

Representation of Flexing Culture in YouTube Channel Sasa Advertisement Reunion Edition Not Healthy 2023

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ABSTRACT

Keywords

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Flexing culture itself is a culture that shows wealth and achievement. This research examines one of the advertising content. The content is the content of the Sasa Santen Reunion Gak Sehat product advertisement that airs on the Sasa YouTube channel. The purpose of this research is to represent how Flexing culture occurs in society and also to add references to other studies. This research uses the Roland Barthes semiotic analysis model which examines signs based on Saussurean thinking, namely about signs that are divided into two, namely the signifier and the signified. Roland Barthes' semiotic analysis model does not only focus on signifiers and signs, but also analyzes meaning through denotation, connotation and myth. In the analysis conducted using Roland Barthes analysis, there are results, namely there are three scenes that have signs and markers about Flexing culture, namely with denotation meaning depicted through the use of luxury goods and jewelry, while connotation meaning is depicted through verbal and nonverbal codes which generally show that using luxury goods and branded jewelry and showing off their children's achievements, and the myth contained in the content is the assumption that rich people can be seen from the goods they wear and jewelry and behavioral habits carried out. So with these results indicate that the content of the advertisement is a representation of the Flexing culture that is happening in society.

1. Introduction

Media is a communication platform that exists in this modern era and has also been widely used by the wider community. The media is divided into two media, namely print media, such as newspapers, magazines, tabloids and others, as well as electronic media which includes radio, television, movies, and videos 1. With the rapid development of this era, many information media have emerged as a tool for human self-expression, such as YouTube media as a platform that is widely used in this modern era. Many of these media are also used for negative things such as a culture of showing off wealth, positions and attainments, this culture can be referred to as Flexing culture. Flexing is a showing off behavior carried out by several groups of people, including artists, celebrities, celebrities, and also officials. (Syarifah Fatimah, 2023).

Flexing behavior in the world of social media is done a lot like for example on the YouTube channel Rans Entertainment, namely on the video of Raffi Ahmad showing off his luxury car and luxury house. This happens a lot among celebrities in Indonesia, namely showing off some wealth through social media. So that social media is a place to show off wealth. According to Business expert Professor Rhenald Kasali, in his YouTube channel, stated that the Flexing phenomenon emerged, inseparable from the rise of social media which made people driven to appear and get recognition (Syarifah Fatimah, 2023). Flexing culture can occur due to several factors, namely increasing prosperity in society, lifestyle changes, thus influencing people's mindset towards the importance of wealth and showing off luxury to get recognition. (Syarifah Fatimah, 2023).

In this modern era, recognition of a person is very important as well as recognition in the world of social media, so many people are competing to do everything possible to show off their wealth, this

has a bad impact on the behavior of today's society because many people show off their wealth (Flexing). The impact of this recognition makes people blind about showing off wealth, as happened on Indra Kenz's YouTube. At that time the YouTuber was very fond of showing off his wealth, on his social media channels, for example when Indra Kenz went viral by showing him buying a Tesla car in the morning. With this incident, Indra Kenz became famous with the prestige of a rich young man. So that over time the content of his YouTube channel is about showing off wealth, for example showing off cars, branded bags, luxury homes, and luxurious styles, but this did not last long because Indra Kenz was arrested by the police for fraud, and the things he showed off were revealed that he did not fully own these luxury items, because Indra Kenz was only flexing so that the audience came to see his YouTube channel (Firstiyanti, 2023). YouTube social media is an innovation from the development of modern information technology. In YouTube there are many works in the form of videos. These works are not just video works, but also raise various issues that are being discussed in society, and also raise social issues.

Social media is a place to express oneself in forms such as photo and video content that can be viewed by anyone online (Zahida & Hapsari, 2023). Online media has several media products that are often used by the world community. Media products offered in Indonesia are Twitter, Facebook, Instagram, Blog, TikTok and YouTube applications. These applications have their own functions and uses, namely to find information, communicate, express themselves, and share stories. In this case, communicating on this media, namely by creating video content, photos and can also create a writing. An example of the most widely used social media is Youtube. According to wearesocial, Youtube ranks first with a percentage of 93.8% as the most widely used social media in Indonesia (Zahida & Hapsari, 2023). Youtube is an online video sharing platform where users can view or upload videos for free. This media platform is a medium of communication between humans, which is widely used in modern times, this is due to the rapid development of technology, making it easier for humans to get information.

In this research, there is one content that raises the reality in society and the media about Flexing culture. The content is found in one of the advertising content of Sasa products, namely with the title Sasa Santan Reunian Gak Sehat. The advertisement was made from PT Sasa Inti is a very leading food and seasoning company from Indonesia founded by someone named Rodamas in 1972. Sasa is the first company to produce MSG in Indonesia. The meaning of the word Sasa itself is an abbreviation of "Sari Rasa" which if translated as the essence of flavor and the description of the main for the company. There are facts about MSG for Indonesian citizens, namely MSG is a flavor enhancer, a part of kitchen spices and is very important for making a dish.

The Sasa product advertisement is a commercial for Sasa products, and in the advertisement there are several issues that want to be conveyed to the public about how the culture that is happening in social media, such as the culture of showing off wealth and achievements. With the content of the Sasa ad, the researcher wants to further analyze the content that the ad wants to convey. The purpose of this research is to represent how the Flexing culture occurs in society and also to add references to other studies on media content that raises issues that are happening. so that this research can also provide benefits about the literacy of content on social media, especially YouTube media. Thus, the author believes that this research can provide meaningful contribution awareness in strengthening information literacy awareness in today's digital era.

The issue of concern in the current study is about the behavior of certain people who express themselves by showing off their wealth and achievements, this can be represented through the content in the YouTube media, for example in the content of commercial advertisements for Sasa Santan products. In this era where the discussion of media literacy is very concerning, it is important to understand how social media, especially YouTube media and other media, so that it can be used optimally in filtering the content that is watched. Research that focuses on YouTube media and raises issues about Flexing culture is still limited. Examples of previous research that raised the issue of Flexing culture are with the title "*Representasi Flexing Dalam Konten YouTube Rans Entertainment (Semiotika Model Roland Barthes Dalam Video Nagita Balas Bikin Raffi Nangis????!! Raffi Kaget Dikirim Kado Dari Nagita...)*". In this study, it analyzes the content of Rans Entertainment content entitled Nagita Balas Bikin Raffi Nangis, Raffi was surprised to be sent a gift from Nagita, which in the video shows showing off his wealth by giving a birthday present in the form of a luxury car that costs a fantastic price. (Syarifah Fatimah, 2023).

In the previous study, researchers analyzed the content of everyday vlog videos. If in this study the researcher examines the content of planned and conceptualized advertising videos. So with this there are differences in the object of previous research with the current research. However, this research has the same topic about Flexing or showing off culture. So that this study researchers can identify how Flexing culture behaves. By analyzing the content produced by Sasa producers on YouTube media, this research identifies signs in conveying messages through advertising media.

Advertising itself has the ability to construct reality and can influence people's views, so that it can make various kinds of lifestyle and cultural changes. In the visualization of advertisements that are delivered can contain several elements from several different things, such as culture, or following trends. Something that many people do and becomes viral among the community is called a trend. As is the case with what is trending among the public, especially on social media, especially on YouTube, namely the Flexing trend.

With several incidents like Indra Kenz, there are many phenomena that occur on YouTube about Flexing or showing off wealth. For example, one of the Sasa Reunion Gak Sahat 2023 advertisements. Based on the observations of researchers, the advertisement appeared by carrying out the concept of Flexing Culture or pamar among arisan mothers. This underlies the researcher to want to examine the Sasa Reunion Gak Sahat 2023 advertisement. In this research study using Roland Barthes' semiotic perspective by looking at the codes, signs, or meanings that exist in the advertisement. So that this encourages researchers to conduct research with the title "Representation of Flexing Culture in Advertising YouTube Channel Sasa Edisi Reuni Gak Sehat 2023."

2. Method

This research uses descriptive qualitative research, with the aim of describing in detail the representation of Flexing in Sasa's YouTube content whose video is entitled "Sasa Santan Reunion Gak Sehat". Qualitative method is a research procedure whose results are descriptive data in the form of words or oral. Qualitative research can be interpreted as a research process whose purpose is to explore human or social phenomena by creating a comprehensive picture (Fadli, 2021).

This research uses Roland Barthes' semiotic model analysis in an effort to uncover the signs contained in Sasa's YouTube content entitled Sasa Santan Reunion Gak Sehat. Roland Barthes is one of the structuralist thinkers who studies signs based on Saussurean thinking, namely about signs which are divided into two, namely signifiers and signs (Zahida & Hapsari, 2023). Researchers why use the Roland Barthes semiotic analysis model, this is because in general this research will provide a detailed description of the message and explanation with the representation of Flexing in Sasa's YouTube content entitled Sasa Santan Reunion Gak Sehat. This research will interpret the meaning hidden in the content. Roland Barthes' semiotic model analysis does not only focus on signifiers and signs, but also analyzes meaning through denotation, connotation and myth. It will analyze the sign using Stuart Hall's representation to find out the form of Flexing representation.

In this research methodology, the data collection technique uses observation techniques, namely by observing each scene contained in the advertisement, as well as documentation and literature study. If the documentation is carried out by researchers by taking screenshots of each scene that indicates the Flexing culture. While the literature study was carried out by researchers by looking for scientific literature related to the researcher's reference. Then the analysis is carried out in order to find out the signs that represent the Flexing culture in advertisements. Sasa Santan Reuni Gak Sehat, by focusing on Roland Barthes Semiotics analysis, which uses denotation, connotation and myth analysis techniques.

3. Result and Discussion




3.1. Presenting the Results

Sasa Santan is one of the first liquid coconut milk products made from fresh old coconut meat. While the Sasa coconut milk advertisement itself is a commercial advertisement whose purpose is to attract customers to buy the products offered by PT Sasa Inti. In the content of the Sasa Santan Reunion Gak Sehat advertisement, it has a content duration of 00.15 seconds, which was uploaded on

September 27, 2023 on the Sasa YouTube channel with the number of views as of June 13, 2024, it has reached 220,759 views 3. The ad content shows several mothers doing a reunion, in the reunion the mothers show off their wealth and achievements. So in unpacking the content, researchers used the Roland Barthes semiotic model. The ideas known from Barthes are “Two Order of Signification” (Two-stage signification) (Anindita, 2022). (Zahida & Hapsari, 2023) The two stages of Roland Barthes' semiotics explain the two levels of denotation and connotation. The Denotation stage is the explicit relationship between the sign and reality in signification or reference. Denotation consists of signifier and signified. However, at the same time, a denotative sign is also a connotative sign, which means that it is a material element

If the connotation stage is an aspect of meaning which is interrelated with feelings or emotions as well as cultural values and ideology (Adnan Hiram Damara, 2023). Then there are also myths which in this context can be understood as the development of connotations that have been formed in society (Zahida & Hapsari, 2023). Roland Barthes applied his semioligion in several aspects of life such as movies, fashion, advertising, literature, and photography (Adnan Hiram Damara, 2023). The following is an accumulation table of the scenes analyzed through Roland Barthes' Semiotic Model (Denotation, Connotation and Myth).

Table 1. Scene Culture Flexing

Shot	Visual	Audio	Deskripsi
1	 <p>0.00 Over-the-Shoulder Shot</p>	White dress mom: Hiii..	The lady in white reached the house of the lady in brown who owned the house and greeted her.
2	 <p>0.01 Medium Shot</p>		The lady in the white dress shows off her jewelry.
3			The mother in the red dress came and showed off the achievements of her son who won many medals.

	0.01 Medium Shot		
3		This is an unhealthy reunion	The mother is sitting in the living room and showing off her jewelry and her son's achievements.
	0.03 Full Shot		

Denotasi. In the first picture, a woman in a white dress comes to the house of a woman in a brown dress and after that the woman in a white dress greets the woman in a brown dress. Then in the second picture the white shirt mother shows a gesture to show off her jewelry to the brown shirt mother. In the third picture, a red shirt mother comes with her son who has many achievements in his school and shows off to other mothers. In the fourth picture, the mothers are gathered in the living room of the brown shirt mother's house, and they show off luxury items such as bags, jewelry, and their children's achievements.

Konotasi. A connotation that wants to be conveyed from the four pieces of scenes above is the reunion activities carried out by mothers. In the first cut picture shows the activities of the brown shirt mother receiving the white shirt mother's guests and greeting, it shows the warmth between two friends who have not met for a long time. When viewed, the brown-suited mother is only wearing ordinary jewelry, but the white-suited mother is seen from the side wearing very large and sparkling earrings. The culture of greeting each other when visiting is common in Indonesian society and it is very clear how this culture is carried out in the picture. The clothes they are wearing are elegant and nice which shows that they are not from the lower class of society, but they are middle to upper class. In the room, there are elements of showing off wealth that can be seen from the mother in the white dress wearing very luxurious earrings but not clearly visible, while the mother in the brown dress is only wearing pearl necklace jewelry.

The second picture shows the gesture of the woman in the white dress flexing the jewelry she is wearing. The image is very clear with the sparkling effect of the light emitted by the jewelry. The jewelry worn by the white shirt mother is very much like a pearl bracelet, diamond ring, necklace and diamond earrings. The picture shows that the lady in the white dress seems to emphasize that she has a lot of jewelry and shows that the lady has a high social strata or is rich. The behavior of the mother in the white dress is very representative of the behavior of people on social media, about the culture of flexing or showing off their wealth which is very excessive, which is shown in the picture wearing excessive jewelry.


Whereas the third picture, the mother in red came to the brown mother's house and brought her son and introduced him during the reunion. In the third picture, the red shirt mother introduces her son by wearing many medals hanging around his neck. This shows that the red shirt mother wants to show off her son's achievements by bringing the medals he earned through his achievements. So that shows that the mother in the red dress is doing Flexing activities to her reunion friends, because the mother boasts about her son in detail, until she is brought to the reunion wearing her medals. Parents' activities that boast about their children's achievements in Indonesian culture often occur and are widely practiced by parents.

In the fourth picture, it shows the mothers' reunion activities, which are unhealthy. This can be seen from the picture that has capslock writing with the words *"Ini Reunian Gak Sehat!"*, The writing sign signalled that this reunion was unhealthy because it was not a reunion but a place to show off wealth and achievements. So that this can be seen from the expressions on the faces of these mothers from the mother in white clothes, the mother in leather clothes, and the mother in red clothes, they look happy when showing off what they have. However, it is inversely proportional to the mother in brown, who if seen clearly, her face looks sullen and unhappy because her reunion friends who should make her happy have changed because of their unexemplary attitudes and behaviour, because they only come to show off their wealth and the achievements of their children. The reunion shows how the reality that often occurs in society when doing reunions, namely showing off their wealth and achievements. This can be seen from the cut scene of the Sasa Santan Reunion Gak Sehat video ad seen above, in the cut shows how to show off wealth and achievements by showing branded bags, jewellery and children's achievements. These things show how the culture of showing off wealth and achievement or can be called Flexing activities.

Mitos. In scene one above, researchers found several signs that represent Flexing culture. These signs are shown from some of her children's belongings and achievements. Berang which shows Flexing in the scene 1 image is jewelry such as necklaces, bracelets earrings and diamond rings, there are also items such as branded bags. Meanwhile, if the other signs, such as achievements, are directed from her child, namely the mother expects her child who often gets achievements at school and brings the child to her mother's events such as reunions. From the signs described, it is very clear that the reunion contains a lot of Flexing culture carried out in the advertisement. Flexing itself is one of the behaviors of showing off wealth to maintain existence or show off the achievements achieved. (Diandra Adjiwibowo et al., 2023). Flexing behavior itself is shown through various media or meeting in person.

In the scene 1 picture, it shows that all those who come have an upper-middle social class. This can be seen from the lifestyle of each reunion participant which is shown from the items they use. Flexing itself is synonymous with recognition, if seen from the scene picture, all reunion participants are crazy for recognition that they want to look the richest in their reunion group.

Table 2. Scene 2 Culture Flexing



Shot	Visual	Audio	Deskripsi
1	 <p style="text-align: center;">0.02</p> <p style="text-align: center;">Medium Shot</p>		Mom in leather jacket getting out of Toyota Alphard to go home for reunion

Denotasi. In the picture of the second scene, it can be seen that a woman wearing a leather jacket is getting out of a toyota alphard car and carrying a branded bag.

Konotasi. The image of the scene shows that there are signs and emphasis made by the leather jacket mother with her hand gestures and face that show that the mother is very proud of the branded bag and watch she is wearing and the model used. The signs shown in this scene are very clear, namely about the Flexing culture in the video ad.

Mitos. These signs represent that there is a flexing culture practiced in the scene. Flexing culture can be done if the person who wants to do it is a person with high social status. The sign shows that the leather jacket lady is very confident when getting off and holding her branded bag, which is shown by her hand gestures and a very happy face. The existence of luxury goods used can increase her confidence. However, it is not very good to be used as an excuse to increase self-confidence because, if seen, it will feel that he looks arrogant.

Table 3. Scene 3 Culture Flexing

Shot	Visual	Audio	Deskripsi
1	 <p style="text-align: center;">0.11 Full Shot</p>	Brown Shirt Mom: Sorry for being so rough....	Mothers and children sitting at the dining table, showing off their jewelry
2	 <p style="text-align: center;">0.12 Extreme Close Up</p>	I'm sorry to be so simple	Homeowner mom shows off diamond-covered teeth.

Denotasi. In the picture of scene 3 in the first picture shows that the reunion mothers are sitting at the restaurant and are about to eat, the brown shirt mother comes and delivers the food and says "sorry for being sober", they are busy with themselves. Without paying attention to the brown shirt mother. Instantly they were surprised by the smile of the brown shirt mother whose teeth emitted diamond light. This is because she wears diamond braces on her teeth..

Konotasi. The first picture of the third scene shows mothers gathering in the dining room. There are signs that when they are in the dining room they are preoccupied with themselves such as showing off their children's wealth and achievements. Signs of showing off can be seen from their gestures and showing the glittering light emitted by the jewelry worn by these mothers, and if the achievements of the child's mother in red clothes are shown by the glittering light of the medal worn by the child..

In the second picture, the brown shirt mother is about to put food on the mother's dining table while smiling broadly and showing the sparkling light from her teeth, the sparkle emitted from the diamond bracelet that the mother wears. The sign is very clearly visible with the emphasis of the extreme close up shot which indicates that there is emphasis in the picture..

Mitos. The reunion is a moment to reunite with the old park, reminisce about old times, and share the latest news. But it is different in the reunion shown in the Sasa Santan Reunion Gak Sehat advertisement. This is why it is considered different because in the reunion there are signs that show that the reunion is a place to show off achievements or luxury goods owned. So that the sign shows that the mothers are busy flexing in the reunion. This has become a lot of talk in the community about reunions that are just a place to show off, not just as a place for friendship. Therefore, scene three has signs that represent the Flexing culture that is happening in the reunion.

3.2. Discussion

Representation is a form of an image, word sequence, story that represents ideas, emotions, facts in a visualized plot (Adnan Hiram Damara, 2023). Based on Hall's thoughts in (Alamsyah, 2020), to find out the form of Flexing representation there are four stages in representation. First, production is the stage of encoding the message by the speaker (media). In this process, the code is influenced by cultural background, family, education, experience, social class, beliefs, and sexuality. The second stage of the process is circulation where at that stage the message that has been coded by the media is then disseminated to the audience. While the next stage is the third stage of use (distribution or consumption) where at this stage the audience will translate and decode the code contained in the message. The next stage, namely the decoding stage, is the decoding of the message, speakers (audiences) will be influenced by ideology, social class and others. The fourth stage is reproduction, which is a stage that elicits a response after interpreting the signs of the message to be received (Zahida & Hapsari, 2023).

The Sasa Santan Reunion Gak Sehat advertising content released on September 27, 2023, on Sasa's YouTube media received several responses which can be seen by the number of viewers reaching 220,764 thousand people seeing it. In the Fish content video, it shows how Flexing culture occurs among reunion mothers. This is very much in line with the reality in society about the Flexing phenomenon, such as the incident of Indra Kenz who became famous for showing off his wealth (Flexing) YouTube content. (Firstiyanti, 2023). Flexing aims to show and get recognition from others. The following is an analysis of Flexing in the content of Sasa Santan Reunion Gak Sehat Ads by going through the stages of Stuart Hall's communication model.

The representation of Flexing in the Sasa Santan Reunion Gak sehat YouTube content is shown by the message codes displayed, and the scene-taking technique in the content. The existence of various forms of response from the results of decoding the message (decoding) sent by the speaker (media) shows that the Flexing content provides a variety of viewpoints of the audience there is a phenomenon that occurs a lot in society, namely the Flexing phenomenon.

With the analysis that has been carried out in the Sasa Santan Reunion Gak Sehat advertisement, which is based on Stuart Hall's representation theory, what is displayed by the media to produce a message from the ad content. Then it continues with the circulation process, where the message codes that have been created are then distributed to speakers (audiences) packaged in the form of YouTube content. After the content reaches the audience, they will begin to interpret and break the codes contained in the content (decoding). By breaking the sign codes, the advertisement can be solved from several message signs contained in the advertisement. These message signs show that in Iklan Sasa Santan Reuni Gak Sehat It represents the Flexing culture.

4. Conclusion

The advertising content entitled "Sasa Santan Reunion Gak Sehat" has three scenes that represent Flexing. By analyzing using Roland Barthes semiotics, there are meanings that appear in the 3 scenes analyzed. The denotative meaning is depicted through the use of luxury goods and luxury jewelry, with scene shots dominated by medium shots and extreme close ups, the shooting is why many use these techniques because it aims to show the details of objects in the content, which contain elements of Flexing. Then the connotative meaning is depicted through verbal and nonverbal codes which generally show that using luxury goods and branded jewelry and showing off their children's achievements, this is a natural thing for rich people to do. Other nonverbal codes are shown from social class which shows that the mothers who take part in arisan have an upper-middle social class which basically people who have this class tend to be rich people, these tend to have privileges that

cannot be felt by everyone. Meanwhile, the myth contained in the content is the assumption that rich people can be seen from the items they wear and the jewelry and behavioral habits they carry out. Having a lot of luxury jewelry, branded bags, luxury homes to buy things easily is a symbol of a sign of the rich.

Stuart Hall's representation analysis shows that the content of the Sasa Santan Reunion Gak Sehat advertisement represents Flexing culture through the items displayed, and body gestures that want to show off and emphasize the shooting scene in the content. The representation of Flexing in the content of the Sasa Ad provides a variation of the audience's point of view on phenomena that occur in society, namely about Flexing culture. Flexing itself is a behavior that can be viewed negatively or positively, this can be seen from how the content shows it. If the content of the Sasa Santan Reunion Gak Sehat ad is content that can be viewed negatively, because in the reunion in the community often occurs, namely Flexing jewelry, branded bags and excessive achievement of their children. With these signs is a representation of the culture of Flexing. The finding that Flexing provides a variety of audience perspectives can be a research reference for future researchers who use different objects with the same or different topics. It is hoped that future researchers can make observations and multiply references in advance to produce better research.

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