

CHAPTER I INTRODUCTION

This chapter presents the general information of the present study, which includes the background of the study, the research questions and aims of the study, the significance of the study, the research methods, clarification of terms, and the organization of the paper.

1.1 Background of the study

Nowadays, the business industry is exposed to various innovations as the result of the advance information technology and internet era. One of the innovations is the emergence of new field of commerce which may be changing the way of doing business. In accordance with Bhat and Khansana (2016), the term electronic commerce, or e-commerce, is the new field in the business industry with modernized way of business transaction. The business carried out by e-commerce is immensely aided by the internet and using the information technology. In this multi-screen world, the innovation is seen through the way that the e-commerce business employs the online transaction which entirely deals with website of the vendor on the internet which trades products or services directly to the customer (Bhat & Khansana, 2016).

In the recent decades, the e-commerce industry in Indonesia has gained significant growth in many aspects. Other than the growing internet penetration in Indonesia, its growth on active users involved in the electronic trading as sellers or buyers has escalated up to 35.5 million, from 24.9 million in 2016. ("Digital buyers in Indonesia 2022 | Statistic", 2018). The consulting firm Research and Markets also confirmed that the growth in broadband, mobile connectivity, as well as online retail buying activity have been rising in the past few years. To add it up, the growth of Indonesian e-commerce reached its peak by 57% in 2014-2017, and this number is assumed by ICD, a research institution, to be higher than Malaysia (18%), Thailand (26%), and Filipina (32%).

Looking at the significant growth of the e-commerce industry, many business actors are attracted to invest in this industry. To support this statement, Chou and Chou (2000) state that many companies, investors, and retailers dare to seize the market by creating opportunities in the e-commerce industry by making numerous e-commerce platforms.

Investing in this industry is seemingly to be prospective in accordance to the number of digital development exposure in Indonesia, hence the kind of e-commerce products emerge in the forms of application, website, and online marketplace.

Among many e-commerce platforms in Indonesia, only a few online marketplaces or widely known as *online shop* seize the most attention from the public. As summarized by Digital News Asia, an online media portal, *Tokopedia*, *Lazada Indonesia*, *Bukalapak*, *Shopee Indonesia*, and *JD.ID* are among the kind of online shops that capture the attention of people to the utmost ("2017 e-commerce review for Indonesia", 2017). Utilizing Google Trends, iPrice (2017) reported that the five online shops are labeled as the most searched websites based on the recent data from several sources, such as from Digital News Asia (2017), Technasia (2015), and ASEAN UP (2018).

Even though those five websites are already huge and widely known in the country, without the right marketing strategy, there is still a possibility that the position may shift and get replaced in no time. To keep the numbers of visitors growing into the websites and making more sales, most e-commerce websites come up with some creative strategies to market their product. One of the strategies is by innovating the way of advertising into moving images, specifically using video advertisement as the marketing process. By using video advertisement, the information needed by the customers and the conviction needed for the audience can be delivered in the most effective way (Krishnan & Sitaraman, 2013).

The platforms to put the video advertisements considerably have significant importance. As the place to position the advertisement, the right platform works as a means to reach wider range of people and bring more recognition towards the advertised products. The right platform to advertise is vital because it may impact to the number of customers visiting the websites as well as the number of sales expected to occur. In the era of rapid technological growth, the platform to advertise is switched dominantly to the internet, and social media platforms hold significant advertising flow in this industry. YouTube is one of the prospective social media platforms used by the top five online shops to display their moving-image advertisements. To support the statement, Zaitceva (2018) mentioned that Google's top-ranking European executive has reported the result that YouTube ads are 80% far more effective than TV ads in driving sales. In addition, as a rising video-sharing website, YouTube contains a number of users that has surpassed one billion viewers, and

the total time spent on video viewing grows every year by 60% which makes the site a good place to advertise certain kind of products and get wider exposure (Serdiuchenko, 2016).

However, Krishan and Sitaraman (2013) expect that more than 80% of the internet traffic are filled with video. Due to the high percentage of video that constitutes the traffic of Internet, online shops compete to make their video advertisements in YouTube as effective as possible to attract the potential consumers to watch their advertisement and gain more viewers. According to Krishan and Sitaraman (2013), the effectiveness of the video advertisement is measured through the way the advertisement is being watched completely or left abandoned in the middle. Thus, the recent trend followed by the five rising online shops in Indonesia, *Tokopedia*, *Lazada Indonesia*, *Bukalapak*, *Shopee Indonesia*, and *JD.ID* are in creating creative video advertisement with various out of the box contents that hopefully will work as another effective strategy to lure the potential customers to watch the video completely and comprehend the intended message.

The online shop video advertisements in YouTube may comprise vital elements distinct from the regular video advertisements to stand out among other videos in YouTube. Among them are some linguistic elements under *Systemic Functional Linguistics* (SFL), such as genre, thematic progression, register, etc, which are carried out in the texts, either being spoken or written, in the advertisements. These linguistics elements are employed in the video advertisement as part of the advertising persuasive endeavors (Phillips & McQuarrie, 2014). However, in linguistics, genre is the most prominent element to look at as it provides great explanatory power in exploring the text functions and to see how the texts distinct from one another (Hood, 2013). The generic structure possessed by YouTube video advertisement contains more than just the visual images and linguistics component like the regular advertisement (Cheong, 2004). Not only the linguistic elements, but the copywriting elements as one of the key constitutions of advertisement are as well included in video advertisements. Following Maslen's (2007) perspective, there are three major elements in advertisements – feature, benefit, and call to action. As defined by Moriarty (2009), copywriting is a process to display the values and benefits from a product, and those three elements are in line with the definition and they help to realize the purpose. Therefore, those key elements, genre and copy element, are important in constituting a

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Cheong, Y. Y (2004). "The construal of Ideational meaning in print advertisements". in Kay L. O'Halloran (Editor) *Multimodal Discourse Analysis: Systemic-Functional Perspectives*. London: Continuum. Hal. 163 -195

video advertisement with great potential to attract viewers and potential customers of the online shop.

The notion of genre and copy element in online shop video advertisement is important to observe due to its unique characteristics which are distinct from the other kind of advertisements. In Systemic Functional Linguistics, genre is defined as the pattern that enact the social practices of a given culture (Martin & Rose, 2008), while copy elements are what constitutes the copywriting as a persuasive advertisement. The element of genre in video advertisement may point out the type of advertisement based on the occurring texts in the video, and the distribution of copy elements may display certain patterns different from the other advertisements. The combination of these two elements in video advertisements carry out specific characteristics which may not be employed by the other kind of advertisements. Thus, the notion concerning the genre and copy elements may contribute as substantial sources in the field of linguistics and copywriting.

In the academic field, genre and copy elements of video advertisements have not been profoundly discussed in previous studies. The study conducted by Manrai, Broach, and Manrai (1992) analyze the video advertisement's creative strategy, however they focus on television commercials only, and they come up with the result that the elements of creative strategy resulting the appeal and tone of the commercials. To conclude, none of the previous studies have studied the generic structure and copy element in video advertisement of Indonesian online shops, they presented the result of video advertisement analysis under different focuses.

Therefore, this research attempts to elaborate more on the discussion of genre and copy element analysis of video advertisements of the five rising online shops in Indonesia which are advertised on YouTube as a means to address the research gap. This study is based on Systemic Functional Linguistic by M. A. K Halliday (1984) particularly regarding the application of the Systematic Functional theory of language to genre analysis. This study attempts to investigate the generic element of online shop video advertisement or what Halliday and Hasan (1989) refer to as Generic Structure Potential (GSP) of a genre. Thus, the analysis follows the theoretical framework of Halliday and Hasan (1989). Alongside, copy element analysis is conducted following the perspective of Maslen's (2009) ideas to

seek the pattern of copy element distributed in the video advertisement and its contribution to complement the generic structure of the advertisement.

1.2 Research Questions

The problem presented in the background of the study is formulated in the following research questions:

1. How is the generic structure in Indonesian online shop video advertisements realized?
2. How are the copy elements distributed in the generic structure of online shop video advertisements?

1.3 Purposes of Research

Based on the research questions of the study, this study aims to:

- a. Identify the realization of the generic structure in Indonesian online shop video advertisements.
- b. Observe how the copy element are distributed in the generic structure of Indonesian online shop video advertisements.

1.4 Scope of the Study

This study focuses on the video advertisements of the top five online shops in Indonesia which are posted on video-based social media platform, YouTube. Using the the theoretical model of genre analysis proposed by Halliday and Hasan (1989), this study comprises the analysis of the generic structure of each video advertisement as well as to see the pattern of how the copy elements proposed by Maslen (2009) in the video advertisements are distributed in the generic structure of the video advertisement.

1.5 Clarification of Terms

- a. Copywriting

Moriarty (2009) defines copywriting as a process to display the values and benefits from a product. A copy is a product of copywriting which contains the writing of the copywriter in the form of an advertisement to attract the consumers (Jefkins, 2004)

b. Systemic Functional Linguistics

O'Donnell (2012) mentions that Systemic Function Linguistics is an approach to language which is mainly developed by M.A.K Halliday. SFL is interested in the how the language in social settings for specific purposes (O'Donnell, 2012). Rather than the language structure, the function of language is the focus in the Systemic Functional Linguistics and to see how the discourses produced in the form of writing or oral texts (Matthiessen & Halliday, 1997).

c. Genre

Genre is defined as the pattern that enact the social practices of a given culture (Martin & Rose, 2008). Genre, as defined by Martin (1984) is 'a staged, goal-oriented, purposeful activity in which speakers engage as members of our culture'. Genre functions on the level of context of culture, which are composed by social processes mediated by language (Figueiredo, 2010).

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1.6 Significance of the Study

This study is expected to be useful both for researchers and readers in general, particularly with the focus on functional linguistics and copywriting. The analysis presented in this study hopefully can provide new knowledge especially for generic structure analysis of video advertisements as it has not been brought up before in the previous studies. In regard to its contribution in copywriting field, this study provides new insight on how the copy element in a moving-image copywriting is distributed. Thus, this study delivers something new in the field of systemic functional linguistics and its relation with video analysis and copywriting analysis.

1.7 Research Methodology

1.7.1 Research Design

This research applies a qualitative approach since the copy elements and the generic structures in the video advertisement of online shops in Indonesia are qualitatively investigated. According to Meck (2011), through qualitative research, we are guided to find profound and detailed descriptions of the related issues. Additionally, Berg (2007) claims that qualitative research refers to the meanings, concepts, definitions, characteristics, symbols and description of things, hence qualitative method is ideal to be applied on this study.

In addition, this research also use descriptive method to examine the issue. Since the researcher aims to describe and discuss the generic structure that can be identified and highlighted in the video advertisement of online shops in Indonesia, then descriptive approach is the ideal one. According to Glass and Hopkins (1984), descriptive research involves gathering data that describe events and then organizes, and describes the data collection. This is in line with Calderon (2012) which describes the approach as purposive process of gathering, analyzing, classifying data without the aid of statistical tools. However, this research also employs descriptive statistics to help mapping out the findings regarding the generic structure of the video advertisements. Therefore, the research uses descriptive qualitative and statistics method which involves collecting data and describe the data in the form of video scripts of online shops advertisement.

1.7.2 Data Collection

The data collected for this research are in the form of video scripts from the video advertisements of the five well-known online shops in Indonesia: *Tokopedia*, *Lazada Indonesia*, *Bukalapak*, *Shopee Indonesia*, *JD.ID*.

The consideration to choose the data are based on the similar category of commercial advertisements and the number of viewers. Thus, from each official YouTube account of the online shop, only three commercial videos with the highest number of viewers are taken out as the data instrument. As the result, there are fifteen videos to analyze. The consideration to choose only the videos with the highest number of viewers is based on the fact that the videos have been seen by significant amount of people and there is huge possibility that the video contains something worth to analyze.

After sorting out the videos, the scripts are transcribed and put into a model of table. All of the fifteen videos are watched and listened carefully to transcribe the scripts. Using the video scripts as the data hopefully can assist researcher to investigate the issue of the study.

1.7.3 Data Analysis

After the data have been collected, the analysis of the data are conducted in several steps. In the first step, the video scripts are examined and interrelated with the perspective of copy elements from Maslen (2009).

In the second step, the scripts of the video are analyzed by following Generic Structure Potential theoretical model by Hasan and Halliday (1989). Each of the unit is labeled with the generic elements that characterize the video advertisements and constitute the generic structure of the video advertisements.

In the third step, further analysis is focused on how the copy elements and the generic structures are correlated. The concern is on how copy elements may contribute to the generic structure of the advertisement and examination of the copy element distribution. This analysis is done by examining the pattern of the copy elements and identify in what way that the copy elements contribute to the generic structure of the video advertisements.

After conducting the analysis on the copy elements and the generic structure, the researcher makes the conclusion of the research and report the finding.

1.8 Organization of the Paper

This paper systematically comprises five chapters. The first chapter is composed by five main points; the background of the study, statement of problems, aims of the study, and organization of the paper. The second chapter presents the relevant theoretical frameworks and previous studies. The third chapter is the research methodology covers five sub chapters; research design, unit of analysis, source of data, technique of data collection, technique of data analysis. The fourth chapter presents the findings and discussion of the study. Lastly, the fifth chapter presents the conclusions and some relevant suggestions.