



THE VALUE OF MARKETPLACE ADVERTISING NATIONALISM IN THE WORLD OF 2D ANIMATION

Hayu Lusianawati¹, Khairul Syafuddin²

Fakultas Ilmu Komunikasi Universitas Sahid¹, Fakultas Ilmu Komunikasi Universitas Sahid²

Author correspondence: khairul.syafuddin@usahid.ac.id

ABSTRACT

Economic benefits for every company cannot be separated from the important role of an advertising product. Shopee Indonesia as a big start-up in Indonesia cannot be separated from the obligation to produce advertisements to increase consumer interest. Every advertisement cannot be separated from all the interests and meanings produced in it. One of the advertisements produced by Shopee entitled Yang Terbaik dari Indonesia ada di #ShopeePilihLokal. This study focuses on the context of nationalism which is commodified through advertisements. The purpose of this study is to find out the strategy undertaken by Shopee Indonesia in building the values of nationalism through advertising media packaged in 2D animation. The method used in this research is qualitative. The analysis technique used is the semiotic analysis of Charles S. Peirce. This method is known in the triadic concept by linking objects, representamen, and interpretants to find out the meaning of the signs that appear. The results of this study see that Shopee Indonesia packages its advertisements by strengthening the value of locality and love of domestic products to build an interpretation of nationalism. These values are raised through various objects that exist in each scene in the ad.

Keywords: *advertising, marketplace, nationalism, semiotic, shopee.*

INTRODUCTION

Competition between organizations in today's business world is getting stronger. This is inseparable from the development of information and communication technology. We can see that technology has a very big influence on human life. Some of the influences we have felt start from our convenience in the fields of transportation, education, communication, to business issues. This makes a very big change to humans in their efforts to compete, interact, and survive.

Related to the business field to achieve large economic benefits, many digital companies have emerged which can now be said to be successful in meeting the needs of the community. One of the digital businesses that really provides convenience for the community is the marketplace. There are already quite a lot of marketplaces in Indonesia. Some of them are Bukalapak, Tokopedia, and Shopee.

The existence of these various marketplaces can be said to be able to meet the needs of the community in shopping. The fulfillment of this need can be achieved with the support of smartphones that make it easier for the public to access these applications. By using a smartphone connected to the internet, users can buy things online (Grosso & Forza, 2019: 139). Through a network between users formed over the internet, sellers and buyers in the digital world can connect with each other. This allows users to interact and transact digitally.

This phenomenon is a form of progress that can be felt directly. Users are faced with various marketplaces that each have their own advantages. Through the advantages offered by each marketplace, there is a very tight competition. This competition can be seen as a capitalist effort in finding offerings that are the advantages of business competitors (Linde, Sjödin, Parida, & Gebauer, 2020: 50). The competition also occurs by showing the values they carry in their products and services. One of these values can be reflected in the form of advertisements produced and published by the business owners of the marketplace.

Advertising is a form of non-personal communication about an organization, product, service, or idea that is paid for by a known sponsor (Morissan, 2014: 17). One of the advertising products that is the object of study in this study is an advertisement produced by Shopee. The ad is produced in the form of a video with a duration of 1 minute 40 seconds. The title used in the ad is Yang Terbaik dari Indonesia ada di #ShopeePilihLokal. The ad video was uploaded to the Shopee Indonesia Youtube account which has 2.45 subscribers. As of August 9, 2022, the ad has been viewed more than 22 million times. The number of statistical calculations shows that this ad has a strong enough appeal in the eyes of the public. This enthusiasm is what makes researchers interested in studying in depth related to advertising products made by Shopee.

Shopee ads that display visuals in the form of 2-dimensional animation have an interesting narrative. The ad tells the story of a girl who lives in a village. In the village there are various Micro, Small and Medium Enterprises (MSMEs) that are making products. From several scenes that are displayed, there are local products that reflect Indonesian culture, such as batik. The products were then put in a Shopee box and carried by the girl. The child tries to deliver the product in the box in various ways. But what he did always failed. But the people in the village tried to work together to help the child.

Despite getting help from the community in the village, the delivery of the product in the cardboard has experienced problems. When the people there were having a hard time, a Shopee employee suddenly appeared using his motorbike, where he was tasked with helping to deliver the package in the box. With his help, finally the product that was about to be delivered was carried out in various ways, from using a kite to a hot air balloon. At the end of the scene, the advertisement also shows the urban and archipelagic atmosphere that is part of Indonesia. In addition, Shopee also brought up a hashtag that shows its existence for MSMEs. The hashtags are #ShopeeAdaUntukUMKM.

From this ad video that lasts less than 2 minutes, it has locality, culture, and nationalism values that Shopee wants to show. In this case, the value of nationalism can be seen as the national spirit of a country. This spirit is shown by efforts to show cultural similarities, such

as the similarity of blood or descent, ethnicity, region, belief, religion, language, to culture (Widiyono, 2019: 15). In video products, this spirit is often shown in the form of mutual cooperation carried out by the community. Through these activities, the value of nationalism in Indonesia can be raised and interpreted by the audience. It also refers to the values in Pancasila. Especially the third principle, namely the unity of Indonesia.

When entering the business world, the values of life that are raised through an advertisement become a political economy practice carried out by capitalists. The form of political economy that can be seen is the practice of commodification. Vincent and Nagy (Jamil, Wirasti, & Afnira, 2020: 859) argues that commodification is an effort to transform from use value to exchange value. This also happens in advertisements produced by Shopee. These efforts cannot be separated from the economic interests of the company concerned. Of course, this is an attempt to attract consumers by looking at the cultural basis and the general nature of society's tendencies.

Based on this background, this study aims to find out the strategies carried out by Shopee Indonesia in building the values of nationalism through advertising media. In addition, this study also relates Shopee's position to MSME actors through 2D advertisements that have been produced. With this research, it is hoped that readers will know the importance of utilizing various visual signs to convey information that has a strong essence.

METHODOLOGY

This study uses a qualitative method. The sample used in this study is Shopee Indonesia advertisements that have been broadcast on Youtube. There are certainly a lot of Shopee ads that have been uploaded on Youtube, therefore in this study the researchers focused on one advertising content. The selected ad content is titled Yang Terbaik dari Indonesia ada di #ShopeePilihLokal. The sampling technique used in this research is purposive sampling. The criteria for selecting the sample is that the advertisement will run in 2022 to get the novelty of the research results. In addition, the ad has been viewed more than 1 million times. This is important as a consideration of how many viewers are interested in the ad.

The data used in this study is divided into 2, namely primary and secondary data. Primary data comes from the video documentation of the ad which is then taken several scenes as analysis material. Meanwhile, secondary data comes from previous research and books to support the results of the analysis of the findings that have been obtained. This study uses the semiotic analysis technique of Charles S. Peirce. This semiotic analysis technique is also considered a triadic semiotic model. In conducting this semiotic analysis, researchers need to pay attention to the concept of the triadic which is composed of objects, representamen, and interpretants (Sobur, 2013). In addition, this analysis focuses more on icon marks because the analyzed content is in the form of 2D animated videos. Thus, the researcher focuses on the similarity of the objects displayed with real objects known in everyday life.

RESULTS AND DISCUSSION

Shopee Indonesia's advertisement that carries the title The Best from Indonesia is at #ShopeePilihLokal has nationalism values. The value of nationalism in the advertisement is constructed by using 2D visualization which is complemented by a sung song. The combination of visualization and music produces a strong meaning for the value of nationalism that relates to the love of Indonesian citizens for their homeland and local MSME products.

This value has begun to be shown through the first scene in the ad. The first scene of the advertisement shows how beautiful the homeland of Indonesia is. In the first impression of the ad, the producer shows the beauty of Indonesia through a point of view seen from the sky. This point of view is taken as if using the point of view of a drone, so that it can describe the natural beauty of Indonesia.

Before the natural beauty is shown, the first animation that appears is the cloud object. This can strengthen the perspective that Indonesia is a beautiful country with cool air. The producer's strategy raises this perspective as well as strengthens Indonesia's natural beauty. Because after the visual cloud appears, it is followed by a visual of rice fields and birds flying. This cloud visual is also used to bring up the interpretation of time, where the atmosphere at the location is still early. This is also shown through the reflection of the morning light and the sound of birds chirping.

The objects of rice fields that have a green color tendency along with trees and river flows become a visual system related to the description of Indonesia's conditions. These green and blue colors can show that Indonesia is a country filled with natural beauty. This in the end can build an interpretation that the preservation of nature in Indonesia is still well maintained. This interpretation is supported by visuals of birds flying. Not only that, the brown soil in the visual also shows that the land in Indonesia is still good as a field for planting crops. This is shown through land objects in rural areas that are ready to be planted by farmers.

In this first scene, locality which is part of nationalism is also shown through a logo. In the title "Shopee Pilih Lokal" affixed a logo. The logo takes the object of the mountain in the puppet. This mountain object gives rise to an interpretation of Javanese culture, where in that culture there is wayang art. This art is a marker of local culture that is being promoted by Shopee through its advertisements. The mountain object in the puppet has also been edited by adding a heart object. This heart object provides an interpretation to emphasize Shopee's love for the locality and homeland.

The homeland referred to in the logo displayed by Shopee is Indonesia. Where this can be seen from the color of the red and white flag placed on the heart object. Thus in the object it can be seen that there are important markers arranged into a sign system. The markers are the mountain object in the puppet, the heart symbol, and the colors of the Indonesian flag. These three signs give rise to the meaning of love for the homeland, especially related to culture and locality in Indonesia.



Figure 1: Indonesia's natural beauty

The preservation of nature in Indonesia in the first scene is further strengthened through a sign in the second scene. In this second scene, there is a monument with the name of the village there. The name of the village is Desa Asri. The 'asri' which is used as the name of the village can be seen as a sign system that binds the meaning that appears in the first scene. The meaning arises because the word 'asri' is synonymous with beauty. The meaning of beauty is also supported by the light of the morning sun which is able to give an interpretation of the impression of warmth in a certain place.

The locality of Indonesia is not only shown through its natural conditions, but is also shown through the rural atmosphere in Indonesia. In this second scene, the rural atmosphere begins to be shown more clearly. One of them by showing the existence of a grocery store in the village. The grocery store in the second scene is a representation of the existence of MSMEs in Indonesia. Stuart Hall (Noviani, 2020: 66) explaining representation is the production of the meaning of concepts in our minds through language. The grocery store is interpreted as part of MSMEs because it is part of small businesses in the community. In addition, in an advertisement, the appearance of an object always has an interest in it, and has a certain meaning to give a message to consumers.

The power of messages related to locality is also strengthened through visual messages in the form of images of buildings and motorbikes from this second scene. The buildings in this scene show the construction of buildings in the village. This can be seen from the shape of the building, the monument that has writing on it Desa Asri, and orange glowing neon lights in the scene. In addition, a collection of small red and white flags found on the monument and a patch of announcement paper also strengthened the atmosphere of the village. The locality of this village is also shown through the representation of the economic conditions there, where it is shown through an ancient motorbike parked next to the grocery store there. The atmosphere of a rustic morning is also raised through the pink cloth that is dried in the yard. All of these objects are bound together and form a sign system. The setting constructed by the ad producer tries to show the harmony of the atmosphere in the Desa Asri.

The scene also shows a girl running full of joy. When he ran, he could see there was an orange cardboard object that said Shopee along with its logo. This running girl object represents the joy in the morning at Desa Asri. Meanwhile, the Shoppe cardboard was raised to provide an interpretation to the message consumers to see that Shopee is known and supports the economy in rural areas.



Figure 2: Rural atmosphere in the morning

The sign system displayed in the second scene constructs an initial message that refers to the village economy. The message appears from various signs through the objects that appear in this ad. These various objects show a representation of rural conditions with a focus on grocery stores. The shop is also a representation of the people's economy which in the end becomes the beginning of the representation of MSME actors in the region.

The locality value that elevates MSMEs is shown further in the third scene. In this scene, the object of the building shows the *joglo* house building. The house building gives rise to an interpretation that the value of this locality can be realized through the *joglo* building. This building is a marker of local culture that continues to be maintained to this day. The construction of fences, walls, windows, doors, and roofs shows the cultural value through the building. This is reinforced by the shadows of the buildings behind the main building which are the visual focus. Not only that, the value of this locality is also shown through the placement of objects for clotheslines made of wood in front of the house.

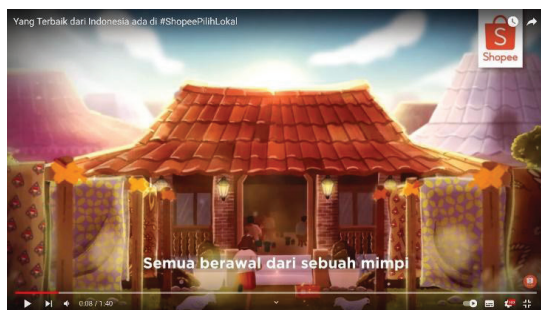


Figure 3: Joglo house view

In this third scene, the locality value of Shopee's advertisement is also emphasized on the appearance of regional art interpretations. The art is displayed on a 2D visual object of batik cloth. Batik is an important object to show regional locality and elevate the value of nationalism. This is because batik is considered as part of Indonesian culture which is a craft with high artistic value (Trixie, 2020: 2). This high artistic value as part of Indonesian culture is what makes the representation of nationalism shown through batik strong. The object also ultimately has a relationship with MSME products. Where batik is a local product with a high value.

The relationship between the value of batik as part of locality and the lives of MSME actors is shown in the fourth scene. The scene shows the existence of a Shopee cardboard object among MSME actors who are painting batik. The result of batik production is better known as written batik. Written batik is considered to have a high selling value compared to printed batik (Astuti & Hastuti, 2017: 2). This high selling value increases the interpretation of the emerging batik art. This also makes MSME products shown to have a high value. In this case, MSME products cannot be underestimated even though they are not foreign products. This interpretation is also juxtaposed with the Shopee box which gives rise to the meaning that this start-up supports the development of Indonesian MSMEs.

When you focus on the batik cloth object in the middle of the scene, you can see the Wayang Mountain logo again, with a heart symbol in red and white. The logo appears to strengthen the interpretation that batik cloth is a local product of Indonesia. The strengthening of locality values in this advertisement is used to position Shopee as a start-up that

places its position for the lower middle class community, especially those in rural areas. This is also to show that Shopee has a mission to help develop and increase sales of MSME products in Indonesia.



Figure 4: Batik SME

This ad not only shows the value of locality, MSMEs, and nationalism. There are religious and togetherness values that appear in the ad. This religious value appears in the fifth scene, where there is a father and mother with a child who want to pack cloth products into Shopee boxes. The religious values that appear in the advertisement can be seen through the object of clothing worn by a father and mother. The value of clothing for a multiculturalist society, such as Indonesia, sees that clothing can be used to identify a person's origins, tastes, and occupations (Lestari, 2014: 227).

In this fifth scene, the object of clothing displayed has a fashion tendency which is considered identical to the religion of Islam. This is indicated by the object of the cap, koko shirt, and sarong worn by a father. Then the mother in the scene wears a veil and closed clothes as a marker of her religious identity. Although this is basically the dress, it cannot be interpreted as an Islamic dress. Because the clothes displayed in this marker object can be seen as regional clothing. Where the clothes show the value of modesty, such as the value of Javanese life. Thus, through this fashion object, the value of locality appears through the characters in the advertisements.

In addition to clothing, there is also the value of togetherness or mutual cooperation. This is shown through a father, mother, and child who together pack cloth products into Shopee boxes. Not only that, the extra characters behind the three of them also increase the interpretation of the meaning of *gotong royong*. This is the hallmark of the Indonesian nation that puts forward the value of togetherness, where this value is also reflected in Pancasila. The value of this togetherness is contained in the third precept which reads "Persatuan Indonesia". The word 'Persatuan' in this case has the meaning of togetherness that must be realized by Indonesian citizens. By showing this meaning through advertisements that are produced, it can bring up the value of nationalism that makes Shopee start-ups considered to have a close relationship with the Indonesian people.

The value of togetherness or *gotong royong* continues until the eighth scene. In this scene, the value of *gotong royong* is shown when everyone in the ad has put their products in the Shopee box. After they finished packing their products, the camera's point of view was taken from inside the box. Through this point of view, 8 people who have various differences can be seen. Starting from the differences in terms of clothing and skin color. These differences are also used as objects to mark religion, ethnicity, and race.

The eighth scene when viewed as an interpretation of the value of nationalism can show the strength of the unity of the Indonesian nation, where the unity does not arise

because of the similarities between individuals. However, the many differences in Indonesia are still able to make its citizens unite to create peace and togetherness between individuals. This also gives an interpretation that Shopee also strengthens this togetherness through the facilities it provides.

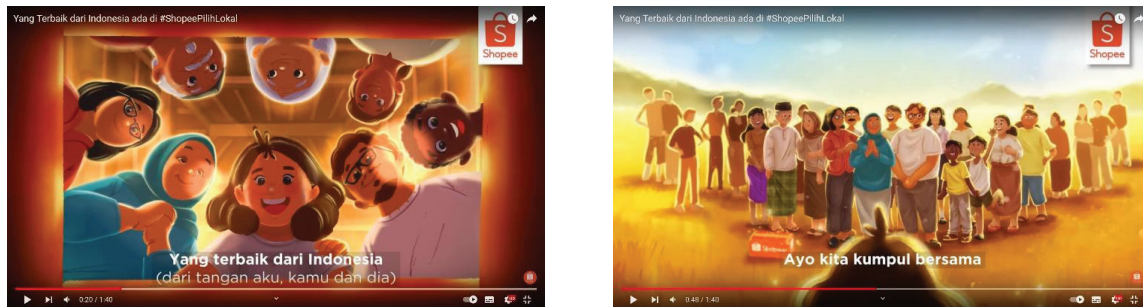


Figure 5: Community togetherness

In the narrative built by the ad, the girl who appears from the second to the eighth scene is a child who is trying to deliver a package. The package is a product that was previously packaged in a Shopee cardboard. In the narration of the story after the eighth scene, the girl tries to deliver the packaged product. However, this ad is described as continuing to fail. In this failure, the child received a lot of help from residents in the field to send his product.

The momentum depicted in the visual of this togetherness further increases the value of unity that appears in the ad. In the next narrative, this is manifested in the efforts of all residents to cooperate in sending these products by making hot air balloons. Of course the hot air balloon is made through a long process and cannot be done alone. This is shown in every scene in the Shopee ad. By describing the hard work and mutual cooperation of all citizens, the value of Shopee advertising's nationalism is even stronger.

The existence of Shopee in some of these narratives is implicitly raised through the dominance of the color orange. The color is shown by bringing up the dominance of orange. The color is obtained by making the atmosphere in the scene occur in the afternoon. In the afternoon the color of the light that appears has a tendency to be orange. This color is the color of the Shopee start-up, so the existence of the start-up is not only represented through cardboard. However, it is also represented through the dominance of color in each scene of the advertisement, so that its presence continues to appear on every impression that is consumed.

In the narrative of the next advertisement story, the efforts made by the residents in mutual cooperation did not experience a smooth journey. There are obstacles that make their efforts to deliver the product fail. But at that moment, a courier from Shopee arrived who was wearing an orange jacket and helmet. The courier came with a smile on his face which gave an interpretation that he was the party who was able to help solve the problems of the residents there. Furthermore, 4 residents there tried to explain the obstacles they experienced. The courier finally helped the troubled residents there. Using his vespa, the courier and the girl in this advertisement together fly a hot air balloon that has been made. With the help of this Shopee courier, the problems experienced by the residents of Asri Village can be resolved.

In the next scene, Shopee's presence is getting stronger amid the nationalism values displayed in the advertisement. This is shown more explicitly after the Shopee courier is

presented as an object of interpretation in this advertisement. The courier was placed in one frame with a hot air balloon affixed with the Wayang Mountain logo with a red and white heart symbol. Framing is important to emphasize an event to be understood by consumers of information (Boer, Pratiwi, & Muna, 2020: 88).



Figure 6: Shopee courier help to fly the hot air balloon

The frame creates a sign system that operates to show Shopee's position in the context of the nationalism of the ad. The objects that support this interpretation are illustrated by the natural beauty, the logo that appears on the hot air balloon, and the help provided by the Shopee courier. In this case, the Shopee courier has a position as a hero because he comes when the residents of Asri Village need help. A hero can be seen as an act done by an individual for the good of the people based on the kindness of a helper (Marcella & Winduwati, 2019: 417).

In the advertising scene, Shopee positioned itself as a hero. When associated with the value of nationalism, heroes become an important position in society because they are considered capable of providing solutions to problems experienced. Through the courier object, Shopee is able to build an interpretation that this start-up is a hero representation for MSME actors. This further strengthens Shopee's position amid the values of nationalism and locality in Indonesia.

Multicultural Indonesia through the Shopee advertisement was also shown through several scenes before the advertisement ended. The important thing in the context of the Indonesian region shown by Shopee is related to the progress of Indonesian civilization. This is shown in a special scene that shows the urban atmosphere and the technology used by the characters that appear. The object of technology and urban progress in the advertisement helped build the interpretation that by using Shopee, Indonesia could be seen as a country that was literate with technological developments and able to keep up with the times.



Figure 7: Urban atmosphere

Advances in the use of communication technology are shown through laptop objects. This interpretation arises because currently the use of video conferencing applications is increasing and becoming the needs of many people. The application is able to be a solution to the problem of differences in distance and time between individuals. In addition, the object of the building that is seen through the glass object also strengthens the interpretation that nationalism cannot be separated from the development of development. In addition, this progress is also shown through the characters in this scene. In the scene there is an object of a man wearing a suit with neat hair, where the object raises the interpretation that a career in urban areas is also one of the careers in Indonesia as a developing country, both in terms of technology and development.

DISCUSSION

Nationalism is a fairly strong issue in Indonesia. The power of nationalism itself is formed from the interactions that arise with elements within a nation and the nation's response to its environment, history, and ideals (Irfani, 2016: 136). In Indonesia, this is an important issue. Nationalism in Indonesia is often manifested through the construction of an environment that is in accordance with the nationalist spirit, such as the 17 August independence celebration. Can also be formed through knowledge in history. In fact, it is realized through the ideals of every Indonesian citizen for the sake of his country.

The value of nationalism when linked in Shopee Indonesia advertisements is manifested in every visual of the advertisement. In this case, the message that is most strongly produced and commodified is environmental issues. The environment that is realized through the 2D animated advertisements constructs an environment in which the value of unity is realized. This value can certainly be understood in Pancasila, the third precept. In fact, this is also realized in the form of construction of beautiful views of the homeland.

Nationalism is often used as an advertising idea for several products, especially those advertised in Indonesia. This is because nationalism can be seen as a big capital to maintain the existence and consistency of a country's sovereignty. Even for the younger generation, this nationalist spirit needs to be possessed because they will be the nation's leaders in the future (Alfaqi, 2016: 209). Although advertisements are seen as having an interest in increasing the profits of the products that appear, there are many advertisements that have positive values in them. Like the Shopee Indonesia advertisement in this study. The ad not only displays the creativity of 2D animation, but there are positive values that are also shown in it.

These positive values are packaged in the form of mutual cooperation activities that can foster a nationalist spirit and unity for the nation. This is an effort for advertising products to provide benefits to the target market, in addition to meeting the interests of the industry. Through the production of advertising content that uses the approach of the work of the younger generation, it can attract their attention. Thus, consumers unconsciously, especially the younger generation, can consume advertisements that have positive values related to nationalism.

The value of nationalism certainly has a strong essence and essence in it, so that it becomes an advertising concept that appears in Indonesia. This spirit of nationalism can be considered as a legacy from the ancestors or predecessors of the Indonesian people who have fought for their independence. The spirit of nationalism basically emphasizes the issues of unity, tolerance, justice, and the spirit of humanity, all of which are inherited (Ruslan, 2014). Several scenes that became the findings of this study prioritized the context of na-

tional unity. This is manifested in the mutual cooperation between residents when there are problems. Even in this case, the issue of tolerance is also raised at the beginning of the scene by showing the differences between individuals. However, these differences do not become the reason between the residents to be divided.

The production of this advertisement with the theme of nationalism is also one of Shopee Indonesia's good contributions. This is because in an era full of technological exposure, the challenges to nationalism are also getting bigger. Nationalism in the current era tends to be challenged in the form of a global pull towards an increasingly free democracy (Handayani, 2019: 167). With this challenge, the advertising production strategy carried out by Shopee Indonesia is seen to have adapted to the times and generations who become consumers of the product. This is the advantage of the strategy used by Shopee. Even in the context of commodification, Shopee has changed the value of nationalism, which means the spirit of struggle, into an exchange value for the benefit of the economy. But on the bright side, by using this strategy, millennials can learn and strengthen their nationalist spirit through advertising content that runs in less than 2 minutes. Through this Shopee Indonesia advertisement, the nationalist spirit of the younger generation can be nurtured even in advertising content. This can make a good contribution to campaign efforts to increase the nationalist spirit of the younger generation. Thus, the content created by Shopee can provide a new way to maintain their spirit of nationalism in the midst of the onslaught of technology.

CONCLUSION

Shopee Indonesia has succeeded in producing advertisements in the form of 2D animated videos. This success is shown by the large number of viewers on Youtube. The advertisement is also seen to have a positive value in it, namely by raising the value of nationalism as the main idea that is constructed. The value of nationalism appears through a set of signs that are interconnected through every scene in the advertisements that are shown. Each scene displays different objects, but they are interrelated in forming meaning in the advertisement.

The meaning that appears is not explicitly seen as the value of nationalism. However, to reach an understanding of these values, the contents of this Shopee advertisement also highlight several other values that are quite important. Some of these values include the value of unity, locality value, cultural value, artistic value, to the issue of the context of SMEs. All these meanings cannot be separated and stand alone. However, all the values and meanings that appear are interrelated which then form the meaning of nationalism in the advertisements that are displayed.

Although Shopee Indonesia is seen as using this content creation strategy by converting the value of the spirit of nationalism into economic exchange value, the content it creates can be considered to have positive benefits. This can be seen from the onslaught of technology that is a challenge for today's young generation. This technological onslaught is also a challenge in efforts to strengthen the nationalist spirit for the millennial generation. The steps taken by Shopee by creating advertising content that are close to the interests of today's young generation are a good strategy. This is because creativity in content creation is now an important thing to attract the interest of the younger generation in consuming information.

REFERENCES

- Alfaqi, M. Z. (2016). Melihat Sejarah Nasionalisme Indonesia untuk Memupuk Sikap Kebangsaan Generasi Muda. *Jurnal Civics*, 13(2), 209–216.
- Astuti, S. A., & Hastuti, R. (2017). Identifikasi Persentase Printing, Batik Tulis dan Batik Cap di Blok VIP International Batik Center (IBC) Pekalongan. *Universitas Pekalongan, Pekalongan*, 12, 1–8.
- Boer, K. M., Pratiwi, M. R., & Muna, N. (2020). Analisis Framing Pemberitaan Generasi Milenial dan Pemerintah Terkait Covid-19 di Media Online. *Communicatus: Jurnal Ilmu Komunikasi*, 4(1), 85–104.
- Grosso, C., & Forza, C. (2019). Users' Social-interaction Needs While Shopping via Online Sales Configurators. *International Journal of Industrial Engineering and Management (IJIEEM)*, 10(2), 139–154. <https://doi.org/10.24867/IJIEEM-2019-2-235>
- Handayani, S. A. (2019). Nasionalisme dalam Perubahan di Indonesia: Adaptasi atau Transplantasi. *Historia*, 1(2), 154–170.
- Irfani, A. (2016). Nasionalisme Bangsa dan Melunturnya Semangat Bela Negara. *Jurnal Dakwah*, 10(2), 135–145. Retrieved from <https://jurnalainpontanak.or.id/index.php/alhikmah/article/download/613/378>
- Jamil, A., Wirasti, M. K., & Afnira, E. (2020). Media and Political Interest: A Case Study on Media and Advertising Mars Party Perindo. *Journal of Social and Political Sciences*, 3(3), 857–867.
- Lestari, S. B. (2014). Fashion sebagai Komunikasi Identitas Sosial di Kalangan Mahasiswa. *Jurnal Pengembangan Humaniora*, 14(3), 225–238.
- Linde, L., Sjödin, D., Parida, V., & Gebauer, H. (2020). Evaluation of Digital Business Model Opportunities: A Framework for Avoiding Digitalization Traps. *Research Technology Management*, 64(1), 43–53. <https://doi.org/10.1080/08956308.2021.1842664>
- Marcella, D., & Winduwati, S. (2019). Representasi Nilai-Nilai Kepahlawanan Iklan Gojek (Studi Semiotika Iklan Gojek Versi Kamu-Gozali). *Prologia*, 3(2), 416–422.
- Morissan. (2014). *Periklanan: Komunikasi Pemasaran Terpadu*. Jakarta: Kencana Prenamedia Group.
- Noviani, R. (2020). Politik Representasi di Era Serbamedia. In *Gerak Kuasa: Politik Wacana, Identitas, dan Ruang/Waktu dalam Bingkai Kajian Budaya dan Media* (pp. 59–84). Jakarta: PT Gramedia.
- Ruslan, I. (2014). "Membangun" Nasionalisme Sebagai Solusi untuk Mengatasi Konflik Sara di Indonesia. *Jurnal TAPIS*, 10(1), 1–18.
- Sobur, A. (2013). *Semiotika Komunikasi*. Bandung: PT Remaja Rosdakarya.
- Trixie, A. A. (2020). Filosofi Batik Sebagai Identitas Bangsa Indonesia. *Folio*, 1(1), 1–9. Retrieved from <https://journal.uc.ac.id/index.php/FOLIO/article/view/1380>
- Widiyono, S. (2019). Pengembangan Nasionalisme Generasi Muda di Era Globalisasi. *Jurnal Populika*, 7(1), 12–21.