scene in the advertisement video.

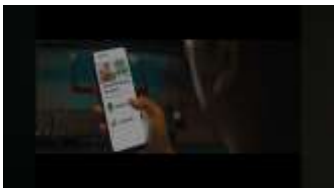
In conducting the research, the writers followed a series of steps. First, the writer identified and examined the visual images in Gojek advertisements. Next, analyze the semiotic signs present in these images. Then, interpreted the meanings and messages conveyed through the visuals. Finally, the writers conducted interviews with research participants to gather perceptions of the visual images in the advertisements. The data for this study were collected from an analysis of the visual images in a Gojek advertisement video. The analysis followed the data flow model proposed by Miles and Huberman (1994), which involves data reduction, data display, and drawing conclusions.

The main focus in drawing conclusions was not only to "check" the analysis but also to support the learning process (Miles and Huberman, 1994). After completing all the data collection and analysis steps, the writer was able to draw conclusions about the study. During this process, the researcher gathered additional information to verify the data found in the visual images and their associated text. The writer collected insights based on everyday perceptions, particularly focusing on the use of the thumb. This approach helped not only to confirm that the analysis process was completed but also to guide the writer in understanding how to analyze visual images in the Gojek advertisement.

RESULT AND DISCUSSION

This part provides table result of analyses using Roland Barthes semiotic theory that found in the advertisement and explained the Denotation, Connotation, and Myth from the signs in the table below:

No.	Data	Denotation	Connotation	Myth
1.		A thumb holding a cell phone indicates the act of a person using a communication device, a common symbol of interaction in daily	Thumbs symbolize social connection, communication, and access to information. It shows society's reliance on technology to	The myth is that the use of mobile phones, especially with thumbs, reflects modernity and progress, let alone technology. This symbol also

		life in the digital age.	interact and share.	indicates that digital interactions can replace face-to-face relationships, creating a new norm in communication.
2.		This action depicts someone using their thumbs to wipe tears from their face. It is a physical action that shows an emotional response to a certain situation, such as sadness or emotion.	Wiping away tears with the thumb reflects that one is trying to rise above grief or adversity, signifying resilience and hope.	In a lot of cultures, crying is often seen as a sign of weakness, but by wiping away the tears, one can show that they are able to cope with the emotion. This creates a narrative that even if we experience sadness, we have the ability to pick ourselves up and move on.
3.		The thumb used to count money literally depicts the physical act of counting money with the fingers, suggesting a common daily activity.	Thumbs symbolize efficiency and practicality in digital transactions. It shows that technology is making financial management and social interaction easier.	Thumbs up as a symbol of an individual's power and ability to manage finances, creating a narrative that everyone can contribute to the digital economy in a simple yet effective way.
4.		The thumbs operating the phone screen depict the action of using the app to send goods, showing the ease and speed of Gojek's services.	Thumb symbolizes ease and efficiency in transactions. It reflects how technology facilitates social and economic interactions, allowing users to make deliveries quickly and	Thumbs up as a symbol of individual power in utilizing technology to fulfill daily needs, creating a narrative that everyone can contribute to society in a simple yet effective way.

			practically.	
5.		A thumbs up directly indicates a positive action, such as giving support or appreciation.	Thumbs up symbolizes appreciation, support and kindness. It reflects how a small act like giving a thumbs-up can have a big impact in creating positive social interactions.	Thumbs up as a symbol of kindness and thoughtfulness can strengthen relationships between individuals, creating a narrative that every small act can contribute to the common good of society.
6.		The thumbs-up here shows appreciation or support for the driver.	Thumbs up symbolizes appreciation and respect. It reflects a friendly and respectful attitude in society, and has a positive impact.	Thumbs up as a symbol of kindness can strengthen social connections, creating a narrative that every small act, such as giving a thumbs up, contributes to the common good of the community.
7.		The thumb here is being used to strum the guitar.	Thumbs up symbolizes self-expression and happiness. It reflects how music can connect people and create precious moments in life and talent.	Thumbs up as a symbol of creativity can inspire others to explore their talents, creating a narrative that a small act like playing the guitar can have a big impact in building social relationships and happiness.
8.		Thumbs are used to open the package of nastar cookies, showing a simple yet important physical	Thumbs up symbolizes skill and thoughtfulness. It reflects that small actions such as	Thumbs up as a symbol of skill and care can strengthen social relationships.

		action in the context of food preparation.	opening the packaging can be part of the experience of sharing and togetherness, especially in the context of family or celebration.	
9.		Thumbs are used for suits or finger fighting.	The thumb symbolizes the elephant and the index finger the human. The superior position of the thumb in a suit or finger fight means that victory is achieved by the position of the larger thumb.	Thumbs as a symbol of positive interaction can strengthen solidarity and togetherness in the community.
10.		Thumbs used for gaming directly indicate the act of operating the device, signifying skill and entertainment.	The thumbs up symbolizes fun and playfulness. It shows how technology and games can bring people together, creating moments of togetherness.	Thumbs up as a symbol of creativity and entertainment can strengthen sausage relationships.
11.		A thumb used for picking one's nose or the act of removing dirt from the nose.	Thumbs symbolize a normal or everyday thing done by humans, which is picking their nose.	Thumbs used for picking one's nose achieve the meaning of courage and openness in making it easier for someone to do an action that is normal but seems dirty if done in public.

12.		Raising the thumb when enjoying a dangdut concert.	The thumbs up symbolizes fun and participation. It reflects that the audience is not only present, but also active in enjoying the event and interacting with their surroundings.	Thumbs up can strengthen spirituality and collective emotion. When audience members raise their thumbs up, they are not only showing joy, but also participating in the building of positive and harmonious energy in the concert hall.
13.		The thumb used for the fingerprint literally shows the act of opening something, such as a safe or an app, through a fingerprint scanner.	The thumb symbolizes security and accessibility. It reflects how modern technology allows users to secure information and transactions in an easy and efficient way.	Thumbs up as a symbol of individual power can open the “door” to great opportunities.
14.		The thumb is used to patch or repair a leaking umbrella.	This action symbolizes creativity and simple solutions. It reflects how small actions can make a big impact in improving a situation and demonstrates an individual's ability to adapt to challenges.	Thumbs up as a symbol of innovation and resilience can inspire others to find creative ways of dealing with problems.
15.		Pointing a thumb at the soccer team being watched.	The thumbs-up symbolizes appreciation and togetherness among supporters. It reflects the collective spirit that binds a	Thumbs up as a symbol of support can strengthen solidarity between supporters, creating a narrative that every thumbs up is an expression

			community of supporters, as well as showing pride in their team.	of love and loyalty to the team, as well as signaling hope for victory. This is also connected to supporter culture in Indonesia, such as the "Sajete" of Jakmania, who use the thumbs-up as a symbol of unity and passion for their club.
16.		A thumb used to help pour water to suit the vendor's needs in preparing food.	Thumbs symbolize ingenuity in controlling the final result of the dish so that the portion size matches the required spices.	Thumbs as food flavoring. Adding flavor with the power of the thumb in participating in providing the best taste to consumers.
17.		A thumb used to press a horn or sound for something.	This thumbs up is meant to communicate or interact with the intention of giving a warning or information to the other road users.	Thumbs up as a symbol of this small action can contribute to the safety and comfort of driving. It creates a narrative that every action, no matter how small like pressing the horn, has an impact in creating a better and safer driving experience for all road users.
18.		A thumb used to light a match to give lighting.	This thumb reflects power or control, that a small action can make a big impact.	The thumb as a symbol is able to provide a bright light, to start a war, intending to make an impact when opening up great opportunities in life.

19.		The giant thumb icon in the sky with a light behind it.	The thumb up gesture suggests strength and powerful influence, and the background symbolizes the magnitude of the thumb's power.	The thumb represented that a small or simple action can have a significant impact, suggesting that the power of the thumb could be divine and universal.
20.		A close-up view of a smartphone screen displaying a social media comment section when someone sends a negative comment.	This action suggests how someone can send negative messages on social media with just a click of the thumb but this action could be impactful to others' lives.	The thumb represents the individual's ability to interact and the larger societal impact of those interactions, even small actions can change a whole situation.
21.		Thumbs are used to shoot rubber at a target be it a person or an object or even an animal.	This action shows how the thumb is used by someone to hurt something with a rubber snap pulled by the thumb.	People who are hit by the snap will be made to feel pain and are even usually intended to drive away certain animals such as crawling lizards.
22.		Thumbs can be used to stick the remaining gum on.	This action reflects someone who has disrespectful behavior and disrespect for environmental cleanliness. This action also shows how someone is careless about the cleanliness of the environment.	The myth is that in the view of some people, someone who acts in this way is considered to have no sense of responsibility for environmental cleanliness.

23.		A Close-up view of smartphone screen display for rating service using thumbs.	The close-up of a thumbs-up on a smartphone in the Gojek ad symbolizes customer satisfaction, ease of feedback, and approval of the service.	The myth behind the scene of a thumbs-up on a smartphone screen could be that it simplifies the concept of customer feedback to just a quick, effortless action.
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CONCLUSION

In summary, this study analyzes the GOJEK advertisement "Jangan Sepelekan Kekuatan Jempol" using Roland Barthes' semiotic theory, focusing on the denotative and connotative meanings of the signs within the advertisement. The denotative level of the advertisement presents the thumb as a symbol of physical strength, while the connotative level associates the thumb with empowerment, individual capability, and control, particularly in the context of using GOJEK services. Barthes' concept of "myth" is evident in how the advertisement constructs a cultural narrative that emphasizes self-reliance and personal power. Through a combination of familiar visual symbols and culturally charged language, the advertisement successfully conveys a message of strength and empowerment, making it both effective and resonant with its audience. By using Barthes' semiotic framework, this analysis highlights how the advertisement uses signs to build a persuasive and memorable message that aligns with the broader cultural and social context.

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