

Representation of a Consumptive Lifestyle in Tokopedia Ads "Tampil Cantik Sekali Klik"

Triana Qotrun Nada*, Filosa Gita Sukmono

Communication Studies, Universitas Muhammadiyah Yogyakarta, 55183, Indonesia

*Corresponding author's email: triana.qotrun.isip17@mail.umy.ac.id

ABSTRACT

Keywords

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This study describes the formation of a consumptive lifestyle and the emergence of a culture of consumerism towards Tokopedia's "Tampil Cantik Sekali Klik" advertisement. The consumptive lifestyle begins with a consumption process that is not relaxing and has an impact on people's behavior that cannot distinguish between primary needs and mere desires. Tokopedia is an e-commerce in Indonesia that provides all your daily needs with various features. Many conveniences are present because of e-commerce such as Tokopedia. This convenience then attracts many users to shop more often through Tokopedia. As a result, their consumption process changes, from fulfilling needs to fulfilling wants. This study uses descriptive qualitative research with Roland Barthes' Semiotic research method. Barthes with his theory focuses on connotation, denotation, and mythology. The results of his research are, through the meaning of denotations, connotations and myths by Roland Barthes, it is revealed that what Tokopedia displays in its advertisements can trigger a consumptive lifestyle for its users. The consumptive lifestyle arises due to the convenience offered by Tokopedia's "Tampil Cantik Sekali Klik" advertisement, making people unable to distinguish between their main needs and desires. This convenience is packaged in the features provided by Tokopedia through the advertisements they display.

1. Introduction

In today's era, technological developments seem endless. Technology will continue to develop rapidly over time. It is undeniable, humans are competing to produce a technology with the intention of helping facilitate human life itself. One result of technological developments is the emergence of various auxiliary applications for human needs. In Indonesia, there are online motorcycle taxi applications, shopping applications, financial regulatory applications, hotel booking applications, tickets and accommodation. Some of these applications are certainly very helpful for human life. People can order shuttle services online, can shop for various needs through shopping applications, can manage finances without having to write expenses in a book, can book hotels, buy any tickets, even order plane and train tickets with just one application. It's as easy as human life in the present era.

One application that many people use today, namely online shopping applications. Online shopping applications are now everyone's needs because they provide convenience in terms of shopping for daily necessities. One of the online shopping applications that are widely used by people in Indonesia, namely Tokopedia. Tokopedia itself is known by the public as an online shopping application. Consumers can shop easily and flexibly anywhere and anytime. Moreover, in Tokopedia, the goods sold also vary. Starting from electronics, fashion, makeup, skincare, and others. Users can search for the items they want, checkout and then they can be paid immediately. After being paid, the seller will immediately pack the goods and the user only has to wait for the goods to arrive at his house. This convenience is then utilized by people in meeting their needs.

Apart from providing a wide range of products, Tokopedia also often holds discounts and free shipping. Of course this is very profitable for many people. The existence of various attractive offers will make users want to consume it repeatedly and excessively. The high use of Tokopedia shows that people are now addicted to online shopping. They will continuously shop without seeing the benefits of the goods they buy. That is, people are no longer concerned with needs and wants. This will certainly affect their daily lifestyle.

How Tokopedia can attract consumers to shop more often is a factor in the emergence of consumptive behavior among its users. Consumption is defined as the use of goods and services that will directly meet human needs. Consumption is spending on goods and services carried out by households with the aim of meeting the needs of those who make these purchases. (Hamid, 2017). Consumptive behavior refers to wasteful behavior. This will have an impact on a changing lifestyle. People with an extravagant lifestyle tend to want to increase their social class. They will be proud if they don't have or wear classy things. They also tend to compare their lifestyle with the lifestyles of other people. Even if their lifestyles are different, people with consumptive behavior do not hesitate to imitate other people's lifestyles. A lifestyle is something that is formed, created, copied and then recycled so that it can be used in human life, especially in the world of consumption and popular culture. (Oktaviana, 2020).

This application is the main source of the emergence of consumerism culture in society. Consumerism is an understanding or ideology that makes individuals or groups carry out or carry out the process of consuming or using goods produced excessively or inappropriately in a conscious and sustainable manner (Suciptioningsih, 2017). Intended to provide convenience and efficiency for the public in shopping, but ends up making people addicted. This addiction is what underlies people's reluctance to think about the interests of the needs of a product they buy. They just follow the desire to buy products that they think are interesting, without thinking about the amount of money they will spend. Whether the item is expensive and can drain the bag, they will be fine as long as they are satisfied that it can fulfill their desires. As a result, many people today live a luxurious lifestyle, from branded goods, vehicles that cost fantastic prices, fashion that is always up to date following trends, to residential furniture that costs fantastic prices. They will tend to have a consumptive lifestyle.

Consumerism usually has a wasteful nature which is usually just to seek its own pleasure. Now people have achieved a consumptive lifestyle. This lifestyle emphasizes luxury, extravagance, and momentary pleasures. People who have entered the consumerism stage will begin to realize that the convenience of shopping is a pleasure in itself. They will feel happy and satisfied when the item they want is successfully purchased. People who have succeeded in being hegemonized by a product based on desire alone will begin to form social boundaries. The consumption process carried out by people shows that they are upper class people who have quite good economic power. The process of excessive consumption will lead to consumptive nature. People who have consumptive nature tend to be addicted to having something. They will continue to buy useless things or buy with the intention of showing off. The consumptive nature that arises will make a mental illness that unconsciously infects individuals in their lives (Suciptioningsih, 2017). Judging from the way these people use goods, such as branded goods, it shows that they have boundaries between people who have high economies and those who don't. This causes the emergence of social stratification in society.

Research conducted by (Maulina & Rohayedi, 2020), (Suciptioningsih, 2017), (Oktaviana, 2020), (Ufrida & Harianto, 2022), (Melkisedek, 2017), stated that people who enter into a consumerist culture have extravagant and arrogant traits as well as individualism. Their lifestyle is also referred to as imaging. They are not oriented towards needs, but only fulfill the satisfaction of desires. They are quite ambitious to improve their social status, including the lifestyle that requires them to become a consumer society. The culture of consumerism in people in big cities is formed through a product marketing communication strategy. People easily believe in texts that can improve their social status and use objects of consumption as hyper-reality media which are objects that replace people's pleasures. In several previous studies, there was no discussion of how an advertisement would affect a person in the process of consuming it so that it would affect their lifestyle. This research is very important and interesting because in previous studies, consumptive lifestyle and consumerism were not associated with Tokopedia advertisements. Especially in Indonesia, e-commerce is increasingly popular and used. Tokopedia is an e-commerce with the largest number of users in Indonesia. Therefore, this study aims to find out how an advertisement can affect the consumption process of an

individual so that they become addicted to something and have an impact on their consumptive lifestyle. Through Roland Barthes' semiotic theory, researchers want to examine the effect of an advertisement on people's lifestyles so that they enter into a culture of consumerism and hedonism. How can a consumption process carried out by the community influence their behavior which refers to a consumerism culture.

2. Method

This type of research uses descriptive qualitative research with semiotic analysis methods. According to Creswell in (Ardial, 2014), qualitative approach is a process of research and understanding based on a methodology that investigates a social phenomenon and human problems. Research that uses semiotic analysis is a research technique for communication studies that tends to lead more to receiving messages and sources. Categorized into interpretive and subjective research because it relies heavily on the ability of researchers to interpret texts or signs that can be associated with ideological, cultural, moral and spiritual values (Aritonang & Doho, 2019a). Researchers used several stages, namely the description or orientation stage, the reduction stage, and the selection stage. The first stage is the description or orientation stage. This stage the researcher will describe based on the five senses, such as seen, heard, and felt. The second stage is the reduction stage. Researchers choose which data are important to process and focus on research problems. The last stage is the selection stage, where at this stage, the researcher will describe the data and information in more detail and then carry out an in-depth analysis to become a new hypothesis.

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Based on Roland Barthes' semiotic analysis, the researcher uses several stages, namely sorting scenes based on the representation of the ease of shopping depicted in the Tokopedia ad "Tampil Cantik Sekali Klik", analyzing each scene displayed in the ad to produce denotative and connotative meanings in the visual aspect using semiotic analysis Roland Barthes, identified a relationship between the scenes shown in the Tokopedia ad "Tampil Cantik Sekali Klik", concluded how the description of the ease of shopping can become a consumptive lifestyle that has been constructed in the Tokopedia ad "Tampil Cantik Sekali Klik". The meaning of denotation, connotation and myth in advertisements is found in the scene where the woman in the Tokopedia ad "Tampil Cantik Sekali Klik" wants to look beautiful with makeup but the makeup she has is damaged and runs out. Continuing with the scene where the woman is looking for the makeup she wants at the store but it turns out it's sold out. The last scene shows the woman opening the Tokopedia application and realizing that Tokopedia provides everything she wants. Finally, this woman can fulfill all her wishes with just one click on the Tokopedia application and can look beautiful with the makeup of her choice.

3. Result and Discussion

The surge in consumption by the public has an impact on the behavior of the community itself, namely consuming something excessive which is only based on the desire to achieve a feeling of satisfaction. Significant changes made by the community have made it easier for those who initially had limitations in meeting their needs with developments in the increasingly advanced economic and social fields. The feeling of satisfaction experienced by society is only temporary, in fact humans

themselves will never feel satisfied. They will continue to carry out acts of consumption which are only for pleasure without any awareness that these actions are harmful.

Researchers suggest how an advertisement can affect a person's lifestyle. A person's consumptive behavior is measured based on how much that person consumes something that is only based on the desire to achieve a sense of human satisfaction itself. The feeling of satisfaction when they get something is only temporary or pseudo. After the feeling of satisfaction is described, they will repeat the action until it becomes a habit. This is the reason why the act of consuming something must be based on the need for the goods we consume, not just mere desires. If we only follow our desires and passions, we will never be able to stop and will feel addicted.

This is the root of consumerism, so that the economy can continue to run well, members of society must continue to buy. "Buying", in this context, is an obligation and an individual action and departs from needs. Thus, people buy even though they do not need the goods purchased (Soedjatmiko, 2008). A sociologist from England, Robert G. Dunn argues that consumerism is an ideology or ideology that draws society into a mass production system, and changes the perspective towards consumption, from initially seen as a means of meeting needs, to a need that must be fulfilled (Dunn, 2008).

The consumption process is constructed through visual cues when the female character in the advertisement opens the Tokopedia application and finds the various needs of women available in the application. The construction that is formed creates a meaning in which the woman considers Tokopedia as her savior when she is in a pinch and as a provider of various kinds of needs. The convenience offered by Tokopedia makes its users interpret this as fun. Denotation can be interpreted as the real "meaning" or it can be interpreted as what the sign depicts on an object. Meanwhile, connotation means the interaction that occurs when a sign meets the feelings of the reader so that it becomes a communication. Myth can be defined as a message or language.

Explanation of the identification of the Tokopedia advertisement "Tampil Cantik Sekali Klik", several important scenes will be taken as visual signs in the advertisement which will be analyzed using Roland Barthes' semiotic theory. The following scene and analysis:

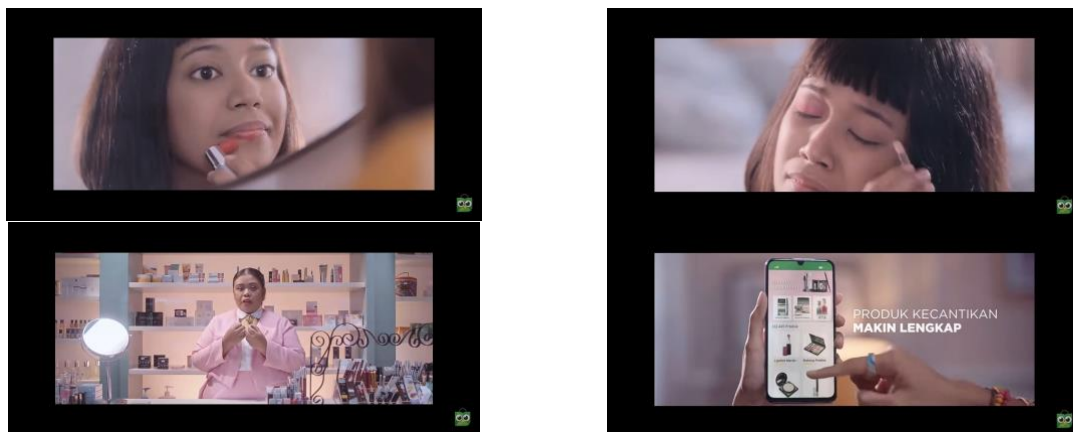


Fig. 1. Ads of Tokopedia

The meaning of the denotation in the Tokopedia ad can be seen when the woman in the ad wants to be more beautiful by wearing makeup such as eyeshadow and lipstick, but both of the makeup breaks and runs out. Deciding to go to a cosmetics shop but the items that are looking for are not available, then a scene appears where the woman opens the Tokopedia application which provides various kinds of items that she wants. After finding the desired item, she looks beautiful and confident. As for the connotation, seen in some of the scenes above, the woman wants to beautify herself with makeup. She will try to get makeup any way. That is, she is used to wearing makeup to beautify herself. The myth in the Tokopedia advertisement "Tampil Cantik Sekali Klik" can be interpreted as cosmetics, which is one thing that cannot be separated from a woman's life. Women

are used to beautify themselves using makeup. Moreover, makeup trends are growing from year to year. Beauty products are also more diverse than in the past. If in the past makeup was mostly worn by aged women, nowadays makeup can be used for any group, from teenagers to adults. The phenomenon of the lifestyle of a student who wants a new identity by always beautifying themselves in various ways, facial and body care, using beauty and cosmetic products to support their beauty is one way for them to show their identity. Moreover, makeup trends are growing from year to year. Beauty products are also more diverse than in the past. If in the past makeup was mostly worn by aged women, nowadays makeup can be used for any group, from teenagers to adults. The phenomenon of the lifestyle of a student who wants a new identity by always beautifying themselves in various ways, facial and body care, using beauty and cosmetic products to support their beauty is one way for them to show their identity (Elianti & Pinasti, 2018).

If it's in the Tokopedia ad, this triggers consumptive behavior from society, especially women. As in the advertisement "Tampil Cantik Sekali Klik" tells of a woman who has run out of her makeup tools. There, Tokopedia offers attractive offers with just one click, women will easily get the makeup they want. It is this offer that triggers consumers to use Tokopedia, especially women who have a high desire to shop. Starting from the first purchase. If consumers are satisfied with the product they get, then there will be a possibility that the consumer will buy the same product again or even a different product on Tokopedia. Not to forget, those who are satisfied will tell others about their satisfaction in buying products at Tokopedia. This means that more and more people will use the Tokopedia application to fulfill their needs and desires. This will have a negative impact on consumers who are addicted to Tokopedia's convenience. With just a simple offer through advertising, there will be lots of people who are interested in using it and addicted to it. Moreover, Tokopedia provides various kinds of needs, not only makeup, but fashion, skincare, electronic goods, and various kinds of household needs.

4. Conclusion

Based on the research results that have been defined in the previous discussion, it can be concluded that the meaning of the representation of a consumptive lifestyle in the Tokopedia advertisement "Tampil Cantik Sekali Klik" can be proven through Roland Barthes' semiotic theory. Through the meaning of Barthes' semiotics, Tokopedia's "Tampil Cantik Sekali Klik" advertisement can lead to a consumptive lifestyle, starting from the consumptive behavior of its users who already rely on Tokopedia as fulfilling their needs and desires, to impacting the process of excessive consumption. The surge in consumption has affected their lifestyle, which must be completely fulfilled. People with a lifestyle that must always be fulfilled will easily use their money for their own satisfaction. It is no longer concerned with needs, but all desires must be achieved. Satisfaction does not last long or can be called mere satisfaction.

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