



Content analysis of the moral message of Grab ads edition “Naik Grab, gak ada kata telat buat kejar apa aja”

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ABSTRACT

Keywords

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Grab is an online transportation service company that uses YouTube as a promotional medium with one of its advertisements edition "Naik Grab, Gak Ada Kata Telat Buat Kejar Apa Aja". Grab ads do not directly only offer its products, but Grab displays advertisements with a series of life stories that are closely related to people's lives. This study aims to find out the moral message in Grab advertisements. This research is a qualitative content analysis research. The data used is Grab's 2023 edition of the "Naik Grab, Gak Ada Kata Telat Buat Kejar Apa Aja" edition downloaded from YouTube. Data collection techniques are carried out by observation, documentation and literature study. Data analysis techniques in this study include data reduction, data presentation and data verification. Then from the results of the analysis, researchers get various moral messages contained in Grab advertisements. The results showed that the Grab ad edition "Naik Grab, Gak Ada Kata Telat Buat Kejar Apa Aja" conveys moral messages including the first individual moral message consisting of hard work, optimism, and responsibility. The second is social morals or human relations with the social environment, namely affection. In advertising, Grab as a whole is more likely to convey an individual's moral message or human relationship with oneself.

1. Introduction

The development of communication technology today is increasingly rapid. With the development of increasingly sophisticated communication technology, it makes it easier for many people to interact in cyberspace. Social media is an online media with users can easily participate, share and create content including blogs, social networks, wikis, forums and virtual worlds. Social media is a place for many people in terms of sharing information indirectly (face-to-face). With the existence of social media, it is easier to find and convey a message or information in the current era (Cahyono, 2016).

With the development of social media, it certainly has a positive impact on all fields, one of which is the business or company field. Companies today can easily advertise or offer their products through social media. Advertising is a message to persuade or invite someone to be interested in the goods or services offered (Ivana & Islam, 2022). Advertising is part of the communication process, because advertising is a way to convey a message about a product (good or service) to the audience. The message conveyed in the advertisement contains information about the products offered that are made unique and attractive so that they can be a special attraction (Dwi Yuliyanto & Zulfiningrum, 2023).

Advertising is one of the tools in the promotion mix which consists of five tools. In addition to advertising, there are also sales promotion, personal selling, public relations, and direct marketing. However, advertising is the most widely used because it is a means to help effective marketing to establish communication between companies and consumers (Salsabila & Jamiati, 2022). Advertising is one of the activities that many companies and individuals do. The function of advertising in marketing is to strengthen the drive, needs and desires of consumers for a product to achieve the fulfillment of its satisfaction. In general, the function of advertising includes 1) providing information, advertising makes consumers aware of new products, and informs the

characteristics of products and their advantages, 2) persuade, advertising will be able to persuade consumers to buy the advertised product or service, 3) reminding, advertising keeps the company's brand in the memory of consumers, 4) Providing added value, advertising adds value to consumers by influencing consumer perception (Lukitaningsih Ambar, 2013).

A message in communication is something that is conveyed as a message to others, either informally or formally, in the form of information or communication. Messages are delivered using various kinds of intermediary media from one user to another with the aim that the message sent can be well received by the target (Fadillah et al., 2022). The message in advertising should not only influence or attract public interest so that it consumes the advertised product, but also must be able to display implied messages that are close to people's lives (Djawad, 2016). A moral message is a message that contains the meaning of a story, so that it can be an example or learning for someone who sees or hears it. Moral messages can be conveyed implicitly or expressly, through audio-visual and audio-only. Moral messages are contained in stories that are packaged in forms such as short stories, songs, poems, advertisements or films (Hendracipta, 2018).

As for advertising, of course, social media is needed as a means to help communicators in conveying messages. At this time various kinds of media have been widely used in advertising, one of which is YouTube. Youtube is currently very popular among the public and has a considerable influence where users can upload, watch, and share videos for free. One billion of YouTube users and other internet users i.e (Wenerda, 2022). one-third watch videos on YouTube, resulting in billions of views. Presentations on the number of people watching YouTube are up to 60% annually. Even interest from companies that want to do ads on YouTube rises to 40% every year. This is used by many companies as a place for them to advertise their products through YouTube because its main goal is to be a media sharing site where users can interact with each other and create innovative content (Pramesti et al., 2019).

Grab is a smartphone-based application service, which is an application service designed for devices such as smartphones. Grab was previously known as GrabTaxi which then came to Indonesia in 2012 as a taxi booking application. Grab has finally grown with various features ranging from passenger transport services, delivery of goods to buying and delivering food. Grab continues to grow by launching new innovations by making other service products. Until now, there are twenty-two services that can be ordered through the Grab application, including: GrabTaxi, GrabCar, GrabBike, GrabFood, GrabMart, Wholesale Services, GrabFresh, GrabExpress, GrabWheels, GrabForBussiner, GrabKitchen, GrabHealth, GrabAds, GrabKios, GrabGift, Grab Clean & Fix, GrabBus, GrabBills, Credit and tokens, Tickets, Hotels and Video.

Currently, online transportation service providers are very diverse. Grab is one of the transportation services in Indonesia that offers smartphone-based services in its daily operations. Grab continues to grow by launching new innovations including in advertising. Grab must be able to bind people's hearts to keep using it. Therefore, Grab aired one of its advertisements with the title "Naik Grab, Gak Ada Kata Telat Buat Kejar Apa Aja" which was uploaded on February 25, 2023 on Grab Indonesia's YouTube with a total of 36,629 viewers. The Grab ad edition of "Naik Grab, Gak Ada Kata Telat Buat Kejar Apa Aja" aired with the aim not only to advertise its products, but also to provide moral messages through the *scenes* shown.

Grab's "Naik Grab, Gak Ada Kata Telat Buat Kejar Apa Aja" edition depicts callers' stories about wishful thinking, dreams, or desires being pursued. Basically, advertising is a place to convey information about the products offered so that people get to know the product so that it raises interest in buying. With this edition of Grab advertising, Grab packages its ads as public service advertisements with the aim of conveying information, inviting or educating audiences where the ultimate goal is not only economic benefits but also social benefits.

There is the first previous study entitled Analysis of the Content of Moral Messages in the Short Film Kampung Ghibah Di YouTube Stodios by Hadid Aulia. This research discusses short films of kampung ghibah on YouTube. The purpose of this study was to find out the meaning of ghibah and moral message in the short film Kampung Ghibah. The results of this study are: Based on the content analysis unit used, there is a meaning of ghibah in some scenes (*scene*) And there are moral messages including wisdom, courage, restraint and modesty and justice (Aulia, 2022).

Another research is entitled Qualitative Content Analysis of Moral Messages in a Film Entitled "Kita Versus Korupsi" by Elita Sartika. This research contains a qualitative content analysis of visible moral messages (*manifest*) and hidden morals (*latent message*) in a movie called "Kita Versus Korupsi". The results of this study show that there are visible moral messages as well as hidden moral messages. For the visible moral message, namely the moral of man's relationship with God in the form of believing in God and the moral message of man's relationship with other humans such as kinship, caring, help. As for the hidden moral message, which is in the form of man's relationship with God in the form of gratitude and trust in God, the moral of man's relationship with other humans is in the form of affection, self-sacrifice, kinship, caring, mutual assistance and help. In addition, the moral relationship between man and himself is in the form of honest fear, patience, death, longing, selfishness, hard work, study, doubt and disappointment (Sartika, 2014).

The next research was entitled One Percent YouTube Channel Video Content Analysis (Case Study of Social Media Impact on Mental Health) by Uswatun Hasanah, Anang Anas Azhar, and Syahrul Abidi. The results of this study show that social media really has an impact on mental health, namely comparing yourself with others, at risk of lying, blaming others, and feeling dissatisfied with yourself (Hasanah et al., 2023).

With the results of several studies, in an advertisement, of course, there is a message to be conveyed. Based on this description, the researcher will examine the Content Analysis of Moral Messages in Grab Ads Edition "Naik Grab, Gak Ada Kata Telat Buat Kejar Apa Aja" on YouTube using qualitative content analysis.

2. Method

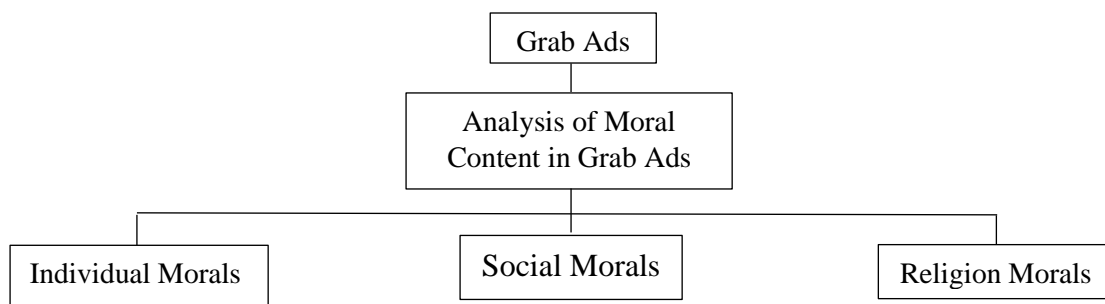
The type of research used in this study is content analysis (*content analysis*) which is qualitatively descriptive. Descriptive research is defined as research conducted to provide a more detailed description of a symptom or phenomenon. This research procedure will produce descriptive data in the form of words and words from YouTube video content that is needed and can be observed. Content analysis is a research technique to make conclusions or references that can be replicated and valid data by paying attention to the context (Krippendorff, 1993).

Before conducting data collection, a researcher must first determine the means of data collection to be used, rather than the tools used to collect the data. In this study, the data collection techniques used by researchers are observation, documentation and literature study. Before conducting data collection, a researcher must first determine the means of data collection to be used, rather than the tools used to collect the data. In this study, the data collection techniques used by researchers are observation, documentation and literature study. a) Observation is used to obtain data in the form of observation and recording of the phenomenon to be studied. In this case, it means that researchers will only examine the Grab ad Edition "Naik Grab, Gak Ada Kata Telat Buat Kejar Apa Aja", after that a recording will be made if you have received the findings and then will group each scene and adjust the analysis method into the analysis of the advertising message studied. b) Documentation is a record of past events. Documentation can be in the form of writing, photos, videos, and other works. Documents in the form of writing such as diaries, biographies, life histories, policies, regulations. Documents in the form of works such as works of art, which can be in the form of photos, films, advertisements, and others. c) Literature study is carried out looking for research data or information through reading scientific journals, reference books and publication materials available in the library. In this study, the search is by searching the literature to find data on theories such as moral messages that can support this research.

Miles and Huberman, said that activities in qualitative data analysis are carried out interactively and take place continuously until complete, so that the data is saturated. The activities in data analysis are data reduction, data presentation, and data verification. The third data analysis according to Miles and Huberman is drawing conclusions and verification. The initial conclusions presented are provisional and will change if they are not supported by strong supporting evidence at the next stage of data collection. But if the conclusions put forward at the initial stage are supported by valid evidence, then the conclusions put forward are credible conclusions (Sugiyono, 2008).

3. Result and Discussion

Researchers presented the results of research obtained during research by observing the Grab Indonesia YouTube video edition “Naik Grab, Gak Ada Kata Telat Buat Kejar Apa Aja”. The 2 minutes 55 seconds video was uploaded on February 25, 2023 with 36,572 views to date. In this section, researchers will analyze the moral message in Grab's “Naik Grab, Gak Ada Kata Telat Buat Kejar Apa Aja” edition using qualitative content analysis. The stages of analysis carried out by researchers start from identifying Grab ads through video files, observing the content of advertisements, identifying ad content by identifying each *scene* with the *screenshot method* (screen capture), which is then drawn conclusions according to the types of moral messages. This study seeks to describe how moral messages in Grab advertisements are based on three types of moral messages, namely (1) individual morals; morals that are involved in the person and psychology of a human being or can be said to be man's relationship with himself. (2) social morals; social morals are morals that concern human relations in society or the surrounding environment. The purpose of social morals is to understand the norms that apply in society so that misunderstandings do not occur. and (3) religious morals; religious morals are morals that concern man's relationship with the God he believes in.



3.1 Results

Table of Data Findings

No.	Moral Message	Scene
1.	Hard Work	1,3,5,6,7
2.	Optimistic	8
3.	Affection	2,3
4.	Responsibility	3,5

1. Hard Work

Broadly speaking, Grab's ads convey the form of hard work in working such as the hard work of a father as the head of the family, the hard work of a company employee and hard work for yourself. Hard work is the ability to devote or exert all effort and sincerity, the potential possessed until the end of the period of an affair until the goal is achieved. The form of hard work can be in helping the family, for yourself, at work and in all activities carried out daily (Sulastri et al., 2020).

The characteristics of hard work include active effort, serious practice, full of strength and confidence, the spirit of fighting for life, taking advantage of time seriously, and never giving up (Septiana Sulastri, 2017).

2. Optimistic

Optimism is a form of hope found in someone who thinks that everything will go well so that someone will be confident and believe in their abilities, as well as the assumption that each individual has different luck (M. Nur, 2016).

Grab describes one of the characteristics of optimism in which they all strive for their own goals with confidence and good views or expectations of the work done. In this case, Grab also conveys the services offered. In its billboard, Grab said that in every service offered, its users are expected to calm down and trust because everything offered by Grab has a guarantee.

3. Affection

Affection can be defined as feelings of affection, care, or liking that are gentle in nature. The form of affection displayed is affection in the relationship between children and parents and vice versa.

4. Responsibility

Responsibility is an attitude and behavior in carrying out obligations and duties that must be done both to oneself, society, the state, and God Almighty. Responsibility can also be interpreted as an attitude of accepting the consequences of the work that has been done and the consequences of what has been entrusted to an individual. It can be concluded that responsibility is a person's attitude and behavior when performing obligations as well as duties in his job (Bomans Wadu et al., 2020). Grab showcases the responsibilities of a father as the head of the family and responsibilities in work.

3.2 Create a Discussion

Grab's "Naik Grab, Gak Ada Kata Telat Buat Kejar Apa Aja" edition depicts callers' stories about wishful thinking, dreams, or desires being pursued. Basically, advertising is a place to convey information about the products offered so that people get to know the product so that it raises interest in buying. With this edition of Grab advertising, Grab packages its ads as public service advertisements with the aim of conveying information, inviting or educating audiences where the ultimate goal is not only economic benefits but also social benefits. The social benefits to be achieved are such as changes in behavior towards the quality of life of people who watch. The Grab ad edition of "Naik Grab, Gak Ada Kata Telat Buat Kejar Apa Aja" is targeted at all people, both children and adults. With this target, in the end, Grab not only wants to introduce the services offered, but construct various kinds of moral messages.

From the results of research that has been conducted, Grab's ad edition "Naik Grab, Gak Ada Kata Telat Buat Kejar Apa Aja" displays visuals that convey several categories of moral messages. Using qualitative analysis, researchers tried to analyze and find the moral message conveyed in this Grab ads.

1. Hard Work



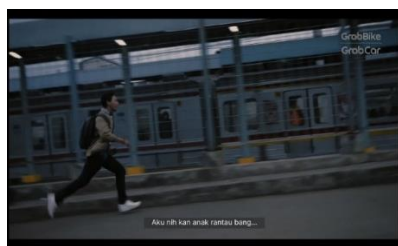
Scene 1



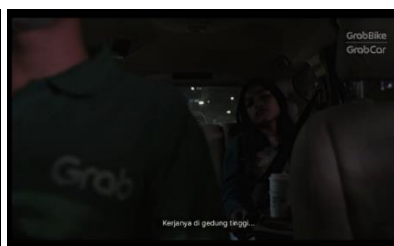
Scene 3



Scene 5



Scene 6



Scene 7

Hard work is the ability to devote or exert all effort and sincerity, the potential possessed until the end of the period of an affair until the goal is achieved. The form of hard work can be in helping the family, for yourself, at work and in all activities carried out daily (Sulastri et al., 2020). The characteristics of hard work include active effort, serious practice, full of strength and confidence, the spirit of fighting for life, taking advantage of time seriously, and never giving up (Septiana Sulastri, 2017).

From the eight scenes analyzed, five scenes were found out of eight scenes that conveyed the moral message of hard work, namely scenes 1,3,5,6,7. Hard work means an effort not to give up and try to finish it completely. Hard work is not only done on one job but also on other jobs.

Scene 1 shows a visual of a child going to school using Grab's online motorcycle taxi service. In the voice over, the first caller, Mrs. Yuli, said that she as a parent would try anything for the sake of her child to study. This is shown through his voice over "Every day we work for school children". As parents, we will make serious efforts for the education of their children. It cannot be denied by anyone, that children are the next generation, both for parents and the community. So as a parent, they expect their children to be better than their parents, as mentioned in the voice over greeting, "Anyway, the important thing is that he is better than his father's mother". With this conveyance, Grab embodies the moral message to keep working hard in any job (Nur, 2016).

In scene 3, the moral of hard work is conveyed through the desire that an online motorcycle taxi driver wants to pursue. The driver said that work is tiring but anything will be done for the sake of children and wife while the work is halal. As in the voice over, "Yes, I want to pursue sustenance, mas. What is important is halal. Tired mah tired, but if I target my family I want to be seger again to manage it".

The moral of hard work in scene 5 is shown through an employee who does his job anywhere. Even though he was in traffic jams, he still did his job. Meanwhile, scene 6 shows the hard work of a nomad who will not return to his hometown if it is not successful and scene 7 shows an exhausted worker with a voice over who explains that he wants to be like his mother even though work until night is done for the sake of his children. This is also reinforced by the visual writing "Don't get tired of chasing your dreams".

So broadly speaking, scene 5,6,7 of this Grab ad conveys a form of hard work at work. Grab shows hard work such as the hard work of a father as the head of the family, the hard work of an employee for his company and hard work for himself. Grab said that hard work must be involved in daily activities. The implementation of moral messages of hard work in everyday life some of them are in education a student needs hard work in studying, exams and so on in order to get good grades. In work such as working hard to achieve targets, and developing yourself to advance your career.

2. Optimistic



Scene 8

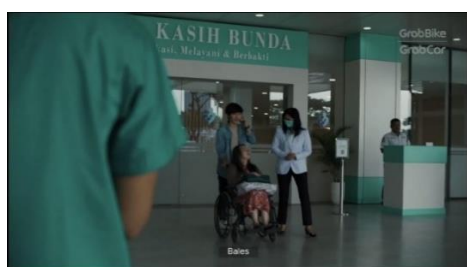
Optimism is a form of hope found in someone who thinks that everything will go well so that someone will be confident and believe in their abilities, as well as the assumption that each individual has different luck (M. Nur, 2016). Optimism in general means always being confident and having a good outlook or hope in everything. Optimism has characteristics such as having good expectations in everything. Optimistic attitude has characteristics such as having high expectations, not easily discouraged and not being resigned. In addition, optimism is a new form of enthusiasm to do something while we sometimes suffer from it in bad conditions or not in accordance with our expectations.

The Grab ad edition of “Naik Grab, Gak Ada Kata Telat Buat Kejar Apa Aja” in scene eight features visuals of Grab and GrabCar online ojek drivers. In his voice over, the radio announcer said "It's really exciting! So it's like teaching us that if it's not too late to pursue anything". With this reminder, the audience is invited to apply an optimistic moral message where in everything we do have good hopes in every effort and nothing is impossible if we want to pursue it.

According to (Syahrul, 2020) One of the characteristics of optimism is having dreams to achieve goals, striving with all your might and not just standing idly by waiting for the success that will be given by others. From these characteristics, the efforts made by the callers in this Grab ad draw one of the optimistic characteristics where they all strive for their respective goals with confidence and have a good outlook or hope for the work done.

In addition to conveying moral messages, in this scene Grab also conveys the services offered. In its billboard, Grab said that in every service offered, its users are expected to calm down and trust because everything offered by Grab has a guarantee. With all work activities carried out by callers using Grab services, Grab guarantees everything will run smoothly and there is an anti-drag guarantee.

3. Affection



Scene 2



Scene 3

Affection has two meanings, namely love and compassion. Affection can be interpreted as giving attention and guidance to someone without expecting anything in return. Affection can be seen in the relationship between parents and children, children and parents, friendships to relationships between types (Sulayani et al., 2021). At *scene 2* Shown a visual of a child accompanying his parents after leaving the hospital. The son helped his mother push the wheelchair and then helped him get into the car. This form of affection is also conveyed in *voice over* "Since they have always done a lot for me,

now it's time for me to return what they love me". Since infancy we have been cared for by our parents. The services of both parents to the child are so great that in fact, the services poured out to the child cannot be exchanged for anything. So we as children must repay what our parents have given us. Children's love for parents is a form of filial piety to parents (Sholikah, 2022). Like social beings, according to (Wardani, 2019) Every human being must apply the moral of compassion for each other because the long process in our lives requires love and affection because it is closely related to the need for survival.

4. Responsibility



Scene 3



Scene 5

Responsibility in general is the obligation borne by an individual. Grab ads show visuals of a family head or father who works as an online motorcycle taxi driver to provide for his children and wife which shows the moral message of responsibility. As the head of the family, of course, he has an obligation, one of which is as a provider of needs for his family (News, 2020). Then *scene 5* through the visual of a woman who works as an employee or office employee who continues to do her job even though she is on the go. This certainly shows the form of responsibility as a worker because he continues to carry out his obligations as an employee who has been given responsibility for the chosen job. According to (Nurlan, 2022) Responsibility at work is the attitude shown by an employee towards what has been entrusted to him. It can be concluded, Grab said that responsibility is very broad in its application such as in family relationships, work, social relationships and so on. Responsibilities must also be applied in daily life such as responsibility to God, to oneself to the social environment and to the family (Bomans Wadu et al., 2020).

The development of the advertising world today is increasingly rapid and strict. Companies are increasingly innovating in making advertisements to get the hearts of consumers. One way to do this is through advertisements displayed through various social media platforms with visual and concept that are narrating and can be enjoyed by various groups. In this edition of "Naik Grab, Gak Ada Kata Telat Buat Kejar Apa Aja", Grab displays a public service advertisement that conveys a moral message. The delivery of moral messages in this ad is packaged very creatively and lightly through radio announcers who give callers the opportunity to tell about what they are pursuing or what the callers want to achieve.

Through several callers who tell about what they pursue with various desires and different backgrounds such as a mother's expectations, a child's desire for his parents, an online motorcycle taxi driver, employees, of course, it is very easy to be accepted by society because what they pursue is closely related to the goals to be achieved by everyone. Based on Grab Indonesia's webpage, this Grab advertisement describes the desire or goal or activity to be pursued or achieved. Such as chasing absences, chasing meetings, chasing sustenance, chasing targets and even chasing dreams. From the footage of various activities displayed in Grab advertisements, Grab wants to illustrate that what we pursue every day has many obstacles and obstacles. These stories describe a goal to be achieved in life. In this regard, Grab emphasizes that it is never too late to pursue the desires achieved.

Along with the many advertisements around us, the advertising messages conveyed are also very much, so generally people ignore ads unless the ad displays something different. Grab is a transportation service company that uses YouTube as its advertising medium. In this research, Grab in its advertising conveys a moral message through its title which says that it is never too late to pursue anything. Through this title, of course, the audience or the public is reminded to continue to pursue what is achieved. The moral message in Grab's ads is a moral appeal that is often used to support social issues.

Based on the analysis that has been carried out on the Grab ad edition of “Naik Grab, Gak Ada Kata Telat Buat Kejar Apa Aja”, it is known that the message that Grab conveys moral messages to the public through its advertisements with the aim of remaining optimistic about what is being pursued or tried to be achieved in everyday because nothing is impossible. Everything can be achieved if done with hard work and responsibility.

Grab as a transportation service entrepreneur in this advertisement makes the moral message as a way to communicate its identity to consumers so that people believe that Grab services are ready to serve all needs in accordance with the services offered without being late or late. With the anti-bullying guarantee, the public is assured that Grab can be relied on in anything from motorbike or car transportation.

In addition, Grab also said that Grab is not just an online motorcycle taxi community but Grab is also a company that protects and cares for the community through social actions carried out such as supporting the welfare of driver partners, agent partners and so on. Through this ad, Grab also showcases GrabForGood's mission which aims to encourage them to be part of the fast-growing digital economy and give them more choices and opportunities to have a better life.

With this advertisement, Grab's main goal is to promote the services they offer to consumers. Through the YouTube platform, Grab utilizes advertising as a means of promotion to the wider community with the aim that people are more familiar with Grab and continue to rely on Grab to meet all their daily needs.

Overall, in the Grab ad edition “Naik Grab, Gak Ada Kata Telat Buat Kejar Apa Aja” tends to convey more moral messages, namely human relationships with themselves. Individual morals contained in this ad include hard work, responsibility, and optimism.

4. Conclusion

Based on the researcher's analysis, in the Grab ad show edition “Naik Grab, Gak Ada Kata Telat Buat Kejar Apa Aja” there are various kinds of moral messages. The results of the analysis were obtained by analyzing each scene contained in the Grab ad edition of “Naik Grab, Gak Ada Kata Telat Buat Kejar Apa Aja”. So there are several conclusions that researchers will explain as follows:

- a. The moral message of human relationships with oneself or individual morals contained in Grab's “Naik Grab, Gak Ada Kata Telat Buat Kejar Apa Aja” edition includes hard work, optimism, and responsibility. Overall, the hard work in this Grab advertisement is in the form of hard work in jobs such as an online motorcycle taxi driver, office employees and nomad life.
- b. The moral message of human relations with the social environment or social morals in advertising is affection. Affection is shown in the form of children's affection for their parents and also a father's love for his wife's children.
- c. The moral message conveyed is more inclined to the human relationship with oneself or individual morals that are hard work, optimism, responsibility and wisdom. Hard work is conveyed in scenes 1,3,5,6,7, optimism in scene 8, responsibility in scene 3,5.

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