

## **CHAPTER III**

### **RESEARCH METHODOLOGY**

This chapter presents the research methodology used to investigate the generic structure and the copy element in YouTube video advertisements of five major online shops in Indonesia, *Tokopedia*, *Lazada Indonesia*, *Bukalapak*, *Shopee Indonesia*, and *JD.ID*. This chapter includes research design, data description, data collection, and data analysis.

#### **3.1 Research Design**

This research applied a qualitative approach since the copy elements and the generic structure in the video advertisement of online shops in Indonesia were 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 in this study.

In addition, this research also used descriptive method to examine the issue. Since the researcher aims to describe and discuss the generic structures that can be identified and highlighted in the video advertisement of online shops in Indonesia, then descriptive approach is ideal to be utilized in this study. According to Glass and Hopkins (1984), descriptive research involves gathering data that describe events, organizes the data description, 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. Nevertheless, this research also employed simple descriptive statistics to help investigate the distribution of generic structure elements as well as the copy elements in the video advertisements. Therefore, the research utilized descriptive qualitative and statistics method which involved collecting data and describing the data which had been transcribed and written in the form of video scripts.

#### **3.2 Data Collection**

In collecting the data, selective data collection of online shop video advertisements were conducted from the five Indonesian well-known online shops: *Tokopedia*, *Lazada Indonesia*, *Bukalapak*, *Shopee Indonesia*, and *JD.ID*. The decision to choose those five online shops was based on Digital News Asia's (2017) statistics data which reveals that *Tokopedia*, *Lazada*

*Indonesia, Bukalapak, Shopee Indonesia, and JD.ID* are the most emerging and top-notch marketplaces in the recent time which compatibly utilize the same social media platform, YouTube, to advertise their service in the form of video advertisements.

Each of the online shop has their own accounts in YouTube, or what is commonly recognized as YouTube channel. Most of the online shops have uploaded more than one video advertisements in their YouTube channels. The consideration to choose the video advertisements from each of online shop's YouTube account to be used as the data instrument was based on the similar category of commercial marketplace advertisements and the highest number of viewers, with the consideration that significant amount of people have watched the video and there might be something worth to analyze that attract them to watch. Thus, from each official YouTube channel of the five online shops, only three commercial videos with the highest number of viewers were taken as the data instrument. As the result, there were fifteen videos as the data instrument to be analyzed further to identify the generic structure and the copy elements.

After sorting out the videos, the process of transcription was conducted. All of the fifteen chosen videos must be watched and listened carefully in order to write a clear and valid transcription. Using the video scripts as the data could assist researcher to investigate the generic structure and copy elements contained in online shop video advertisements.

### **3.3 Data Description**

This section provides a brief overview of the five online shop video advertisements and other specifications of the 15 chosen video advertisements from five well-known online shops in Indonesia.

#### *1. Bukalapak*

*Bukalapak* is one of Indonesia's well-known marketplace which is established and ran by PT. Bukalapak. The brand was launched in 2010, and has been rising ever since. This online shop employs the C2C (customer-to-customer) business model similar to the rest of the marketplace in Indonesia. The slogan of *Bukalapak* is '*Jual-Beli Online Mudah dan Terpercaya*' which is literally translated as 'easy and trustworthy online transaction'. In its YouTube channel, the top three of most viewed video advertisements are as follows:

- a. *Belanja di Bukalapak Bisa Nego atau Gratis Ongkos Kirim* (10,739,516 viewers)
- b. *Bukalapak Emang Cincai, Yuk Belanja dan Dapatkan Diskonnya!* (7,885,680 viewers)

c. *Nego Cincai Bukalapak* (14,260,628 viewers)

## 2. *JD.ID*

*JD.ID* is the online marketplace which is conceived as an ‘online mall’ operated in Jakarta. *JD.ID* also belongs to the category of online shop, but unlike Bukalapak, *JD.ID* employs the B2C (business-to-customer) business model instead of C2C. This online shop is one of the largest online shops in China and expected to be the biggest rival of Alibaba which leads the market of China. In its YouTube channel, the top three of most viewed video advertisements are as follows:

- a. *JD.ID #DijaminOri* (39,532,266 viewers)
- b. *Awas Kena Tipu Smartphone Palsu* (33,151,080 viewers)
- c. *Awas Kena Tipu Popok Palsu* (33,249,310 viewers)

## 3. *Lazada*

*Lazada* is online shop and selling destination under the Lazada Group, Southeast Asian e-commerce Company which was established in 2012. *Lazada* Group has been operated in 6 Southeast Asian countries, including Indonesia, Vietnam, Thailand, Philippine, and Singapore as the location of its headquarter. In its YouTube channel, the top three of most viewed video advertisements are as follows:

- a. *Belanja Apa Saja, Kapan Saja, Dimana Saja...* (394,467 viewers)
- b. *Siap Siap Untuk Sale Besar-Besaran.* (845,434 viewers)
- c. *Siap Siap Untuk Sale Besar-Besaran.* (2,027,562 viewers)

## 4. *Shopee*

*Shopee* or *Shopee Indonesia* is e-commerce company with C2C (customer-to-customer) mobile marketplace which was firstly introduced in Singapore. Under GARENA, a Southeast Asian internet company, *Shopee* has been rising as one of the major online shops since 2015. In its YouTube channel, the top three of most viewed video advertisements are as follows:

- a. *Shopee Jual Beli Gratis Ongkir!* (10,780,895 viewers)
- b. *Shopee - Jual Beli Gak Mikirin Ongkir!* (88,738,218 viewers)

c. *Shopee TVC: Beli Semua di Shopee (30 sec.)* (20,362,332 viewers)

#### 5. *Tokopedia*

*Tokopedia* is recognized as the biggest online marketplace in Indonesia. This online shop was established in 2009 with the vision and mission to build a better Indonesia through Internet. *Tokopedia* is among those marketplaces which are considered as a unicorn company, a start-up company with a current valuation of more than \$1 billion. In its YouTube channel, the top three of most viewed video advertisements are as follows:

- a. *Jadi Terkenal Dimulai dari Tokopedia* (19,775,960 viewers)
- b. *Kejar Jodoh, Dimulai dari Tokopedia* (27,053,772 viewers)
- c. *Jadi Lelaki Idaman, Bisa Dimulai Dari Tokopedia* (12,835,927 viewers)

### 3.4 Data Analysis

After the data had been collected, the analysis of the data to identify the generic structures as well as the copy elements in fifteen videos of those five most well-known online shops in Indonesia was conducted. Applying Halliday and Hasan (1989) theoretical model of Generic Structure Potential, the transcription of the video advertisement was further examined to reveal the generic structure specifically, and the copy elements were further observed by referring to Maslen's perspective of copy elements in advertisements.


Regarding the process of data analysis, it was carried out in several steps in the following list:

1. After downloading the video advertisements of five online shops from YouTube (YouTube.com), the next step is to make the transcription of each video. It is important to transcribe the script to ease the writer in identifying the textual element as the subject of this research.
2. After transcribing the script of the online shop video advertisements, the transcriptions are inserted into a form of table which includes the section for the *text* (the transcription), *copy element* (the element that the text may carry), *unit of meaning* (the generic structure implied from the text), *visual* (the image representation), and the *context* (what the text is actually about in the advertisement). The text is further examined to see whether there is a meaning generated

from the textual element, particularly in terms of the copy element and generic structure. The example of the table can be seen as follows.

Table 3.1

*The form of data sheet to analyze the transcription of online shop video ads*

Text	Copy Element	Unit of Meaning	Visual	Context
Buka aja BukaLapak	Call to Action	Closing		The tagline of BukaLapak to persuade people to open the website or application.

3. After examining the transcription of the video advertisement, further analysis on the realization of the generic elements are conducted by listing each realization of the generic elements in the designed table. The example of the table can be seen as follows.

Table 3.2

*Realization of generic elements of online shop video ads.*

Online Shops	ID	Opening	Background	Service Description	Persuasion	Closing
Bukalapak	1	Impression	Visual Back ground	Feature & Benefit	Call to Action	Call to Action

4. After examining the transcription of the video advertisement, all of the data regarding the generic structure elements are compiled in Microsoft Excel and put into a form of table to see the frequency of generic elements' occurrence in each of the online shop. The example of the table can be seen as follows.

Table 3.3

*The occurrence of generic elements in online shop video ads.*

ONLINE SHOPS	ID	OPENING	BACKGRO UND	SERVICE DESCRIPTI ON	PERSUASI ON	CLOSING
Bukalapak	1	X	√	√	√	√

5. After analyzing the frequency of occurrence, all of the data regarding the copy elements are compiled in Microsoft Excel and put into a form of table to see the distribution of copy elements' occurrence in each of the generic element in online shop video advertisements. The example of the table can be seen as follows.

Table 3.4

*The distribution of copy elements in online shop video ads.*

ONLINE SHOPS	ID	OPENING	BACKGRO UND	SERVICE DESCRIPTI ON	PERSUASI ON	CLOSING
Bukalapak	1	Feature	No CE	Feature & Benefit	Call to Action	Call to Action

6. The next step is to conduct further analysis by examining the data using pivot chart in Microsoft Excel. From that, the percentage of the generic structure can be revealed, as well as for the copy element distribution.

7. After conducting the analysis on the generic structure and the copy elements, the conclusion of the research is made and findings are reported.