



Analysis of audience reception the content Gojek advertising message “BTS X Gojek new gang version of GoFood”

Puji Devi Sri Utami^{1*}, Fitrinanda An Nur²

^{1,2}Communication studies, Ahmad Dahlan University, 55166, Yogyakarta, Indonesia

*Corresponding author's email: puji1900030332@webmail.uad.ac.id¹, fitrinanda@comm.uad.ac.id²

ABSTRACT

Keywords

Advertising Message
Analysis Reception Stuart Hall
Dominant-hegemony position
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Oppositional position

Advertisement is one of the media that can be used to convey messages to the audience. The message conveyed in the media contains a reception that can influence the audience. The Stuart Hall reception divided the message into three groups of audiences, namely the dominant-hegemonic position, negotiated position, and, oppositional position. The purpose of this study is to find out the audience reception to the message of Gojek advertisement “BTS X Gojek New Gang Version Of GoFood”. The method used in this study is a qualitative approach. The analytical technique in this study is the reception of Stuart Hall. The data collection method is carried out by conducting observations, interviews, and documentation. The subjects in the study were ten people who had watched the Gojek Advertisement “BTS X Gojek New Gang Version Of GoFood.” The results showed that out of ten speakers there were three groups of positions in the Stuart Hall reception. The first group is the dominant-hegemonic position, which is the audience that agrees with the content of the message in the advertisement. There are 5 sources who are included in the dominant-hegemonic position group. The second group is negotiated position where the audience agrees with the content of the message, but has some aspects that for the audience are still lacking. In this second group, there were 4 speakers who were included in the negotiated position. The third group is the opposition position. In this position, the audience does not agree with the content of the message conveyed by the advertisement. There is 1 source who is included in the oppositional position. Based on these results, it can be concluded that the majority of the audience agrees with the message of Gojek advertisement “BTS X Gojek New Gang Version Of GoFood”.

1. Introduction

In communication science, there is a branch of science that is considered effective in reaching the public or a wide audience, namely mass communication (Mendelsohn et al., 2021). Mass communication is communication carried out through modern mass media which includes modern newspapers which include newspapers with wide circulation through radio and television broadcasts aimed at the general public, as well as films shown in cinemas (Effendy, 2007). Each media used has its own purpose and the content presented can influence the audience in making decisions. One of the mass communication media that is often used to attract audiences is advertising (Andi, 2022).

According to Kotler (2005), advertising uses communication media to tell someone something and invite people to do something. Advertisements themselves have different meanings depending on the point of view. For example, from a consumer's perspective, advertising is a medium that can contain entertainment content, information sources, and invitations. Meanwhile, from a company's point of view, advertising is a form of promotion to influence consumers to want to use their products or expand the target market (Tjiptono & Fandy, 2015). Currently, advances in the world of advertising in terms of content and products or services offered are also influenced by technological

developments, this makes it possible for companies to explore how their messages can be received by consumers.

Current developments make humans compete to create the latest technology and systems that can facilitate all kinds of activities. The presence of smartphones is currently increasingly sophisticated as a tool that can carry out various activities ranging from sending messages, searching for information, looking for entertainment, to carrying out buying and selling transactions (Rinawiyanti & Kusumo, 2023). The increasing number of smartphone users today provides a new perspective on buying and selling activities that no longer require face-to-face meetings. The effect of this is that there are many users in one application and some people see this as an opportunity to add strategies in advertising products and services to the public (Rifqi & Purnamasari, 2022). One strategy that is very useful at the moment is a strategy that provides pick-up and drop-off services. Over time, the shuttle service provider system has become an important part of human life because it provides many benefits.

Based on a survey conducted by the Democratic Institute, Faculty of Business Economics, University of Indonesia (LD FEB UI), it was stated that 93% of consumers thought that Gojek application services were better compared to other competitors (Sukarno, 2020). Gojek is an application that provides pick-up and drop-off services which was founded on October 5 2009. It was first founded by Nadiem Makarim, Kevin, and Michaelangelo Moran. Reporting from the Gojek website, Gojek has experienced a lot of development and has become the first unicorn company in Indonesia. Gojek often displays advertisements on social media whose main aim is to encourage other people to download the Gojek application and then use its services. Advertisements displayed by the Gojek application usually contain special offers in the form of discounts on shipping costs, recommendations for food and drinks that are currently viral, as well as advertisements that aim to entertain and encourage people to use the Gojek application (Salsabila & Jamiati, 2022).

Advertisements need to be packaged as attractively as possible to get consumers' attention because consumer interest is one of the benefits of advertising. In the Gojek advertisement "BTS X Gojek New Gang Version Of GoFood" on June 13, 2013 and consists of seven personnel, namely RM, Jin, Suga, J-Hope, Jimin, V, and Jungkook. Bangtan Sonyeondan has the most fans in the world who are usually called the Army (Azizah & Adawia, 2018).

Acceptance of the message content of an advertisement can be studied through reception analysis. Reception analysis is one study audiences in mass communication study about acceptance and the meaning of the message by the audience as well the role of the message received by the audience through the media in everyday life both as a topic of conversation and as the basis of that activity carried out based on the topics discussed. The public has freedom in interpreting the meaning of the message content conveyed by the media (Shorten, 2022).

This Gojek advertisement, which is 15 seconds long, was uploaded on June 16, 2022 on the Gojek Indonesia YouTube account and received many positive comments. The advertisement contains an introduction to BTS as the New Gofood Gang, which at the beginning of the video shows the seven of them sitting neatly then Jungkook introduces himself, followed by V and Suga. After that, they said together that they had been hungry with tired faces (Krishna et al., 2016). Then V enthusiastically suggested ordering GoFood because it was more economical. Not long after, the courier came bringing food with the tagline, lots of economical menus on Gofood. At the end of the advertisement there is a discount offer of up to 120 thousand + Cashback of up to 40 thousand and more savings using Gopay coins & Gopaylater (Rahardja et al., 2018). Overall, the advertisement contains an invitation to the public to use Gojek because it is more economical and has many menus on offer. Therefore, the author wants to examine the effects of these advertisements on the audience.

The author is interested in using audience reception analysis to find out whether the advertisement can have a big effect on the audience. It is hoped that this research will be able to determine whether or not an advertisement is successful in attracting audiences, especially since it uses an advertising model that has the most fans in the world. Based on the background description, the problem formulation was obtained, namely "How is the analysis of public reception of the Gojek advertisement "BTS X Gojek New Gang Version of GoFood"? This research is a Qualitative Research that only focuses on audience reception of the Gojek advertisement "BTS X Gojek New Gang Version of GoFood". The main object of this research is the public's response between the three categories of message reception: Dominant, Negotiated and Oppositional.

2. Method

Based on the research objectives, the type of research data used in conducting this research is a qualitative method with analysis of the Stuart Hall reception (Riskiy & Hapsari, 2022). Reception analysis is one of the audience studies in mass communication which examines the reception and meaning of messages by the audience as well as the role of messages received by the audience through the media in everyday life both as topics of conversation and as the basis for activities carried out based on the topics discussed is being discussed (Sarifudin et al., 2020). Different from theories other media that allows audience empowerment, Stuart Hall advancing the idea that audience members can play an active role in decoding (decoding) messages because they depend on their own social context, and may be able to change the message themselves through collective action (Miller, 2014).

Audiences have the freedom to interpret the meaning of the content of messages conveyed by the media. Reception theory is a theory that emphasizes the role of the audience in receiving messages (Arindita, 2019). Reception analysis tries to understand how the audience interprets or understands the messages conveyed by the media so that the audience can receive and follow the messages they receive. Reception theory emphasizes the audience's opinion on media content, in the form of public opinion that can change regarding something. Analysis in this research will be explained in detail descriptive which means the researcher will make descriptions systematically, factual, and accurate about the facts and properties of populations or objects. This research trying to explain that reality occur in social life (Kriyantono, 2009).

The steps of reception analysis are as follows : (a) Identify and consider goals from reception analysis. At this stage the researcher carried out identify why the topic was chosen and why does it need to be analyzed with reception. (b) Data collection. The data collection method will be used in this research are in-depth interviews, Observations, and Literature review. (c) Data analysis. Data from interviews were created transcript, then analyzed with consider a few things includes the message decoding process. (d) Audience Categorization. Categories formed after stages the analysis is then compared with audience categories to group into three audience groups, namely Is it included in the dominant reading? oppositional reading, or negotiated reading. (e) Conclusion. After all the steps have been completed, then Researchers make conclusions from the data research that has been managed.

There are three main elements in the reception methodology which can be explicitly referred to as "the collection, analysis, and interpretation of reception data" (collection, analysis, and interpretation of reception data). These three elements are as follows: Collect data from the public or audience: This data can be obtained through in-depth interviews both individually and in groups. Interviews were conducted to explore how the content of a particular media message encourages discourse that develops within its audience. Analyze the data: Data that has been obtained through interviews or recordings of the process of focus group discussions (FGD) must be studied (Ghozali, 2022).

Interpreting the media experience of the audience: Reception theory was first introduced by Stuart Hall, this theory is usually used to analyze audiences paired with reception analysis. Stuart Hall considers an audience's reception or meaning to be an adaptation of the encoding-decoding model, which is a communication model that he discovered in 1973. This theoretical model states that the meaning encoded by the sender can be interpreted (decoded) into something different by the sender. recipient. The sender will send meaning according to their perception and goals, while the recipient will translate the meaning of the message according to their perception. This is influenced by various factors. According to Denis (2004) this theory refers to how audiences decode all content conveyed by the media in relation to interacting with the meaning of the message conveyed.

In this theory, the code used (encode) and what is encoded behind (decode) are not always symmetrical. The degree of symmetry in this theory is defined as the degree of understanding and misunderstanding in the exchange of messages in the communication process, depending on whether or not the symmetrical reaction is formed between the encoder (communicator) and decoder (communicant) if they are personified as the creator and recipient of the message.

According to Stuart Hall, audiences decode media messages through three possible positions, namely:

a. Dominant Hegemonic Position (Hegemonic Dominant Position)

Stuart Hall explains that Dominant Hegemony is a situation where “the media produces the message; the masses consume it. The audience reading coincides with the preferred reading” which means the media conveys the message, the audience receives it. What the media conveys is also coincidentally liked by the public. So in this position the audience will receive the full meaning that has been created by the program maker. In other words, the program or message that has been created and delivered by the media can really be well received by the public.

b. Negotiated Position

Stuart Hall said "the audience assimilates the leading ideology in general but opposes its application in specific cases." Audiences will accept ideology in general but will refuse to implement it if there are differences with their culture. More clearly, the audience will reject a program or message if it does not match the audience's beliefs.

c. Oppositional Position (Opposition Position)

In this position, the audience rejects the meaning given by the media and replaces it with the meaning of the media's own thoughts according to their thoughts on the content of the media. In this case, the audience really rejects the programs created and delivered by the media. Stuart Hall's Reception Analysis is an adaptation of the encoding-decoding model which is a communication model that he discovered in 1973. This theoretical model states that the meaning encoded by the sender can be interpreted (decoded) into something different by the recipient. There are three stages that a person must go through in order for the decoding process to occur, namely the stages of perception, thinking and interpretation. After going through these three stages, three different answer categories will be obtained, namely Dominant-Hegemony Position, which means the subject accepts the meaning of the message completely, then Negotiated Position, which means the subject accepts the meaning of the message but with adjusted circumstances, and finally Oppositional Position. which means the subject does not accept/oppose the meaning of the message. After getting the audience's answer data and then adjusting it into these three categories, results can be drawn from how the audience receives the content of the message.

According to Moleong (2014) Qualitative methods are used as research procedures that produce descriptive data in the form of written words, people's speech or observed behavior. Meanwhile, reception analysis itself views the audience as "producers of meaning" who are able to create meaning. In qualitative research, the data that has been obtained is then presented in the form of quotations and assembled into a single unit which will ultimately form a narrative (Creswell, 2015). Analysis in this research will be explained in detail descriptive which means the researcher will make descriptions systematically, factual, and accurate about the facts and properties of populations or objects. This research trying to explain that reality occurs in social life Data that can be used is data collected using observation, interview and documentation techniques (Sugiyono, 2015).

c. Observation

According to Nasution (in Sugiyono, 2015) observation is the basis of knowledge. Observations are carried out so that researchers can obtain data that matches the facts. According to Faisal (Sugiyono, 2015) there are two classifications of observation, namely: (1) Participant observation, (2) Overt and covert observation. Based on this classification, this research was conducted using participant observation. According to Spradley (in Sugiyono, 2015) participant observation is divided into four types, namely passive participation, moderate participation, active participation, and complete participation. Moderate participation is observation that involves the researcher being a part of the inside and with outsiders (Sugiyono, 2015). In this research, researchers were involved by looking at the Gojek advertisement "BTS x Gojek Version of the New Gang of GoFood" as material in creating interview questions. Apart from that, researchers can get deeper data so that it is hoped that researchers can connect the content of the message in the advertisement with the meaning of the message obtained from the source.

d. Interview

Interviews are usually conducted when researchers want to know several things from a source that are in-depth (Sugiyono, 2015). According to Esterbeg (Sugiyono, 2015) there are three types of interviews, namely unstructured interviews, semi-structured interviews and structured interviews. Structured interviews are a data collection technique where the researcher already knows for sure about the information that will be obtained. This interview requires an interview guide. In-depth or In-Dept Interview Interview is a technique in research qualitative. A respondent or group the respondent communicates the ingredients and encourage it to be discussed openly free. With in-depth interviews to informants, researchers can find out the actual reason of the respondent make decisions like that. Typical interview guidelines does not contain any questions detailed, but just an outline of what data or information do you want obtained from informants who later obtained it developed with attention interview situation. In this case the informant asked to retell about text that has been consumed (Elvianaro, 2010).

Based on this, the researcher chose to use structured interviews because the researcher already knew what data was needed in this research. Therefore, researchers will create interview guidelines according to the information that is already known. The interview guide that has been created aims to enable researchers to focus on the research data needed in this research. There were 10 sources in this research. The sources are people who have seen the Gojek advertisement "BTS X Gojek New Gang Version of GoFood".

e. Documentation

According to Sugiyono (2015), documentation is a method used to obtain information and data in various forms, such as documents, archives, old writings, and also images in the form of reports with accompanying explanations that can support research. This documentation is used to obtain data and then analyze it. In this research, documentation was carried out by collecting documents in the form of interview guides and interview results.

According to Sugiyono (2015) data analysis is the process of systematically searching and compiling data based on the results of data collection, namely through the results of observations, interviews and documentation. The data is then grouped into categories and then described, then selecting important data then arranging them in a pattern, and making conclusions. Based on this explanation, the data analysis techniques in this research are:

Data reduction: Data reduction is a process when data that has been obtained in the field is selected for the subject of discussion, then summarized, and focused on the important things. According to Sugiyono (2015) the aim of data reduction is to provide a clearer picture, making it easier for researchers. In the data reduction process, researchers will search for data to obtain information to fulfill the objectives of this research. The data reduction carried out by the researcher is a sample from the research that will be used in this research. The data sample used in this research is the Gojek advertisement "BTS X Gojek New Gang Version GoFood". This aims to ensure that the data obtained is related to being described and can be arranged systematically.

Data Presentation: After the data reduction process, the next stage is data presentation. Data presentation can be done in the form of short descriptions, charts, relationships between categories, flowcharts, and so on. In this research the data will be presented in several forms. Primary data or main data, namely interview data, will be presented in narrative form. Meanwhile, documentation data in the form of photos will be presented in the research results and attachments section. Meanwhile, data in the form of advertisements will be presented in the form of photos or images which will be discussed in the general description section.

Conclusion and Verification: The final process of data analysis is conclusion and verification. The data that has been obtained and arranged systematically is then concluded. This process is an initial conclusion that is still temporary. However, if the initial conclusion is supported by valid and consistent data, then it can be used as a final result which is a reliable conclusion. The conclusion will also go through a verification stage. Verification aims to enable researchers to answer the problem formulation and the objectives of the research to be carried out.

Data Validation Technique (Validity Test): The data that has been obtained needs to be accounted for and its certainty proven from research. Validation is based on certainty about whether the data results from research that has been carried out are accurate from the point of view of researchers, participants or readers in general. To support the data obtained, during the interview the researcher used a voice recording device. This aims to make it easier for researchers to create detailed, reliable, structured and clear reports.

This research is located in the Special Region of Yogyakarta. The object of research is something that to focus on research activities, or in other words everything that is become the target of research. The objects of this research are people who have seen the Gojek advertisement "BTS x Gojek New Gang Version of GoFood" and used the Gojek application. The object of research is something that to focus on research activities, or in other words everything that is become the target of research. The research subject is something which is a very important position within research, the research subject must be organized before the researcher is ready to collect data. Research subjects can be objects, things or people. But the subject of research on generally humans or whatever becomes a human matter (Arikunto, 2007:152). This research was conducted for three months. This research was conducted from July to September 2023.

3. Result and Discussion

3.1. Presenting the Result

Based on the results of research conducted on ten sources, the researchers found that there were 5 sources who fell into the dominance-hegemony position group. Then there were 4 sources who were included in the negotiated position group. And the last position there is 1 source who falls into the oppositional position group.

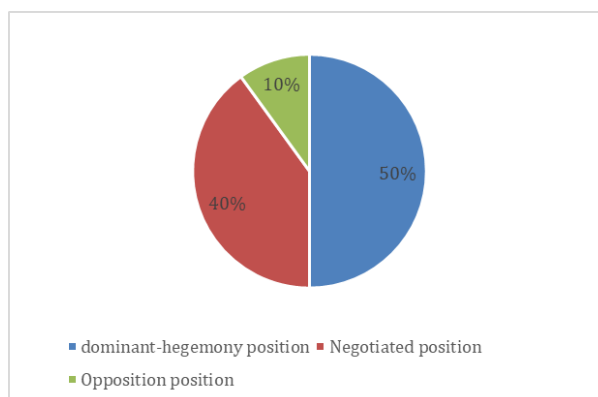


Fig 1. Percentage of Audience Classification Graph

Based on Figure 1, it shows that there are 5 audiences who are in the dominant-hegemony position which shows a graph of 50% of the total audience. The dominant position of hegemony is a situation where the audience receives a message that is in accordance with what the media wants to convey. Dominant-hegemony position can occur if the message recipient or audience does not refute or reject the media regarding the content of the message that has been conveyed. This position is a situation where the media conveys messages using the dominant culture that exists in society.

In second position there are 4 audiences in the negotiated position which shows a graph of 40% of the total audience. Negotiated position is a position where the audience accepts the dominant ideology and message content but rejects its application in certain cases or issues. The negotiated position allows the audience to be willing to accept the general dominant ideology. However, they will make exceptions or rejections on several things.

And there is 1 audience in the opposition position with a graph of 10% of the total audience. Oppositional position is a classification that states that the audience is in conflict with the message conveyed by the message creator. This position states that the audience does not agree and denies the

content of the message. So it can be concluded that the most common positions are dominant-hegemony positions.

3.2. Create a Discussion

1. Encoding

Encoding is a meaning of an idea that is in the mind of the communicator or audience to be converted into a message that can be understood by the communicant. According to Storey (Gunawan, 2022) encoding is a stage used by the sender of the message to play out the meaning in the message from the perspective of the sender of the message. The first meaning process is a form of encoding.

In the context of the Gojek advertisement "BTS X Gojek New Gang Version Of GoFood" Quoted from a press release received by ANTARA in Jakarta, Audrey said "As musicians, BTS is able to spread positive messages through their songs. "This spirit is what makes Gojek's collaboration with BTS special because it is in line with Gojek's commitment to creating a positive impact for all our users and partners."

Gojek's collaboration with BTS was launched in Indonesia on June 16 with the premiere of a TV commercial advertisement. In the video, BTS members namely RM, Jin, Suga, J-Hope, Jimin, V, Jung Kook show their fluency in Indonesian when ordering typical Indonesian food via the GoFood service.

The aim of the Gojek and BTS collaboration is expected to have a positive impact on merchant partners and driver partners. Apart from that, it is hoped that it can also create excitement for many people, thereby encouraging them to experience the convenience of online transactions through the Gojek application. In the future, Gojek will continue to explore various ways to improve products and services to make the daily lives of Indonesian and global people easier.

2. Decoding

The decoding process is the code used by the recipient to provide meaning to the message captured by the message creator (Gunawan, 2022). According to (Briandana, R., & Azmawati, 2020), the main focus of analysis in reception theory is decoding because this process is carried out in depth. In cultural studies conducted by Stuart Hall, the decoding process of messages was divided into three, namely perception, thinking and interpretation. The following is an explanation according to Morisin: (a) Perception: Perception is the process of giving meaning to a message received through the five human senses so that each individual can organize, select and translate information in order to create a meaningful picture of the world. Based on this explanation, the following is a table of audience perceptions of the Gojek advertisement "BTS X Gojek New Gang Version Of GoFood". (b) Thinking: Thinking is an individual's action in analyzing, weighing, and connecting to make a decision. (c) Interpretation: Interpretation is someone's giving an assessment, understanding, impression and view of something based on the individual's knowledge and experience.

The reception analysis have a purpose to find out how the audience receives the message content in the Gojek advertisement "BTS X Gojek New Gang Version Of GoFood" This research was conducted using Stuart Hall's theory as a basis for grouping receptions from each source (Vidiyawati & Wibowo, 2023). Based on the results of research conducted on ten sources, the researchers found that there were 5 sources who fell into the dominance-hegemony position group. Then there were 4 sources who were included in the negotiated position group. In the last position there is 1 source who falls into the oppositional position group. The following is a distribution of research results based on the classification of audience meaning: (a) Dominant-hegemony position: The dominant position of hegemony is a situation where the audience receives a message that is in accordance with what the media wants to convey. Dominant-hegemony position can occur if the message recipient or audience does not refute or reject the media regarding the content of the message that has been conveyed. This position is a situation where the media conveys messages using the dominant culture that exists in society.

Negotiated position: Negotiated position is a position where the audience accepts the dominant ideology and message content but rejects its application in certain cases or issues. The negotiated position allows the audience to be willing to accept the general dominant ideology. However, they will make exceptions or rejections on several things. Oppositional position: Oppositional position is

a classification that states that the audience is in conflict with the message conveyed by the message creator. This position states that the audience does not agree and denies the content of the message.

4. Conclusion

This research discusses how the audience perceives the content of the Gojek advertising message "BTS X Gojek New Gang Version Of GoFood". Based on the research results, the following conclusions can be drawn: (1) Most sources stated that the Gojek advertisement "BTS Of the ten sources, nine stated that the Gojek advertisement "BTS Meanwhile, one source stated that there were deficiencies in BTS's pronunciation when pronouncing Indonesian in advertisements. (2) Of the ten sources, nine sources agreed with the content of the message. Then there was one source who did not agree with the content of the message. (3) Of the ten sources, five sources were included in the dominant-hegemony position group, four sources were in the negotiated position group, and one source was in the oppositional position group.

Researchers provide several suggestions in conducting reception analysis on the content of the Gojek advertising message "BTS X Gojek New Gang Version Of GoFood". Based on the results and discussion, there are suggestions from researchers, including: (1) Audiences who can perceive the advertisement must be able to understand the content of the message in the advertisement. (2) It is hoped that readers will gain insight regarding the audience's perspective regarding the message contained in an advertisement. (3) Researchers hope that there will be similar research with more sources in the research so that the data obtained will be more varied.

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