

# Representation of Japanese culture in Tokopedia advertisement edition war Tokopedia 12.12

Herdian Putra Lokananta<sup>1\*</sup>, Iman Sumarlan<sup>2</sup>

<sup>1,2</sup> Communication Science, Ahmad Dahlan University, Yogyakarta, 55191, Indonesia

\*Corresponding author's email: herdian2000030110@webmail.uad.ac.id\*, iman.sumarlan@comm.uad.ac.id

## ABSTRACT

### Keywords

Representation  
Japanese Culture  
Advertisement  
Kobo Kanaeru  
Tokopedia

This study analyzes the Tokopedia 12.12 sale advertisement featuring Japanese VTuber Kobo Kanaeru using Charles Sanders Peirce's semiotics theory. The research aims to understand how visual, auditory, and narrative elements in the advertisement create meaningful cultural representations and enhance consumer engagement. The method involves a semiotic analysis of the advertisement's components, focusing on the triadic relationship between signs, objects, and interpretants. The findings reveal that the use of anime aesthetics, J-Pop music, and bilingual dialogue effectively bridges cultural gaps and creates a festive, inclusive atmosphere. The emotional engagement generated by these elements leads to higher viewer retention and participation. By integrating Japanese cultural motifs with localized content, Tokopedia successfully appeals to a broad audience, demonstrating effective cross-cultural marketing. This study underscores the importance of cultural sensitivity and strategic localization in digital advertising, providing valuable insights for marketers aiming to create resonant and impactful campaigns. Future research should explore the long-term effects of culturally integrated advertisements on brand loyalty and consumer behavior. The application of Peirce's semiotics theory in this context highlights the complex interplay of signs and symbols in shaping consumer perceptions, offering a robust framework for analyzing modern advertisements. The Tokopedia 12.12 advertisement with Kobo Kanaeru exemplifies a successful blend of cultural representation, emotional engagement, and strategic marketing.

## 1. Introduction

In today's globalized world, marketing strategies have become increasingly complex and nuanced. One critical aspect of effective marketing is cultural representation, which involves understanding and respecting the values, customs, and norms of diverse cultures. Cultural representation is no longer a mere nicety but a necessity for businesses to succeed in a multicultural society. The failure to incorporate cultural sensitivity in marketing can lead to significant consequences, including reputational damage, lost business opportunities, legal consequences, and consumer backlash (Beard, 2020).

The importance of cultural representation in marketing cannot be overstated. It serves as a bridge between different communities, promoting understanding, respect, and appreciation for diverse cultures. Effective cultural representation involves leveraging cultural insights to tailor marketing strategies, developing content that resonates with unique cultural nuances, and consistently collecting data to optimize strategies (Liu, 2020). This approach not only fosters deeper connections with diverse audiences but also positions a brand as a leader in an inclusive, interconnected world (Ulver & Laurell, 2020).

However, cultural representation in marketing is not without its challenges. Brands must navigate the delicate balance between authenticity and stereotypes, ensuring that their representation is

respectful and meaningful rather than oversimplifying or perpetuating harmful cliches. Additionally, brands must be mindful of cultural appropriation, engaging in respectful collaboration and acknowledging the origins of cultural elements (Fahn, 2020). Internal alignment and buy-in are also crucial, as implementing cultural representation strategies often faces resistance within organizations (Belfiore, 2020).

The role of culture in product evaluations is another critical aspect of marketing strategy. Research has shown that national culture plays a significant role in shaping consumer preferences and behaviors, highlighting the importance of understanding cultural differences in marketing strategy (Song et al., 2018). Furthermore, multicultural marketing requires crafting messages tailored to diverse audiences, acknowledging and respecting cultural differences and nuances to foster trust, credibility, and loyalty (Ulver & Laurell, 2020).

In recent years, the importance of cultural representation in marketing strategies has become increasingly recognized. Brands are now acknowledging the need to incorporate cultural sensitivity and authenticity in their advertising campaigns to effectively engage with diverse audiences. This is particularly crucial in the context of Japan, where cultural nuances and traditions play a significant role in shaping consumer preferences and behaviors. The integration of Japanese pop culture cues and local culture relevance in marketing strategies has become a key aspect of successful branding, as seen in the case of Tokopedia's collaboration with Kobo Kanaeru, a popular Indonesian VTuber, in their 2023 campaign (Cambosa, 2023).

Tokopedia's strategy of merging Japanese pop culture cues and local culture relevance was a deliberate attempt to create a more personal and relatable approach to their audience. By leveraging the popularity of Japanese pop culture among younger generations in Indonesia, Tokopedia aimed to tap into a previously untapped market. The collaboration with Kobo Kanaeru and Heiakim, another popular VTuber, was a key aspect of this strategy. This co-creation approach allowed Tokopedia to develop a campaign that was both authentic and relevant to the target audience (Cambosa, 2023).

The importance of cultural representation in marketing strategies cannot be overstated. Research has shown that cultural differences play a significant role in shaping consumer preferences and behaviors. Brands that fail to incorporate cultural sensitivity in their marketing strategies risk alienating their target audience and ultimately, losing business (Benjamin & Okta Wibowo, 2023). In the context of Japan, cultural representation is particularly crucial, as it can significantly impact brand perception and customer loyalty.

The use of influencers in marketing strategies has also become increasingly popular. Influencers can serve as ambassadors for brands, promoting products and services to their followers. However, the use of influencers must be done in a way that is authentic and respectful. Brands must ensure that they are partnering with influencers who share their values and are committed to promoting their products in a way that is consistent with their brand image (Qotrun Nada & Gita Sukmono, 2023).

In the context of Tokopedia's campaign, the use of Kobo Kanaeru and Heiakim as influencers was a deliberate attempt to create a more personal and relatable approach to their audience. By leveraging the popularity of Japanese pop culture among younger generations in Indonesia, Tokopedia aimed to tap into a previously untapped market. The collaboration with these influencers allowed Tokopedia to develop a campaign that was both authentic and relevant to the target audience (Cambosa, 2023).

The success of Tokopedia's campaign highlights the importance of cultural representation in marketing strategies. By incorporating cultural sensitivity and authenticity in their advertising campaigns, brands can effectively engage with diverse audiences and ultimately, drive business success.

## 2. Theoretical Framework

**Semiotics.** Semiotics studies signs that have two aspects, the signifier and the signified. The signifier can be understood as a physical form, and can be a sound, image, text, visual element, and so on. The signified is the concept or meaning of what is signified. Both have "created" a relationship. This means that there is no natural relationship between the signifier and the signified (Salsabila et al., 2020).

The three-sided model in the form of "triangle meaning semiotics" is known as the result of the thinking of Charles Sanders Peirce, or also known as the meaning triangle which consists of the following (Yulio, 2021).

Peirce in (Jannah & Inderasari, 2021) divides semiotics into three types of signs: icons, indices, and symbols. Icons are signs that show a natural relationship between the sign and the sign, indexes are signs that show a causal relationship, then symbols are signs that are arbitrary or arbitrary. The three signs are interconnected and form a unity that cannot be separated from the understanding of its meaning.

**Representation.** According to Stuart Hall, there are two processes of representation. First, there is a mental representation or concept (conceptual diagram) of "something" that exists in our minds. Mental representation is still abstract. Second, "language" plays an important role in the process of meaning construction. The abstract concepts that exist in our minds need to be translated into a common "language" so that we can relate concepts and ideas about something with a common language (Akbar, 2021). In the context of media, language, and communication, representations can take the form of words, pictures, sequences, stories, and other forms that represent ideas, emotions, facts, and more (Wibowo, 2019).

**Advertisement.** The word advertising comes from the Greek and means to direct people to an idea. Broadly defined, advertising includes all forms of non-personal presentation and promotion of ideas, goods, and services paid for by a specific sponsor (Lukitaningsih, 2013). The types of advertisements can also be known through their grouping based on their purpose and nature (Gufron, 2022).

### 3. Method

The method of this study is based on the semiotics theory of Charles Sanders Peirce, which views signs as having three components: the sign itself, the object it represents, and the interpretant, which is the meaning that the sign conveys to the audience (Benjamin & Okta Wibowo, 2023). This theory is particularly useful in analyzing the representation of Japan cultural cues in Tokopedia's advertisement with Kobo Kanaeru in 2023.

The study uses a qualitative approach with a descriptive type of research to explain how the Japanese cultural cues are represented in the advertisement. The researcher analyzed the advertisement and identified the signs used to represent Japan cultural cues, such as the use of Japanese characters, traditional clothing, and cultural symbols. The researcher then analyzed the object that these signs represent, which is the cultural values and traditions of Japan. Finally, the researcher analyzed the interpretant, which is the meaning that these signs convey to the audience (Benjamin & Okta Wibowo, 2023).

The study also uses representation theory to analyze how the Japanese cultural cues are represented in the advertisement. Representation theory views representation as a process of creating a likeness or image of something, such as a culture or a product. This theory is useful in analyzing how Tokopedia represents Japan cultural cues in its advertisement, and how these cues are perceived by the audience (Saraswati, 2020).

The study also uses semiotic analysis techniques from Charles Sanders Peirce to analyze the signs used in the advertisement. Semiotic analysis involves analyzing the signs used in a text, such as words, images, and sounds, to understand how they convey meaning. This technique is useful in analyzing how the Japanese cultural cues are represented in the advertisement, and how these cues are perceived by the audience (Benjamin & Okta Wibowo, 2023).

The study also uses a case study approach to analyze the advertisement. A case study approach involves in-depth analysis of a specific case, such as a product or a company. This approach is useful in analyzing the representation of Japan cultural cues in Tokopedia's advertisement with Kobo Kanaeru, as it allows for a detailed analysis of the signs used in the advertisement and how they convey meaning to the audience (Nurunnisha et al., 2021).

The study also uses a mixed-methods approach to analyze the advertisement. A mixed-methods approach involves combining qualitative and quantitative methods to analyze a text. This approach is

useful in analyzing the representation of Japan cultural cues in Tokopedia's advertisement with Kobo Kanaeru, as it allows for both qualitative and quantitative analysis of the signs used in the advertisement and how they convey meaning to the audience (Cambosa, 2023).

#### 4. Result and Discussion

The result of this study is a comprehensive analysis of the marketing strategy and Japan cultural representation in Tokopedia's advertisement with Kobo Kanaeru in 2023. The study uses the semiotics theory of Charles Sanders Peirce to analyze the signs used in the advertisement and how they convey meaning to the audience.

The advertisement features Kobo Kanaeru, a popular Indonesian VTuber, promoting Tokopedia's products and services. The advertisement uses various signs, such as images, videos, and text, to convey the message that Tokopedia is a reliable and trustworthy platform for online shopping. The study finds that the signs used in the advertisement are effective in conveying the message and creating a positive impression of the brand among the target audience.

The study also analyzes the object of the signs, which is the cultural values and traditions of Japan. The study finds that the advertisement effectively represents Japan cultural cues, such as the use of Japanese characters, traditional clothing, and cultural symbols, to create a sense of authenticity and cultural relevance.

The study uses representation theory to analyze how the Japanese cultural cues are represented in the advertisement. The study finds that the advertisement effectively represents Japan cultural cues by using signs that are familiar and meaningful to the target audience. The study also finds that the advertisement effectively uses the concept of empathy to create a sense of connection with the target audience (Malawat et al., 2022).

The study uses semiotic analysis techniques from Charles Sanders Peirce to analyze the signs used in the advertisement. The study finds that the signs used in the advertisement are effective in conveying the message and creating a positive impression of the brand among the target audience. The study also finds that the signs used in the advertisement are effective in representing Japan cultural cues and creating a sense of authenticity and cultural relevance (Tjahyadi & Jatmiko, 2021).

The study concludes that the marketing strategy and Japan cultural representation in Tokopedia's advertisement with Kobo Kanaeru in 2023 are effective in conveying the message and creating a positive impression of the brand among the target audience. The study also concludes that the advertisement effectively represents Japan cultural cues and creates a sense of authenticity and cultural relevance.

Peirce's semiotics theory is grounded in a triadic relationship involving the sign (representamen), the object (what the sign refers to), and the interpretant (the understanding or meaning derived from the sign). This model serves as a comprehensive framework to analyze the multifaceted elements of the Tokopedia advertisement, including visual, auditory, and narrative components.

**Visual Representation.** Character Design: Kobo Kanaeru. Kobo Kanaeru's design is a primary visual element, acting as a sign that taps into the Japanese anime culture. The representamen in this context is the character's design, characterized by large, expressive eyes, colorful hair, and exaggerated features. The object is the broader genre of Japanese anime and VTuber culture. The interpretant, particularly for anime enthusiasts, is a sense of familiarity and excitement. This strategic use of anime aesthetics in the Tokopedia advertisement creates an engaging and positive atmosphere that resonates deeply with fans of Japanese pop culture.

**Auditory Representation.** Background Music and Theme Song. The background music and theme song, composed in a J-Pop style, serve as auditory signs. The representamen is the upbeat, catchy music, the object is the J-Pop genre, and the interpretant is an energetic and memorable auditory experience that aligns with the festive nature of the sale event. The use of J-Pop not only enhances the cultural appeal but also makes the advertisement more memorable to viewers.

**Voice Acting and Dialogue.** The use of both Japanese and Indonesian languages in the advertisement creates a bilingual experience. This code-switching serves as a sign where the object is the linguistic blending of cultures, and the interpretant is a sense of inclusivity and connection to both Japanese and Indonesian audiences. By incorporating both languages, Tokopedia ensures that the message is accessible and appealing to a broader audience.

**Narrative and Symbolism. Narrative Structure.** The narrative structure, where Kobo Kanaeru introduces viewers to the War Tokopedia event, is a significant element. The representamen is the storyline, the object is the promotional event, and the interpretant is the conveyed excitement and urgency to participate in the sale. Using a relatable character like Kobo Kanaeru to narrate the story ensures that the narrative is both engaging and memorable.

**Cultural Symbols and Icons.** Incorporating cultural symbols such as traditional Japanese attire and festive decorations acts as representamina. The objects are their cultural significances, such as tradition and festivity, and the interpretants are the cultural resonance and festive atmosphere they create.

**Emotional Engagement and Consumer Behavior. Emotional Engagement.** The strategic use of cultural elements and familiar characters aims to evoke strong emotional responses. The representamen is the emotional tone set by the visual and auditory elements, the object is the viewers' emotional state, and the interpretant is the heightened emotional response leading to increased consumer action. The emotional engagement created by the Tokopedia advertisement likely contributes to higher viewer retention and conversion rates.

**Interactive Elements.** Interactive elements such as calls-to-action encourage viewers to participate in the War Tokopedia event. These elements act as representamina, with the objects being the interactive features and the interpretants being the increased viewer participation and engagement.

**Cultural Adaptation and Market Strategy. Localization of Content.** By integrating Japanese cultural elements and a popular VTuber, Tokopedia demonstrates an effective localization strategy. The representamen is the localized content, the object is the adaptation to the Indonesian market, and the interpretant is the enhanced cultural relevance and appeal. Adapting elements of Japanese culture to resonate with Indonesian viewers, Tokopedia bridges cultural gaps and enhances its market strategy.

**Cross-Cultural Appeal.** The cross-cultural appeal of the advertisement attracts both Japanese pop culture enthusiasts and general consumers. The representamen is the cross-cultural elements, the object is the broad appeal, and the interpretant is the increased audience base and market reach. The successful blending of Japanese and Indonesian cultural elements contributes to the advertisement's wide-reaching impact.

#### 4.1. Presenting the Results

**Visual Representation. Character Design: Kobo Kanaeru.** Kobo Kanaeru's design is a primary visual element, acting as a sign that taps into the Japanese anime culture. The representamen in this context is the character's design, characterized by large, expressive eyes, colorful hair, and exaggerated features. The object is the broader genre of Japanese anime and VTuber culture. The interpretant, particularly for anime enthusiasts, is a sense of familiarity and excitement.

**Auditory Representation. Background Music and Theme Song.** The background music and theme song, composed in a J-Pop style, serve as auditory signs. The representamen is the upbeat, catchy music, the object is the J-Pop genre, and the interpretant is an energetic and memorable auditory experience that aligns with the festive nature of the sale event.

**Voice Acting and Dialogue.** The use of both Japanese and Indonesian languages in the advertisement creates a bilingual experience. This code-switching serves as a sign where the object is the linguistic blending of cultures, and the interpretant is a sense of inclusivity and connection to both Japanese and Indonesian audiences.

**Narrative and Symbolism. Narrative Structure.** The narrative structure, where Kobo Kanaeru introduces viewers to the War Tokopedia event, is a significant element. The representamen is the

storyline, the object is the promotional event, and the interpretant is the conveyed excitement and urgency to participate in the sale.

**Cultural Symbols and Icons.** Incorporating cultural symbols such as traditional Japanese attire and festive decorations acts as representamina. The objects are their cultural significances, such as tradition and festivity, and the interpretants are the cultural resonance and festive atmosphere they create.

**Emotional Engagement and Consumer Behavior.** Emotional Engagement. The strategic use of cultural elements and familiar characters aims to evoke strong emotional responses. The representamen is the emotional tone set by the visual and auditory elements, the object is the viewers' emotional state, and the interpretant is the heightened emotional response leading to increased consumer action.

**Interactive Elements.** Interactive elements such as calls-to-action encourage viewers to participate in the War Tokopedia event. These elements act as representamina, with the objects being the interactive features and the interpretants being the increased viewer participation and engagement.

**Cultural Adaptation and Market Strategy. Localization of Content.** By integrating Japanese cultural elements and a popular VTuber, Tokopedia demonstrates an effective localization strategy. The representamen is the localized content, the object is the adaptation to the Indonesian market, and the interpretant is the enhanced cultural relevance and appeal.

**Cross-Cultural Appeal.** The cross-cultural appeal of the advertisement attracts both Japanese pop culture enthusiasts and general consumers. The representamen is the cross-cultural elements, the object is the broad appeal, and the interpretant is the increased audience base and market reach.

#### 4.2. Create a Discussion

**Visual Elements: The Power of Anime Aesthetics.** The visual representation of Kobo Kanaeru, an anime-style VTuber, is a quintessential example of how anime aesthetics serve as a powerful semiotic tool. In Peirce's terms, the character design of Kobo Kanaeru acts as the representamen. The large eyes, colorful hair, and expressive features are not arbitrary but deeply rooted in the conventions of anime, making the object the broader genre of Japanese anime and VTuber culture. The interpretant for viewers, especially those familiar with anime, is a sense of familiarity and attraction, which significantly enhances the ad's appeal. In the case of the Tokopedia advertisement, the use of bright colors and dynamic visuals associated with anime aesthetics not only grabs attention but also creates a positive, energetic atmosphere that resonates with fans of Japanese pop culture. This strategic use of color and design elements aligns with Peirce's idea that signs (here, visual elements) must relate meaningfully to their objects (cultural conventions) to produce effective interpretants (audience reactions).

**Auditory Elements: Music and Emotional Resonance.** The auditory elements of the advertisement, including its J-Pop style background music and theme song, further illustrate the effective use of semiotics in marketing. The representamen in this context is the upbeat, catchy music typical of J-Pop. The object is the genre itself, which is widely associated with energy, excitement, and contemporary Japanese culture. The interpretant for listeners is an enhanced emotional engagement and a memorable auditory experience that aligns with the festive and promotional nature of the 12.12 sale. The dual-language dialogue, incorporating both Japanese and Indonesian, serves as another significant semiotic element. This bilingual approach acts as a representamen that signifies cultural inclusivity and accessibility. The object here is the linguistic and cultural bridging between Japan and Indonesia, while the interpretant for viewers is a sense of connection to both cultures. This strategy not only broadens the ad's appeal but also enhances its relatability and accessibility.

**Narrative Structure: Crafting an Engaging Story.** The narrative structure of the Tokopedia advertisement, where Kobo Kanaeru guides viewers through the promotional event, serves as a representamen that conveys a story. The object is the promotional event itself, and the interpretant is the viewers' understanding and excitement about the sale. By leveraging a popular and relatable character like Kobo Kanaeru, Tokopedia effectively guides viewers through the promotional narrative, making the information more engaging and memorable.

The use of cultural symbols, such as traditional Japanese attire and festive decorations, further enriches the narrative. These symbols act as representamina, with their objects being their cultural significances, such as tradition and festivity. The interpretants are the viewers' associations with these symbols, which enhance the overall cultural resonance of the advertisement.

**Emotional Engagement and Consumer Behavior.** The strategic use of cultural elements in the Tokopedia advertisement is designed to evoke strong emotional responses from viewers. The representamen in this case is the emotional tone set by the ad's visual and auditory elements, the object is the viewers' emotional state, and the interpretant is the heightened emotional response leading to increased consumer action. Interactive elements in the advertisement, such as calls-to-action and interactive features, serve as additional semiotic tools to enhance viewer engagement. These elements act as representamina, with their objects being the interactive features themselves.

**Cultural Adaptation and Market Strategy.** The localization of content in the Tokopedia advertisement, by integrating Japanese cultural elements and a popular VTuber, exemplifies an effective cultural adaptation strategy. The representamen here is the localized content, the object is the adaptation to the Indonesian market, and the interpretant is the enhanced cultural relevance and appeal to the local audience. Tokopedia's strategy successfully bridges cultural gaps by making Japanese cultural elements relatable and appealing to Indonesian viewers. The cross-cultural appeal of the advertisement is another significant aspect of its marketing strategy. By incorporating elements that appeal to both Japanese pop culture enthusiasts and the broader Indonesian audience, the advertisement broadens its market reach. The representamen is the cross-cultural elements, the object is the broad appeal across cultural boundaries, and the interpretant is the increased audience base and market penetration.

## 5. Conclusion

The Tokopedia 12.12 advertisement featuring Kobo Kanaeru stands as a prime example of effective modern marketing that skillfully integrates cultural representation with strategic marketing techniques. By leveraging Charles Sanders Peirce's semiotics theory, this analysis reveals the depth of the advertisement's design, which combines visual, auditory, and narrative elements to create a meaningful and impactful campaign.

**Cultural Representation and Localization.** The incorporation of Japanese cultural elements, particularly through the character design of Kobo Kanaeru, is a critical factor in the advertisement's success. The character's design, grounded in anime aesthetics, serves as a potent signifier that connects deeply with fans of Japanese pop culture. This cultural representation is not only about visual appeal but also about embedding cultural symbols that resonate with the audience on a deeper level. Localization is another key aspect of the advertisement's strategy. By integrating elements of Japanese culture while maintaining relevance to the Indonesian market, Tokopedia bridges cultural gaps and enhances its appeal. In this advertisement, the use of bilingual dialogue and cultural symbols such as traditional attire and festive decorations exemplifies successful localization, creating a relatable and engaging experience for both Japanese pop culture enthusiasts and the broader Indonesian audience.

**Semiotics and Narrative Structure.** Using Peirce's semiotics theory, the analysis delves into the triadic relationship of the sign (representamen), the object, and the interpretant. This theoretical framework helps decode the layers of meaning within the advertisement. For instance, the narrative structure, where Kobo Kanaeru introduces the War Tokopedia event, serves as a representamen that conveys excitement and urgency. The semiotic analysis also highlights how auditory elements, such as the J-Pop style background music, act as powerful signs that enhance the advertisement's emotional impact. The use of upbeat, catchy music aligns with the festive nature of the sale event, making the advertisement more memorable and enjoyable.

**Emotional Engagement and Consumer Behavior.** Emotional engagement is a central theme in the advertisement, achieved through the strategic use of cultural and narrative elements. The emotional tone set by the visual and auditory elements of the Tokopedia advertisement creates a positive and energetic atmosphere, encouraging viewers to participate in the sale event. Interactive elements, such as calls-to-action, further enhance viewer participation and engagement. The combination of

emotional engagement and interactive features ensures that viewers are not only attracted to the advertisement but also motivated to take action.

**Cross-Cultural Appeal and Market Strategy.** The cross-cultural appeal of the Tokopedia advertisement extends its reach beyond just fans of Japanese pop culture. By blending Japanese and Indonesian cultural elements, the advertisement attracts a diverse audience. The successful integration of these elements in the Tokopedia advertisement demonstrates a keen understanding of the target audience and a strategic approach to global marketing. The advertisement's effectiveness is also evident in its ability to create a festive and inclusive atmosphere. By incorporating both Japanese and Indonesian languages, the Tokopedia advertisement ensures that its message is accessible and engaging to a broader audience.

**Overall Impact and Future Implications.** The analysis of the Tokopedia 12.12 advertisement using Peirce's semiotics theory underscores the importance of cultural sensitivity and strategic localization in modern advertising. The advertisement's success lies in its ability to create a multi-layered, engaging experience that resonates with viewers on both emotional and cultural levels. The integration of visual, auditory, and narrative elements, combined with effective localization and cross-cultural appeal, highlights the multifaceted nature of successful digital marketing strategies.

Future research could further explore the impact of specific cultural elements on consumer behavior in different markets. Additionally, examining the long-term effects of such culturally integrated advertisements on brand loyalty and consumer engagement would provide valuable insights for marketers. The findings from this analysis offer a comprehensive understanding of how semiotics can be applied to decode complex marketing messages, providing a robust framework for future studies in the field of digital advertising and cultural representation.

In conclusion, the Tokopedia 12.12 advertisement with Kobo Kanaeru exemplifies a successful blend of cultural representation, emotional engagement, and strategic marketing. By leveraging Peirce's semiotics theory, this study provides a detailed analysis of the advertisement's elements, highlighting the critical role of signs and their interpretants in shaping consumer perceptions and behaviors. The insights gained from this analysis underscore the importance of cultural sensitivity and strategic localization in creating impactful and resonant advertisements, offering valuable lessons for marketers and researchers alike.

## 6. Acknowledgement

This research does not receive funding from any binding party. The researcher would like to thank and appreciate the ADICCOM (Ahmad Dahlan International Communication) committee for providing this best opportunity.

## 7. References

- Akbar, F. (2021). Representasi Solidaritas Pertemanan Dalam Film Once Upon A Time In Hollywood.
- Beard, J. B. (2020). Ensuring Cultural Sensitivity of Travel Agency Social Media Marketing Strategies toward African Americans: A Case Study.
- Belfiore, E. (2020). Whose cultural value? Representation, power and creative industries. *International Journal of Cultural Policy*, 26(3), 383–397. <https://doi.org/10.1080/10286632.2018.1495713>
- Benjamin, J., & Okta Wibowo, T. (2023). Influencer representation in Tokopedia advertising: Tokopedia squad. *Jurnal Komunikasi, Sains Dan Teknologi*, 2(2), 224–232. <https://doi.org/10.61098/jkst.v2i2.54>
- Cambosa, T. (2023). How Tokopedia merged Japanese pop culture cues and local culture relevance to create its latest 12.12 campaign jingle. *Marketech Apac*.



- Fahn, C. W. (2020). Marketing the Prosthesis: Supercrip and Superhuman Narratives in Contemporary Cultural Representations. *Philosophies*, 5(3), 11. <https://doi.org/10.3390/philosophies5030011>
- Gufron, A. D. (2022). Pengaruh Atenttion, Interest, Desire, Action dalam media informasi dan sosial terhadap keputusan pembelian Supermi di Swalayan Aneka Jaya Smart Jepara secara parsial maupun secara simultan.
- Jannah, M. N., & Inderasari, E. (2021). Ikon, Indeks, dan Simbol dalam Kumpulan Cerpen Menghardik Gerimis Karya Sapardi Djoko Damono serta Relevansinya dengan Pembelajaran Bahasa Indonesia di Madrasah Aliyah. *Madah: Jurnal Bahasa Dan Sastra*, 12(2). <https://doi.org/10.26499/madah.v?i>
- Liu, S. (2020). The Chinese dance: a mirror of cultural representations. *Research in Dance Education*, 21(2), 153–168. <https://doi.org/10.1080/14647893.2020.1782371>
- Lukitaningsih, A. (2013). Iklan Yang Efektif Sebagai Strategi Komunikasi Pemasaran. *Jurnal Ekonomi Dan Kewirausahaan*, 13(2), 116–129.
- Malawat, I., Mofu, H., & Mandowen, K. Y. (2022). Social Representation In Ayla Film: The Daughter Of War (Charles Sanders Peirce Semiotic Analysis). In *Journal of Positive School Psychology* (Vol. 2022, Issue 7). <http://journalppw.com>
- Nurunnisha, G., Roespinoedji, D., & Roespinoedji, R. (2021). Female Students Perceptions on The Effect of Country of Origin, Brand Ambassador on Purchase Intentions: A Study on The Geographical Origin of Tokopedia E- Commerce Company, Indonesia. 11(1).
- Otrun Nada, T., & Gita Sukmono, F. (2023). Proceeding Jogjakarta Communication Conference Representation of a Consumptive Lifestyle in Tokopedia Ads “Tampil Cantik Sekali Klik.” *Jogjakarta Communication Conference (JCC)*, 1(1), 95–100. <https://jcc-indonesia.id/>
- Salsabila, S. S., Nasikha, F. A., & Putri, M. A. (2020). Representasi Stereotip Etnis Tionghoa dalam Iklan Bukalapak Edisi Imlek. *Jurnal Audiens*, 1(2). <https://doi.org/10.18196/ja.12022>
- Saraswati, L. A. (2020). Cosmopolitan Whiteness: The Effects and Affects of Skin-Whitening Advertisements in a Transnational Women’s Magazine in Indonesia. *Meridians*, 19(S1), 363–388. <https://doi.org/10.1215/15366936-8566045>
- Song, R., Moon, S., Chen, H., & Houston, M. B. (2018). When marketing strategy meets culture: the role of culture in product evaluations. *Journal of the Academy of Marketing Science*, 46(3), 384–402. <https://doi.org/10.1007/s11747-017-0525-x>
- Tjahyadi, I., & Jatmiko, D. (2021). An Analysis Of The City Meaning In Three Paintings By Agung Tato (Semiotics Approach Of Charles Sanders Peirce’). <http://kominfo.jatimprov.go.id/read/>
- Ulver, S., & Laurell, C. (2020). Political Ideology in Consumer Resistance: Analyzing Far-Right Opposition to Multicultural Marketing. *Journal of Public Policy & Marketing*, 39(4), 477–493. <https://doi.org/10.1177/0743915620947083>
- Wibowo, G. (2019). Representasi Perempuan dalam Film Siti. *Nyimak: Journal of Communication*, 47–59. <http://jurnal.umt.ac.id/index.php/nyimak>
- Yulio, E. (2021). Analisis Semiotika Charles Sanders Peirce Logo Video Game Dota 2.